

**National Pork Board**

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FOR IMMEDIATE RELEASE

**Pork Industry Concludes National Pork Industry Forum**

*More than 150 pig farmers collectively shape the pork industry during this annual meeting.*

DES MOINES, Iowa, March 20<sup>th</sup>, 2025 – The National Pork Board (NPB) adjourned the National Pork Industry Forum (Forum) last week where industry leaders, including Wisconsin Pork Association delegation, passed [three producer-developed advisements](#) involving swine health, endorsed the Checkoff assessment rate, determined the Return-to-State percentage and recommended board members to the Secretary of Agriculture for appointment.

Additionally, delegates and guests received a first look at the tagline of a pivotal, digital-forward consumer campaign launching domestically this spring. Checkoff research identified how Millennial and Gen Z consumers seek taste, flavor, convenience and nutrition when purchasing protein. Hence, this brand campaign leverages pork's flavor to connect to consumers' motivations and emotions, making pork relatable and relevant.

President Al Wulfekuhle, Iowa, shared his vision of a bright and prosperous future and encouraged producers to be involved at the local, state or national level. He alluded to challenging times making you stronger, all with the help of people believing in and supporting one another.

NPB recognized two award winners for their contributions to the industry.

David "Dave" Preisler, retired state executive of Minnesota Pork Board and Minnesota Pork Producers Association, received the Paulson-Whitmore State Executive Award. Past presidents of NPB and National Pork Producers Council select the award winner.

Preisler's ability to navigate challenges in an ever-evolving industry complemented his dedication to farmers. Some of the toughest obstacles in his career involved guiding the industry through large-scale challenges like H1N1 and COVID-19, teaching decision-makers how the industry builds trust through the We Care® Ethical Principles and demonstrating that promoting pork's nutrition benefits to consumers can add value to the product. Regardless of the situation, Preisler's efforts always centered on ensuring the pork industry would sustain, grow and thrive in Minnesota.

"Dave treats everybody equally, and he is consistently composed, steady and the logical voice of reason, no matter the turbulence," said Brett Kaysen, senior vice president of producer and state engagement for NPB. "His impact is beyond Minnesota's borders."

Selected by NPB past presidents, Todd See, animal science department head and professor at North Carolina State University, received the Distinguished Service Award.

As a dedicated leader in higher education, See is passionate about teaching, conducting research to help the pork industry and translating science into soundbites for the public and key decision-makers. Whether working with young show pig enthusiasts or seasoned producers, See is known as a 'connector' and can engage meaningfully with others through practical, personalized solutions.

"See's collaboration and understanding of the complex challenges and opportunities supports the industry in talent development, resource development, research and beyond," says Chelsey Van Genderen, director of industry programs and outreach for NPB. "I've seen Dr. See's passion for people development firsthand during my time at both the U.S. Pork Center of Excellence and now at NPB. I, along with many, am grateful to Dr. See for sharing his talents and vision to make the next generation, both people and pigs, better."

The 2026 Forum will be March 4-6, 2026, in Kansas City, Missouri.

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Contact [Kristin Zipperlen](#) if you are interested in interviewing award winners, staff members or producer leaders.

[Click here for photos.](#)

The National Pork Board has responsibility for Pork Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. The Pork Checkoff funds national and state programs in consumer education and marketing, retail and foodservice marketing, export market promotion, production improvement, science and technology, swine health, pork safety, and environmental management and sustainability. For the past half century, the U.S. pork industry has delivered on its commitment to sustainable production and has made significant strides in reducing the environmental impact of pig farming. Through a legislative national Pork Checkoff, pork producers invest \$0.35 for each \$100 value of hogs sold. Importers of pork products contribute a like amount, based on a formula. For information on Checkoff-funded programs, pork producers can call the Pork Checkoff Service Center at (800) 456-7675 or visit [porkcheckoff.org](http://porkcheckoff.org).