How Shifting Consumers Trends are Affecting Swine Production in North Carolina
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This thesis provides a look at consumer perceptions of swine production in North Carolina and hog producers’ responses to recent concerns raised about swine production. The findings of this research, through 93 survey responses and nine interviews, suggest that there are several commonalities and differences that consumers and people in the hog industry have. There is a large divide between people in the industry and consumers, but this divide is likely going to reduce in the near future with new technologies and a push by the swine industry to reach consumers with new knowledge and awareness of sustainable technologies and methods.