



FOR IMMEDIATE RELEASE

December 10th, 2024

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Plan to Attend Show Pig Symposium January 11th

LANCASTER, WI – Wisconsin Pork Association (WPA) and UW-Extension will be hosting a Show Pig Symposium on Saturday, January 11th, 2025, at the Chula Vista Resort located at 1000 Chula Vista Parkway, Wisconsin Dells, WI 53965. Show pig breeders, swine exhibitors, and allied industry members are invited to attend this exciting educational and networking event.

This workshop will assist attendees in maximizing the effectiveness of their production skills to achieve their greatest production efficiency and show ring success. Attendees will get practical, real-life insight from some of the industry's most skilled professionals and can ask their most challenging questions.

The event will kick off at 10:00 a.m., lunch will be served at 12:00 p.m., and it will wrap up around 3:00 p.m. This will be a tremendous opportunity for both swine exhibitors, show pig breeders, and allied industry members to gain valuable information on all things related to show pigs. Agenda topics include:

- **Selection** - Ben Kronberg, *Kronberg Genetics*
- **Traceability and AgView** - John Heins, *National Pork Board*
- **Nutrition** - Krisha Geffert, *ADM Showtec*
- **Supplemental Heat Advancements** - Alberto Lacayo, *Animal Lamps*
- **Biosecurity and Secure Pork Supply**- Jeff Morris, *UW-Extension & Wisconsin Pork Association*
- **2025 WSPA Show Season Update** – *Wisconsin Show Pig Association Board Members*
- **Fun, Interactive Youth Activities** - *Wisconsin Show Pig Association Junior Board Members*
- **Daily Pig Care**

A block of rooms is available until December 15th, 2024. To book a room, call 608-254-8366 and reference the booking ID# K75038 - Show Pig Symposium. The cost to attend is \$5/person in advance or \$10/person at the door (based on availability) and includes lunch. Register by January 3rd, 2025, at <https://wppa.org/youth/youth-show-pig-symposium>, by calling 608-723-7551 or emailing wppa@wppa.org.

Registration questions can be directed to Wisconsin Pork Association at wppa@wppa.org or 608-723-7551. For event or agenda information contact Jeff Morris at jeff.morris@wisc.edu or 608-346-9561.

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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.