Swine welfare is a current focus area of public interest in the United States with a continued pressure for the industry to increase on-farm transparency and improve individual pig behavior and welfare. Over the past decade, consumer engagement, animal protection campaigns and increased knowledge about swine welfare have all driven dramatic changes in the management practices performed on farm. For both mainstream and niche pork marketing streams, science based and culturally relevant programming is needed to assess welfare, identify alternative management practices to improve welfare and implement these practices on a commercial level. This seminar will discuss novel research and future trends regarding 1) Timely and humane euthanasia 2) On-farm welfare assessments and audits and 3) Alternative management practices to improve welfare on US swine farms.