



FOR IMMEDIATE RELEASE
February 15th, 2024

Contact: Morgan Worek
mworek@wppa.org or 608-723-7551

WPA Elects New Board of Directors

LANCASTER, WI- On February 1st Wisconsin Pork Association members elected their new board of directors during their annual meeting which was held in conjunction with the Wisconsin Corn Soy Expo at the Kalahari Resort in Wisconsin Dells. The board of directors is the governing body of the association and has the authority to determine the policy and scope of activity that will be followed by WPA. The newly elected directors are Jeff Morris, Nathan Brickl, Emma Wedig, and Bailey Fritsch.

Jeff Morris resides in Lone Rock, WI. He runs Century Oaks Livestock, a show pig operation that raises pigs for youth exhibitors. Jeff is the University of Wisconsin Madison Extension Swine Specialist where he communicates with and educates swine producers about industry opportunities and advances. This is Jeff's second consecutive term serving on the Board.

Emma Wedig lives in Darlington, WI. She is a Swine Sales Representative for Zoetis. Emma has worked in all facets of the swine industry from production, technical services, association work, and sales. She is very passionate and focused on helping producers of all shapes and sizes succeed in their operation.

Nathan Brickl is a resident of Spring Green, WI. He is the Hanor Company's Environmental Specialist. Nathan is passionate about farming and doing what is right for the land, water, and people. He is a go-getter that is always looking for new opportunities to promote pork and support our state's industry. Nathan previously served on the Board from 2016-2021.

Bailey Fritsch is from Cobb, WI. Bailey is the owner of Fritsch Show Pigs whose focus is to raise high quality pigs and mentor youth exhibitors. Additionally, Bailey is a Dairy Field Representative for Rolling Hills Dairy Cooperative and enjoys helping her family on the farm in her spare time.

These individuals will join other Board members President Christina Meylor, Vice President A.V. Roth, Secretary Alicia Prill-Adams, Treasurer Al Ries, Director Curt Watson, and Executive Vice President Keri Retallick. For questions or to learn more, call the WPA state office at 608-723-7551 or email wppa@wppa.org.



Jeff Morris



Emma Wedig



Nathan Brickl



Bailey Fritsch

- More -



2024 Board of Directors

Pictured front L-R: Alicia Prill-Adams, Christina Meylor, Emma Wedig, Bailey Fritsch, Keri Retallick. Back L-R: Nathan Brickl, AV Roth, Al Ries, Curt Watson, and Jeff Morris

###

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.

PO Box 327 Lancaster, WI 53813

Phone: 608-723-7551

Email: wppa@wppa.org