



**FOR IMMEDIATE RELEASE**  
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Contact: Morgan Worek  
[wppa@wppa.org](mailto:wppa@wppa.org) or 608-723-7551

### **WPA ANNOUNCES DISTINGUISHED SERVICE AWARD RECIPIENTS**

WISCONSIN DELLS, WI --The Wisconsin Pork Association (WPA) recognized four individuals that were selected as their outstanding pork industry leaders during the organization's annual meeting held on February 6<sup>th</sup> in conjunction with the Wisconsin Corn Soy Expo in Wisconsin Dells, WI.

#### **Distinguished Service Producer Honoree- Alicia Prill-Adams, *Platteville, WI***

Each year, the Wisconsin Pork Association presents a Distinguished Service Award to a pork producer whose contributions to the Wisconsin swine industry merit special recognition.

Alicia Prill-Adams is from Platteville, WI, where she is the manager of the University of Wisconsin-Platteville Swine Center. This operation is a cornerstone of the animal science curriculum as it offers hands-on, real-world experience for students to learn about pork production. Furthermore, Alicia teaches animal science classes, supervises students and farm staff, and is the Block and Bridle advisor. Alicia has been an avid supporter of WPA and currently serves on the Board of Directors. Alicia's passion and impact on Wisconsin's pork industry have been insurmountable and we are grateful for her commitment to youth development and education. In her spare time, Alicia works on her beef cattle operation with her husband and children.

#### **Distinguished Service Industry Honoree- In Honor of the Late Jim Quackenbush, *Minitube USA***

The pork industry is fortunate in having many industry representatives who are dedicated to promoting and serving the industry. The Wisconsin Pork Association honors these individuals and companies by presenting them with the Distinguished Industry Honoree Award.

Jim Quackenbush spent his adult life working to better the US pork industry, not only on the family farm but also serving in many pork producer positions. In his early years, Jim served on the Minnesota Pork Producers Board, the National Pork Producers Council, and South Dakota Pork Producers Board making him one of the only people to serve on pork producer boards in multiple states. Jim was passionate about using his voice and his time, working to make things better for all pig farmers. In 2004, Jim left the family farm and worked for several pork production companies before moving to Wisconsin in 2017 to join his son John at Minitube USA where he worked as a sow production consultant and quickly became involved as a very proactive supporter of WPA until the day of his passing. His calm demeanor yet passionate drive made him a great leader and respected icon in the pork industry. Jim is greatly missed, yet his legacy will carry on for generations to come.

#### **Agri-Communicator Award- Bob Middendorf, *WGLR***

WPA presents an Agri-Communicator Award, which acknowledges the efforts of individuals in the ag industry to communicate the happenings of the pork and agriculture industry to stakeholders around the state and beyond.

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Bob Middendorf has been the Farm Director at WGLR Radio since 1998. You may recognize Bob’s voice from the Southwest Tech Farm Show that airs weekday mornings. During this segment Bob interviews area farmers, public officials, delivers farm reports, and discusses everything the modern-day farmer needs to know. Bob’s ability to convey information and tell the story of agriculture is what makes him such a successful broadcaster. Over the years Bob has been a loyal ally of pork producers and farmers all over the state and done a great job promoting the pork industry to Wisconsinites.

**Friend of the Industry Award- Representative Travis Tranel**

The Friend of the Industry award is given to an individual that provides exemplary service and commitment to the Wisconsin Pork Association and agriculture industry as a whole.

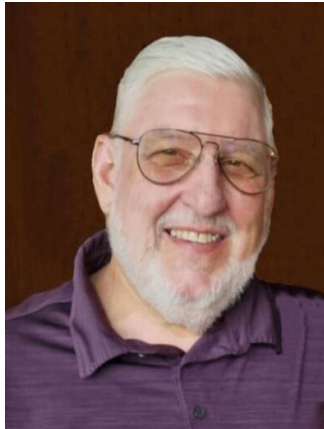
State Representative Travis Tranel has been elected to the State Assembly and has served in the Wisconsin State Legislature since 2010. Representative Tranel is a 6<sup>th</sup> generation dairy farmer and small business owner from Cuba City, WI, where he farms with his wife, Stephanie, and their five children. He grew up on his family’s dairy farm in southern Grant County and his farm now milks over 550 cows. He also co-owns a custom square baling business.

Representative Tranel is the chair of the Assembly Agriculture Committee, and he is a relentless leader in the Legislature on agricultural and agribusiness issues. Last session, he led the efforts to create Wisconsin’s new Agricultural Road Improvement Program (ARIP), which provided \$150 million to local governments to improve critical agricultural road infrastructure. We are pleased to award Representative Travis Tranel with WPA’s Friend of the Industry Award for 2024 for all his work supporting Wisconsin farmers.

For more information or inquiries, please contact Wisconsin Pork Association’s state office at 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).



Alicia Prill-Adams



Jim Quackenbush



Bob Middendorf



Rep. Travis Tranel

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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.*