



FOR IMMEDIATE RELEASE  
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### **Plan to Attend Wisconsin Corn-Soy Expo**

LANCASTER, WI- Pork producers and industry partners are invited to attend the 2024 Corn-Soy Expo on February 1<sup>st</sup> and 2<sup>nd</sup>, 2024, at the Kalahari Resort in Wisconsin Dells. Attendees can expect an exciting, jam-packed agenda full of educational breakout sessions, networking events, annual meetings, a tradeshow, entertainment, and fun for the whole family!

Wisconsin Pork Association's annual meeting will take place on Thursday, February 1<sup>st</sup> at 10:30 a.m. at the Kalahari Convention Center in the Africa 10 room. The annual meeting allows WPA members the opportunity to provide input on policies and the future direction of the organization. Elections for the WPA board of directors and 2025 Pork Act delegates will be held during the meeting, and scholarship and distinguished service award recipients will also be recognized.

Following the annual meeting, WPA is excited to offer three valuable breakout sessions for producers and industry members to attend. Specifically, these sessions will focus on capitalizing on the pork-corn-soy relationship, PRRS, PEDv, and foreign animal disease updates for Wisconsin, and the economic outlook and Prop 12 implications to the swine industry.

Thursday evening, WPA will host their iconic "**Porkapalooza**" event starting at 5:30 p.m. in the Africa Foyer. This event features fun for all with unique pork hors d'oeuvres, live music by Wisconsin's very own Pat Watters Band, and live auctions that raise funds to support youth programs and industry issues. Special auction items include a Great River Ranch Weekend Getaway, Throttle Rx UTV Weekend Explorer Package, Destination Kohler Weekend Package, authentic sports collectibles and memorabilia, a barn quilt, local products baskets, pies, and more!

Friday, February 2<sup>nd</sup>, is another full day of presentations focusing on risk management, the Farm Bill, new swine industry research, collegiate student career updates, and an exciting presentation from the Shark Farmer.

The early registration deadline is December 31<sup>st</sup>, 2023. To register for only the annual meeting & Porkapalooza, email [wppa@wppa.org](mailto:wppa@wppa.org) or call 608-723-7551. To register for the entire event, visit [cornsoyexpo.org](http://cornsoyexpo.org). Any person or business interested in becoming a sponsor should contact the WPA office at 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).

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*The mission of the Wisconsin Pork Association is to promote and protect the state's pork industry in order to ensure its success now and in the future.*