



FOR IMMEDIATE RELEASE

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Service Beyond Measure: WPA Distinguished Service Award Winners Announced

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 January 29th, 2026, in conjunction with the Wisconsin Corn Soy Expo in Wisconsin Dells, WI.

Distinguished Service Producer Honoree- Scott Wilson Family, Burlington, WI

Each year, the Wisconsin Pork Association presents the Distinguished Service Producer Award to a pork producer whose contributions to the Wisconsin swine industry merit special recognition. This year's recipient is the Scott Wilson Family.

The Wilson Family farms near Burlington, WI, where Scott, a fifth-generation farmer, works alongside his children, Alex, Anna, and Amber and their families. Wilson's Prairie View Farms is the only SPF certified hog operation in the state of Wisconsin meaning that Wilson's hogs are disease-free and rigorously tested to maintain the integrity of the herds. They raise most of their feedstuffs and sell their highly acclaimed breeding stock nationwide. In 2004, the Wilson's expanded their enterprise when they purchased the Elkhorn Locker Plant. Now named Wilson Farm Meats, the family proudly sells their home-raised pork and other local meat products. The Wilson family is very forward-thinking and works hard to pioneer the way in swine health and production efficiency. They have been active members of WPA for a long time and are always willing to get involved and volunteer when needed. The Wilson's set a great example of what America's pig farms are known for- family, hard work, honesty, and grit. Congratulations, Wilson family!

Distinguished Service Industry Honoree- Bob Suprley, Linden, WI

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.

Bob is from Linden, WI, and has been a longtime WPA member and sponsor. He has served on the WPA board of directors and been integral in helping shape WPA policies and initiatives while being active in many WPA events and activities over the years. Working for Big Gain, Bob is committed to serving pork producers. Whether it is helping them achieve greater production efficiencies or solving problems, Bob is passionate about helping people and making the industry a better place for all involved. His kind, easy-going demeanor puts others at ease, makes him a great team member, and a friendly face to all who know him. We are grateful for all Bob has done for the pork industry and appreciate his commitment to WPA. Congratulations, Bob!

Agri-Communicator Award- Bill Gnatzig, Roberts, WI

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.

Bill is from Roberts, WI, and is the epitome of an “agvocate”. After serving in the U.S. Marine Corps and then obtaining a degree in Ag Journalism, Bill went on to work for a few national livestock publications where he shared the good news and stories about the agriculture industry. Bill has a passion for pigs having owned a 500-head hog operation for several years and serving loyally on the WPA Board of Directors. Bill is the kind of person who will volunteer whenever called upon and who has taken advantage of several opportunities, including being a Producer Outreach Committee member, participating in the esteemed Pork Leadership Institute, serving on his town board, and too many other events to count. Although he no longer raises pigs, he stays actively engaged in current industry issues and protecting the image of the pork industry. Bill’s positive attitude and enthusiasm sparks joy and motivation around all who know him. Aside from promoting the agriculture industry, Bill owns Close Quarters Excavation & Construction and enjoys playing guitar and singing vocals with The Bobtown Boys. Thank you, Bill, for your service, and for ensuring society has a true understanding and positive portrayal of the pork industry!

Friend of the Industry Award- John Lader, Janesville, WI

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.

John Lader of Janesville, WI, is this year’s recipient of the Friend of the Industry Award. John has worked in the production, feed and banking industry for several years, and continues to serve Wisconsin’s ag industry. He is a past director of the Wisconsin Pork Association and has served as chairman of the WPA Legislative Committee. He has led several WPA groups to DC and always knew how to roam the halls of the Congressional office buildings. John has assisted the office staff in making legislative visits and eloquently spoke to members of Congress on issues important to our industry. He may have even got caught running in the rain a few times in DC or taking a group to the Kennedy Center to see a play. John has supported the youth programs and our producer outreach efforts including membership drives. He was influential in starting the Pork Classic Golf Outing and has made several contributions to advance Wisconsin’s pork industry. John and his beautiful wife, Cathy, received Governor Tommy Thompson’s 3rd Annual Leadership Award in 1998, which attests to their commitment to the agriculture industry.

WPA thanks these individuals for their service to Wisconsin’s pork industry and congratulates them on these outstanding recognitions! For more information, please contact Wisconsin Pork Association’s state office at 608-723-7551 or email wppa@wppa.org.

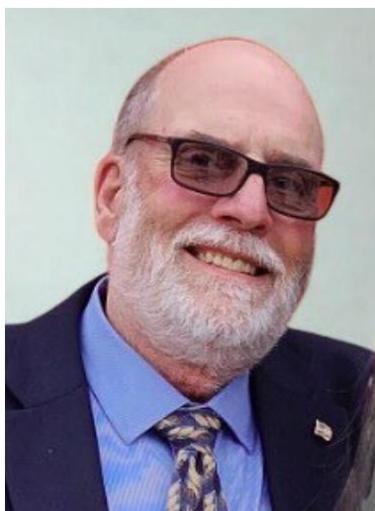


Wilson Family



Bob Spurley

-More-



Bill Gnatzig



John Lader

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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.