



SWINE SOLUTIONS

Key Trends Shaping the US Pork Industry in 2024

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The US pork industry is undergoing dynamic shifts in response to various challenges and opportunities. In a recent [podcast episode of Ag Future](#), Mark Hulsebus, sales and portfolio director of Alltech's US Pork team, shared valuable insights into the current trends shaping the industry in 2024. Let's dive into the key takeaways from the discussion:

Production Outlook:

- Anticipated total commercial pork production in 2024 is approximately 28 billion pounds, reflecting a 2.4% increase from 2023.
- Despite challenges such as losses and economic instability, industry players are exploring opportunities for change and sustainable growth.

Domestic and Export Demand:

- Domestic consumption accounts for over 70% of pork production in the US, underscoring the importance of the domestic market.
- With inflationary pressures affecting consumers, there's potential for increased domestic demand, especially with high beef prices driving consumers towards alternative protein sources like pork.
- Additionally, declining pork production in Europe presents export opportunities for US producers to fill the gap in global demand.

Trade Dynamics and Policy Changes:

- Efforts to reduce trade barriers and tariffs remain crucial for expanding export markets and ensuring the competitiveness of US pork on the global stage.
- Continuous advocacy and collaboration among trade organizations, governments, and non-governmental entities are essential for navigating evolving trade dynamics.

Profitability and Efficiency:

- Prioritizing profitability over maximum production efficiency is key for sustainable success in the pork industry.
- Producers should focus on understanding their cost structures, locking in profits when opportunities arise, and embracing continuous improvement initiatives to drive long-term profitability.

Technological Innovations:

- Innovations such as [Alltech's Triad™ technology](#) offer promising solutions to enhance performance and productivity in the farrowing house.
- Feedback from users indicates positive outcomes in improving pigs weaned per sow, with careful planning and deployment.

Collaboration and Partnership Opportunities:

- Forging partnerships with industry players like Alltech can contribute to profitability through access to innovative technologies, expertise, and resources.
- Opportunities to connect with Alltech representatives are available through trade shows and industry events like World Pork Expo, and the [Alltech website](#).

In conclusion, the US pork industry is navigating a complex landscape characterized by production challenges, shifting demand dynamics, and technological advancements. By embracing change, fostering collaboration, and prioritizing profitability, stakeholders can position themselves for success in 2024 and beyond.