



# PORK HEADLINES

Wisconsin Pork Association's Bi-Monthly Newsletter



Brought to you by:

Wisconsin Pork Association  
Wisconsin Corn Growers Association  
Wisconsin Soybean Association



## SAVE THE DATE WISCONSIN CORN • SOY EXPO

February 6-7, 2025

Kalahari Convention Center, Wisconsin Dells

Register at [cornsoyexpo.org](http://cornsoyexpo.org)

### THE MIDWEST'S PREMIER GROWER EVENT



Registration is now open for the Wisconsin Corn Soy Expo. This two-day event will be held on Thursday, February 6th and Friday, February 7th, 2025, at the Kalahari Resort Convention Center in Wisconsin Dells, WI.

Attendees can expect an exciting, jam-packed agenda full of educational breakout sessions, networking events, annual meetings, a tradeshow, and entertainment for all! Additionally, the Wisconsin Pork Association will give updates on the PRRS and PEDv program, foreign animal disease preparedness, the Wisconsin Raised program, sustainability, market updates, and other ways your Checkoff and SIP dollars are being utilized. You don't want to miss this event!

Stay tuned for more information in our weekly email newsletter, our WPA website or at [www.cornsoyexpo.org](http://www.cornsoyexpo.org).

### REGISTRATION

To register, visit [www.cornsoyexpo.org](http://www.cornsoyexpo.org)

Early bird registration is due by January 1st, 2025. After that date prices increase.

### AGENDA

To view the full agenda, visit [www.cornsoyexpo.org](http://www.cornsoyexpo.org)

### MARK YOUR CALENDAR

**February 6th**

WPA Annual Meeting 10:00 a.m.

Porkapalooza 5:30 p.m.

## WISCONSIN PRODUCERS ATTEND LEGISLATIVE ACTION CONFERENCE

In September, five Wisconsin pork producers joined ninety others in Washington D.C. for NPPC’s fall Legislative Action Conference. While there, they lobbied for the passage of a Farm Bill and discussed other pertinent swine industry issues including labor, trade, and Proposition 12.

WPA delegation had the privilege of meeting with both Senate and all seven occupied House offices. Trips like these are essential as they provide opportunity for personal conversations with lawmakers protecting our right to farm.



[L-R: Christina Meylor, Emma Wedig, Rep. Derrick Van Orden, AV Roth, Morgan Worek. Missing Keri Retallick]

## PORK PRODUCERS GET BIG WIN ON ANTIMICROBIAL USE



Thanks to Dr. Ashley Johnson of NPPC, U.S. pork producers and swine veterinarians scored a huge victory at the United Nations (UN) General Assembly, which rejected proposed on-farm target reductions in antimicrobial use.

Without NPPC’s leadership and science-based voice, the UN could have implemented a 30% global on-farm reduction in antimicrobial use by 2030, as well as limits on the use of certain antibiotics in animal agriculture.

## SCHOLARSHIP, INTERNSHIP, & YOUTH PIG PROJECT APPLICATIONS DUE DEC. 1

*Elevate your game by taking advantage of these awesome financial, career, and leadership opportunities!*

For more information and applications, visit [www.wppa.org/youth](http://www.wppa.org/youth)

YOUTH SCHOLARSHIPS	SUMMER INTERNSHIP	YOUTH PIG PROJECT	YOUNG PORK ADVOCATES
<p>WPA offers several scholarships to high school seniors and college students and promotes additional scholarships through local pork producer groups and NPPC.</p> <ul style="list-style-type: none"> <li>Whitmore Memorial</li> <li>Gunderson Memorial</li> <li>Fredrich Memorial</li> <li>Southwest WI Pork Producers</li> <li>Neil Dierks</li> <li>Lois Britt</li> </ul>	<p>This program provides an opportunity for a young person to serve a 10-week summer internship as the official youth representative of the Wisconsin Pork Association.</p> <p>The program is tailored toward the intern’s interests and gives them exposure to all WPA programs and events.</p>	<p>These \$100 scholarships are designed to assist 4-H and FFA members in establishing swine projects that can lead to development of life skills and career opportunities in the Wisconsin pork industry.</p> <p>WPA aims to award a minimum of 50 scholarships annually.</p>	<p>The National Pork Producers Council (NPPC) unveiled a new Strategic Investment Program, “Young Pork Advocates,” for young individuals ages 18-22. This initiative expands on NPPC’s Strategic Investment Program and aims to empower young advocates within the pork industry.</p>



## LEGISLATIVE UPDATE

*Jordan Lamb is an attorney with the Welch Group and serves as WPA's lobbyist in Madison. Her services are paid for by producers who voluntarily invest in the National Pork Producers Council Strategic Investment Program (SIP).*

The Wisconsin State Legislature stands adjourned until January 2025. Currently, most of the focus is on the November 2024 elections. Wisconsin is still very solidly a "swing state" in the presidential race, which has led to repeated and consistent visits to the state by both campaigns and high levels of spending on ads across the state, which is expected to continue until election day. However, the race for control of the Wisconsin State Legislature is also a focus. All 99 seats in the State Assembly and the even-numbered seats in the State Senate are on the November ballots. The new legislative district maps for 2024 have led to record spending in State Assembly races.

**Wisconsin finished fiscal year 2023-24 with \$400 million more in the general fund than was expected, according to the state's annual fiscal report released October 15, 2024.** This additional revenue sets the state up to finish the 23-24 biennium with a \$3.5 billion surplus, assuming that the projections for revenue and expenses are correct. This means that the state could use this surplus as the foundation for state spending in the 2025-27 budget bill. The next state fiscal report will be released on Nov. 20.

### **DATCP Nitrogen Optimization Pilot Grant Program Application Period is Now OPEN Through January 17, 2025.**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) invites Wisconsin farmers and cooperating entities to apply for commercial Nitrogen Optimization Pilot Program (NOPP) research grants through January 17, 2025. These grants aim to enhance the understanding of and refine new methods that optimize commercial nitrogen applied to agricultural fields.

Eligible applicants must be an agricultural producer or be working with one or more agricultural producers, agree to collaborate with the Universities of Wisconsin (UW) on their project, and voluntarily conduct commercial nitrogen optimization field studies for a minimum of two years. The grant application, Request for Proposals, and other application materials are now available online. Visit [www.datcp.wi.gov](http://www.datcp.wi.gov) and search "NOPP."

### **BADGERS SHOWCASE PORK DURING VOLLEYBALL GAME**



WPA continued to promote pork to Wisconsin volleyball enthusiasts and consumers during the Wisconsin/Oregon volleyball match on October 18th. The event included the Pork mark displayed on the big screen as well as the LED table and included a match up of two teams during the Piggyback Challenge. Another way to promote pork in front of thousands of potential consumers.

## MAKE YOUR VOICE HEARD, JOIN WPA

It is that time of year again to join or renew your membership with Wisconsin Pork Association. The Wisconsin Pork Association is the primary source for representing the state's pork industry. Our mission is to promote and protect the state's pork industry in order to ensure its success now and in the future. Funding for our advocacy efforts comes from memberships and sponsorships from people and businesses like you.

We hope you will join our organization in 2025. As consumers and lawmakers become more removed from the farm, it is more important than ever to protect and advocate for our industry. Pork Checkoff doesn't allow us to use those funds for legislative activities, so we rely on membership funds that allow us to enhance our image and promote Wisconsin's pork industry. Plus, there are many member benefits that you can take advantage of throughout the year.

There are various membership options available including producer (voting, non-voting, and family member), allied industry member (individual or company), and Strategic Investment Program member. Refer to the next page to determine which option is best for you.



## BECOME A PARTNER OF WPA IN 2025

The Wisconsin Pork Association is the primary source for representing the state's pork industry. Our mission is to promote and protect the state's pork industry in order to ensure its success now and in the future. Funding for our advocacy efforts comes through sponsorships and memberships from companies and individuals like you.

WPA hopes you will consider partnering with and supporting our organization in 2025. As consumers and lawmakers become more removed from the farm, it is more important than ever to protect and advocate for our industry. Pork Checkoff does not allow us to utilize those funds for legislative activities, so we rely on sponsorships, memberships, and advertisements that allow us to enhance our image and promote Wisconsin's pork industry.

As an individual or company, you may choose an annual sponsorship that grants you recognition and numerous benefits throughout the year or you may participate on an event-specific basis. Please see the adjacent page for more information regarding our sponsorship options and benefits.



# 2025 MEMBERSHIP FORM

Return form & payment to:

WPA P.O. Box 327  
Lancaster, WI 53813 OR [wppa@wppa.org](mailto:wppa@wppa.org)

Name(s): \_\_\_\_\_  
Farm/Business Name: \_\_\_\_\_  
Type of Operation/Business: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## Payment Type:

- Check
- Cash
- Credit Card (Call WPA)
- Send me an invoice

TOTAL: \_\_\_\_\_

Select your preferred membership option below.

### Producer:

- Voting-\$50
  - Person actively involved in hog production- includes independent growers, contract growers, employees, partnerships, and integrators
  - Voting rights at annual meeting
- Family Member-\$10
  - Immediate family members of a voting producer member
- Non-Voting- Free
  - Person actively involved in hog production.
  - Unable to vote at annual meeting

### SIP Investor:

- Yes, contact me to sign me up as an SIP investor.
  - Investment
    - Producers that own pigs \$0.15 / \$100 of gross pig sales or contract value
    - Employees or those who do not physically own the pigs can voluntarily invest a minimum of \$150
  - Funds are used to fight for reasonable legislation, develop revenue and market opportunities, and protect investor livelihoods.
  - Recognized as WPA voting member.

### Allied Industry Member:

- Individual- \$100
  - A person that advocates for Wisconsin pork but is not involved in live hog production.
  - Voting rights at annual meeting
- Business- \$250
  - A business that advocates for Wisconsin pork but is not involved in live hog production.
  - Voting rights at annual meeting

# 2025 SPONSORSHIP FORM

Return form & payment to:

WPA P.O. Box 327  
Lancaster, WI 53813 OR [wppa@wppa.org](mailto:wppa@wppa.org)

Name of Business or Individual: \_\_\_\_\_  
Key Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## Payment Type:

- Check
- Cash
- Credit Card (Call WPA)
- Send me an invoice

TOTAL: \_\_\_\_\_

Select your preferred sponsorship option(s) below.

### Levels:

- Diamond \$5,000+
- Platinum \$2,500
- Gold \$1,500
- Silver \$1,000
- Bronze \$500
- Friend of Industry \$250
- I prefer to donate to a specific event.
  - Please list: \_\_\_\_\_

### Benefits:

- ✓ Website, Pork Express, and Headlines logo recognition
- ✓ Discounted advertisement rates,
- ✓ Voting rights (top four levels),
- ✓ Discounted Expo registration rates,
- ✓ Recognition at WPA events
- ✓ and More!

For a full listing please visit our website at [www.wppa.org/who-we-are/sponsors](http://www.wppa.org/who-we-are/sponsors).

## WPA TEAMS UP WITH BADGERS TO CELEBRATE PORK MONTH



To level up promotion efforts during October Pork Month, WPA embarked on an exciting new partnership with Wisconsin Badgers Athletics to elevate the status of pork.

On October 5th we were a contributing sponsor of the Celebrate Ag football game. During the game, Wisconsin pig farmers raised awareness about pork's flavor and nutritional value through signage, big screen recognition, and radio ads. Additionally, WPA President Christina Meylor had the privilege to step onto the field and receive the game ball which will be a feature auction item at Porkapalooza!

On October 18th we were a main sponsor of the Badger volleyball match versus Oregon. Again, we promoted pork through in-venue signage and hosted a "piggy-back" contest in between games which was a hoot and look forward to another game opportunity in November.

Tune in throughout the remainder of the football and volleyball seasons and into the men's basketball seasons for continued promotions and visibility. Also, be on the lookout for several college NIL athletes that will serve as spokespeople for WPA!



We are ecstatic to have the ability to enhance the image of Wisconsin's pork industry and to promote pork to one of the largest college sports fan bases in the country.

We feel that these are prime opportunities to put Checkoff dollars to work by reaching several consumer segments and in return, see higher sales of pork in our state.

Stay tuned for future developments and promotions with the Badgers!

## HAM & CHEESE: THE PERFECT PAIRING

WPA donated ham to the Badger Dairy Club to make grilled ham and cheese sandwiches at World Dairy Expo. They sold a total of 4,244 grilled ham and cheese and another 15,554 plain grilled cheese sandwiches throughout the week. Thanks to the Badger Dairy Club for their support of the swine industry during Porktober, and for the collaboration!



## PROMOTING PORK AT FOOD CENTRIC SHOW

WPA had the unique opportunity to exhibit at the Performance Food Group's (PFG) Food Centric show in Milwaukee on October 1st.

PFG specially requested our presence at the show as they are big advocates of pork and want to promote and sell more pork in Wisconsin and beyond. National Pork Board has a great partnership with PFG that we are looking forward to expanding on.

PFG is the second largest foodservice distributor in the U.S., and we look forward to continuing to develop and grow this relationship.

## TABLETOP EXERCISE

On September 17th, pork producers, allied industry members, and WDATCP staff participated in a foreign animal disease tabletop exercise hosted by National Pork Board.



This hands-on, interactive, scenario-based exercise taught producers what to expect, how to prepare, and how to protect their farm in the event of a foreign animal disease outbreak. It was a great opportunity that allowed for open dialogue between producers and state staff to determine protocols in Wisconsin and note what "gaps" we have that need to be addressed.

Overall, it was a productive event that received lots of positive feedback from participants and we look forward to hosting more events like this to continue our preparedness in Wisconsin!



## FARROW-WEAN WORKSHOP

Join UW-Extension for a Farrow-to-Wean Workshop on November 12th. This event will be well worth your time and is sure to send you home with new knowledge and ideas.

Register by November 6th by calling Jeff Morris at 608-346-9561 or emailing [jeff.morris@wisc.edu](mailto:jeff.morris@wisc.edu).

### Swine Farrow to Wean Workshop

**On The Agenda:**

- Preweaning Survivability
- Colostrum Basics
- Strategies to Improve Feed Intake
- Biosecurity Plans
- Traceability (AgView demonstration)

**November 12, 2024**  
5:30 - 8:00 pm

**UW West Madison Agricultural Research Station**  
8502 Mineral Point Road  
Verona, WI 53593

A meal will be served  
Please **RSVP** to Jeff Morris by November 6  
608-346-9561  
[jeff.morris@wisc.edu](mailto:jeff.morris@wisc.edu)



# #1 Farm Insurer

As the #1 Farm Insurer in Wisconsin, we understand no two farms are the same. We offer customized plans to meet the individual needs of Wisconsin farmers.

TOGETHER WE KEEP  
**WISCONSIN STRONG**



Visit [RuralMutual.com](http://RuralMutual.com) to request a quote and reach out to your local agent.



Wisconsin Pork Association  
 P.O. Box 327  
 Lancaster, WI 53813

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**Save the Date!**



February 6-7, 2025  
 Kalahari Resort

## CALENDAR OF EVENTS

### **November**

- 12- Board of Directors' Meeting- Verona, WI
- 12- Farrow-to-Wean Workshop- Verona, WI
- 28- Thanksgiving- WPA Office Closed
- 29- WPA Office Closed

### **December**

- 1- PRRS & PEDv Rebates Due
- 1- WPA Scholarship Applications Due
- 1- WPA Summer Internship Applications Due
- 10- Lois Britt Scholarship Applications Due
- 31- Neil Dierks Scholarship Applications Due

### **January**

- 1-Corn Soy Expo Early Bird Registration Ends  
 (Prices increase after this date.)

### **February**

- 6-7- Corn Soy Expo- Kalahari Resort

**Stay up to date will all news and events on our website at [www.wppa.org](http://www.wppa.org).**

## WPA BOARD OF DIRECTORS

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