



**FOR IMMEDIATE RELEASE**  
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### **Wisconsin Corn-Soy Expo: An Event You Can't Miss!**

LANCASTER, WI- Wisconsin Pork Association (WPA) invites pork producers and industry partners to attend the 2025 Corn-Soy Expo on February 6<sup>th</sup> and 7<sup>th</sup>, 2025, at the Kalahari Resort in Wisconsin Dells. This unique event combines business, education, achievement recognition, networking and entertainment for those whose daily lives depend on pork production and corn and soybean farming.

Eric Snodgrass, an atmospheric scientist with Conduit Ag, will kick off Expo as our keynote before Grow Getters podcast host Davis Michaelson shares perspectives on succession planning and starting a side-business alongside conventional farming. WPA's annual meeting convenes on Thursday, February 6<sup>th</sup> at 10:30 a.m. in room Africa 10. During this time WPA members provide input on policies and the future direction of the organization. Specifically, meeting members will elect the 2025 WPA board of directors, 2026 Pork Act delegates, and vote on key resolutions. Scholarship and award recipients will be recognized, and members will receive industry updates and information from the National Pork Board and National Pork Producers Council.

Following the annual meeting, attendees will have the opportunity to attend a robust line up of seminars focusing on key topics and programs in the pork and agriculture industry. Thursday's sessions will cover farm succession planning, climate smart grants, cyber threats, soy foam uses, DOT standards, and weed control. On Friday, Matt Bennett from *AgMarket.net* will deliver a comprehensive market outlook to kick start the morning. Following that session, WPA will feature a pork-specific product tour showcasing some of the pork industry's newest technologies and resources followed by sessions focusing on pig farm contingency planning and mental health. Greg Warren will offer attendees some fun comedic entertainment during lunch before we roll into the highly anticipated trade policy session.

Thursday evening, WPA will host their iconic "*Porkapalooza*" event starting at 5:30 p.m. in the Africa West ballroom. This event features fun for all with unique pork hors d'oeuvres, live music by Wisconsin's very own *Super Tuesday*, and live and silent auctions that raise funds to support youth programs and industry issues. Featured auction items include weekend getaways, sports collectibles and memorabilia, farm supplies, local products baskets, pies, and more!

The early bird registration deadline is December 31<sup>st</sup>, 2024. 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 or donating to the *Porkapalooza* auctions can 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.*