



2025 Pork Community Outreach Program

Introduction:

The Wisconsin Pork Association is offering a “Pork Community Outreach” program designed to assist individual pork producers and county pork producer organizations in becoming more involved and positively visible in their local communities. Up to \$250 is available for individuals and \$500 for groups/organizations per event. The purpose of this program is to multiply the positive effects of pork producer involvement in the communities where pigs are raised and provide awareness and education on the taste, flavor, and nutrition of pork.

2025 Criteria:

To align with Pork Checkoff focus, in 2025, Wisconsin Pork Association is focusing on promoting the taste, flavor, and nutrition of pork to encourage the purchase and consumption of pork products amongst consumers. Therefore, to be eligible for funding in 2025, the program, activity, or event you are applying for must involve the education of the nutritional value of pork or the use of pork as an ingredient. WPA has several resources available to you for use. You may also access resources at www.pork.org.

Examples of eligible programs include but are not limited to:

- Sponsoring or utilizing pork as the main dish for a community meal or charity event.
- Classroom visits to educate about the taste, flavor, & nutrition of pork and pork production.
- Hosting an on-farm tour for community members, groups, or influencer audiences.
- Promoting pork and pig farming in digital, print, and radio advertising (pork logo and approved messages must be used when possible).
- Educational programs that connect consumers to farmers.

Guidelines:

- **Applications will be accepted through December 1st, 2025.**
- Submit your application to WPA at least two weeks prior to your event.
- Preference is given to individual producers, farms, and county pork organizations.
- A significant portion of the audience must be outside your family, employees, or organization.
- The sponsorship dollars must be used and visible in your local community.
- **Funds will only be allocated for program expenses directly related to the promotion and education of the taste, flavor, and nutritional value of pork.**
- Funds may not be used for political fundraising events.
- The WPA Promotion & Events Committee review project funding annually.
- Limited funds are available. Projects will be approved on a first-come, first-served basis.
- Placement of the “Pork Pic” and tagline “Taste What Pork Can Do” is encouraged on promotional materials. You must submit a copy to WPA for approval prior to utilizing it.
- If funds are used for advertising, submit a copy of the ad with the application for WPA approval.
- **Applicants will be required to submit a final report after the event in order to be eligible for funds the following year. Reports are due by December 20th, 2025.**

Questions: Call WPA at 608-723-7551 or email mworek@wppa.org.



2025 Pork Community Outreach Program Application

Due Two Weeks Prior to Event

Contact Name:		
Farm/Organization:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	

Event Name:		
Event Date:		
Expected Attendance/Reach:		
Expected Event Expenses: \$	Funding Request: \$	
Make Check Payable To:		
Mail Check To: Street Address:		
City:	State:	Zip:

Please describe the promotion/marketing program. Who is the intended audience? What is the objective? How will pork and its nutritional value be promoted? What will the funds be used for?

Signature: _____ Date: _____

Applications will be accepted until December 1st, 2025.

Forms can be mailed to Wisconsin Pork Association, P.O. Box 327, Lancaster, WI 53813, or email wppa@wppa.org.