

# PORK HEADLINES

WISCONSIN PORK ASSOCIATION'S BI-ANNUAL NEWSLETTER

## See You at Corn Soy Expo!

Wisconsin's Corn Soy Expo will be held on January 29th and 30th, 2026, at the Kalahari Convention Center in Wisconsin Dells, WI. Attendees can expect an exciting, jam-packed agenda full of educational breakout sessions, networking events, annual meetings, a tradeshow, and entertainment for everyone. If you raise corn, soybeans, or pigs, this event is crafted specifically for you.

Independent producers, contract growers, show pig breeders and allied industry members will enjoy the diversity of speakers and leave with knowledge to enhance your operation.

Corn Soy Expo isn't just another event- it's an opportunity to gain insights from some of the most respected voices in agriculture as you look to build a lasting impact on your farm and industry. Checkout pages 2-7 for more information.



## Speak Up: Why Now is the Perfect Time to Join WPA

It's that time of year to renew your WPA membership! Why become a member? With fewer people growing up in agriculture, sharing our story and advocating for the pork and livestock industry is more important than ever. Being a member is essential to ensuring your voice is heard! As a WPA member you will receive several perks including:

**Key Member Offerings:** Call to Action Notices • Weekly *Pork Express* E-Newsletter • Bi-annual Headlines Newsletter • Member Discounts • WPA Legislative Representation



LEGISLATIVE REPRESENTATION AT STATE & FEDERAL LEVELS



HELP DETERMINE WPA POLICY POSITIONS



LOCAL, STATE & NATIONAL LEADERSHIP OPPORTUNITIES



EDUCATIONAL PROGRAMS & OPPORTUNITIES



PORK INDUSTRY NETWORKING, NEWS & NOTICES



INDUSTRY DISCOUNTS

To sign up, call the office at 608-723-7551 or visit [wppa.org/membership](http://wppa.org/membership).

# Corn Soy Expo Agenda

## Wednesday, January 28<sup>th</sup>

8:00 a.m.- 4:00 p.m. Private and Commercial Pesticide Applicator Training  
 7:00 p.m. Exhibitor Welcome Reception



## Thursday, January 29<sup>th</sup>

7:30 a.m. Registration Opens  
 8:00 a.m. Keynote: Mike North- President- Producer Division, Ever.Ag  
 9:15 a.m. General Session: Economist Panel- Dr. Lee Schulz, Scott Gerlt, & Gretchen Kuck  
 10:00 a.m. Tradeshow Opens  
 10:30 a.m. Wisconsin Pork Association's Annual Meeting  
 10:30 a.m. Wisconsin Soybean Association's Annual Meeting  
 11:30 p.m. Wisconsin Corn Association's Annual Meeting  
 11:30 p.m. Lunch  
 1:00 p.m. Young Leaders' Program  
*(Register in advance at [wppa.org](http://wppa.org) or call 608-723-7551.)*  
 1:30 p.m. Breakout Sessions
 

- Corn New Uses
- Soy New Uses
- Renk Seeds Breakout
- Mental Health
- Soybean Meal Research and Nutritional Benefits – Drs. Leah Kellesvig & Chloe Novak

 3:00 p.m. Breakout Sessions
 

- Biofuels Panel
- BASF- Benefits of Seed Treatments
- Rodrigo Werle and Damon Smith
- DOT Standards General Farm Safety
- Taste What Pork Can Do™- Dr. Brock Decker

 4:30 p.m. Beer and Bull  
 5:30 p.m. Porkapalooza  
 6:00 p.m. Tradeshow Closes



## Friday, January 30<sup>th</sup>

7:30 a.m. Tradeshow Opens  
 8:00 a.m. Early Riser Session: Presidents' Panel- Duane Stateler, Scott Metzger, & Jed Bower  
 9:00 a.m. Bacon and Brainstorming- *Learn about studies focused on swine live haul sanitation, trailer contamination at harvest facilities, and its effect of PRRS and PEDv. Plus, hear about an exciting new PEDv pilot program in Wisconsin while enjoying BACON!*  
 10:00 a.m. Beck's Breakout with Matt Bennett  
 10:00 a.m. General Session: "Forecasts & Farm Roots: Alex Harrington's Growing Season"- Alex Harrington, Chief Meteorologist, Channel 3  
 10:00 a.m. SB&B IP Crops  
 12:30 p.m. Steve Fredlund, Keynote Speaker  
 1:00 p.m. Tradeshow Closes



Learn more at [www.cornsoyexpo.org](http://www.cornsoyexpo.org)

## Notice of WPA 2026 Annual Meeting

Wisconsin Pork Association's Annual Meeting will commence on Thursday, January 29th, 2026, at 10:30 a.m. in the Kalahari H room at the Kalahari Convention Center in Wisconsin Dells, WI, in conjunction with the Wisconsin Corn Soy Expo. All pork producers and WPA members are invited to attend.

During this time WPA members will provide input on policies and the future direction of the organization. Specifically, meeting members will elect the 2026 WPA board of directors, 2027 Pork Act delegates, and vote on key resolutions. Scholarship and award recipients will be recognized and members will receive industry updates. For more information, contact Wisconsin Pork Association, P.O. Box 327, 131 South Monroe St. Lancaster, WI 53813, 608-723-7551.

## 2027 Pork Act Delegate Election Public Notice

The election of pork producer delegate candidates for the 2027 National Pork Producers (Pork Act) Delegate Body will take place at 11:00 AM, Thursday, January 29th, 2026, in conjunction with the Wisconsin Pork Association's Annual Meeting at the Kalahari Resort, 1305 Kalahari Drive, Wisconsin Dells, WI. All Wisconsin pork producers are invited to attend. Any producer, age 18 or older, who is a resident of the state and has paid all assessments due may be considered as a delegate candidate and/or participate in the election. All eligible producers are encouraged to bring with them a sales receipt proving that hogs were sold in their name and the checkoff deducted. For more information, contact Wisconsin Pork Association, P.O. Box 327, 131 South Monroe Street, Lancaster, WI 53813, 608-723-7551.

## WPA Board of Directors Election

The WPA Board of Directors consists of pork producers and at least one allied industry member. The Board sets policies and provides direction to the staff for program development and implementation. Board members are eligible to serve two consecutive three-year terms. There will be **three** vacant seats to be voted on during the annual meeting. So far, nominees for 2026 include Curt Watson and Al Ries. **Anyone interested in being added to the ballot should contact WPA at 608-723-7551 or [wppa@wppa.org](mailto:wppa@wppa.org).**

<u>DISTRICT</u>	<u>Expires</u>	<u>Term</u>	<u>Eligibility</u>
<b>NORTH</b>			
Al Ries, Lomira	2026	3 years	1st Term – Eligible
<b>SOUTHEAST</b>			
Curt Watson, Edgerton	2026	3 years	1st Term – Eligible
<b>SOUTHWEST</b>			
Alicia Prill-Adams, Platteville	2026	3 years	2nd Term – Not Eligible
Steve Simonson, Sauk City	2028	3 years	1st Term
Bailey Fritsch, Dodgeville	2027	3 years	1st Term
<b>AT-LARGE</b>			
Emma Wedig, Darlington	2027	3 years	1st Term
Jeff Morris, Lone Rock	2027	3 years	2nd Term
A.V. Roth, Wauzeka	2028	3 years	2nd Term
John Quakenbush, Walworth	2028	3 years	1st Term

Terms expire at the annual meeting within the respective term year. Individuals with unexpired terms, a term with less than 3 years, are eligible to run for two full terms at the completion of their unexpired term. One full term is the completion of three (3) years on the board. Each district must have at least one producer director. There may be up to 6 at-large directors from any district. There must be at least one allied industry director, but no more than three.

# **WPA Proposed Resolutions**

*The following resolutions will be presented and voted on by WPA membership during the annual meeting. These resolutions are the roadmap for WPA's legislative priorities for 2026 at the state level. Members are encouraged to review the following proposed resolutions prior to the annual meeting. If you have questions, please call WPA at 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org).*

**26-1 Applied Agricultural Research – Motion:** Whereas WPA supports ongoing scientific research in the areas of applied agricultural science, WPA:

- supports continued funding for state integrated specialists who are faculty or instructional academic staff at the University of Wisconsin-Platteville, University of Wisconsin-River Falls, University of Wisconsin-Stevens Point or University of Wisconsin-Madison College of Agricultural and Life Sciences who are also staff at the Division of Extension at the University of Wisconsin-Madison in the field of applied agricultural research; and
- supports funding for applied agricultural research at both the University of Wisconsin-Madison College of Agricultural and Life Sciences and the University of Wisconsin System campuses.

**Rationale:** Pressure on Wisconsin farmers to change farming practices in response to a wide variety of environmental concerns is increasing. However, adaptation of farm practices must be based on sound science that accounts for and balances both economic and environmental concerns. As such, we need to continue to support and strengthen our applied agricultural research community in Wisconsin and in our university system.

**26-2 Groundwater Quality – Motion:** As the focus in Wisconsin increases on the sources, effects, and remediation efforts to support quality groundwater, WPA:

- supports sound science as the basis for any discussion about proposed best management practices or regulations related to addressing farming as a source of any contaminates in groundwater;
- supports a statewide program to provide well remediation for rural drinking water;
- supports the development of peer-reviewed scientific research to identify the sources, effects, and remediation efforts;
- urges state and federal policymakers to exercise extreme caution regarding any regulations related to agriculture and PFAS in the state of Wisconsin;
- asks that state and federal policymakers ensure that innocent landowner protections are extended to farmers who spread materials containing PFAS on agricultural lands;
- encourages state and federal regulators to prioritize the importance of preserving productive agricultural land throughout the state of Wisconsin; and
- supports local, state, and federal financial and technical assistance for farmers whose livelihoods may be threatened by PFAS exposure and who want to voluntarily assess their risk.

**Rationale:** Quality groundwater in Wisconsin is a statewide public health concern that potentially affects all WPA members.

**26-3 Livestock Siting – ATCP 51 – Motion:** Whereas the existing livestock facility siting standard establishes regulatory certainty for new and expanding hog farms in Wisconsin through the use of clear statewide standards; WPA

- supports the maintenance of facility siting standards that are consistent statewide and are scientifically defensible, thereby providing a solid framework for farms to grow.

**Rationale:** Following a four-year review of the Livestock Facility Siting Rule, DATCP may propose revisions to the standard, which should be carefully reviewed by livestock farms, environmental groups, and local units of government in order to ensure that the livestock facility siting rule continues to provide an understandable and predictable process for siting new and expanding livestock farms across Wisconsin.

**26-4 Animal Health – Motion:** Whereas it is in the best interest of Wisconsin's swine industry to continue to explore options to mitigate animal health impacts to the industry and threats to public health, WPA:

- supports continued monitoring of disease threats;
- supports the Wisconsin State Legislature providing General Purpose Revenue funding to DATCP in an amount to support adequate staff and resources for the Division of Animal Health;
- supports ongoing review of swine disease control efforts to determine their effectiveness; and
- supports revising swine disease testing protocols and regulations as needed.

**Rationale:** Wisconsin is in the right position to take further steps to control and reduce the prevalence of diseases.

**26-5 Local Livestock Moratoria and Ordinances** – **Motion:** Whereas WPA encourages planned agricultural growth at the local level, WPA:

- supports township and county boards to continue to adopt Wisconsin's Livestock Facility Siting ordinance; and,
- opposes moratoria or livestock operational ordinances at the local level that hinder siting livestock farms or livestock farm expansions.

**Rationale:** Fewer Wisconsin residents have direct links to agriculture and, as a result, have less knowledge about on-farm practices. Supporting a diverse agricultural economy that includes locally grown commodities, organic farming, conventional agriculture and concentrated animal feeding operations, benefits all involved in agriculture. The State of Wisconsin provides local units of government with tools to regulate the siting of livestock operations through zoning and Wis. Admin. Code s. ATCP 51, the livestock facility siting standard.

**26-6 Renewable Energy** – **Motion:** As governments and communities begin to focus more on expanding sources of renewable energy, WPA is committed to producing pork in a sustainable way that:

- supports farmers choosing to voluntarily adopt technologies to reduce carbon emissions and increase energy efficiency;
- supports voluntary, incentive-based programs that support energy sustainability while also supporting continued farm profitability and production;
- supports the development of new technologies that are based on science;
- supports governmental and regulatory agencies reviewing and considering all potential effects on farm production and profitability, the agricultural land base and impacts to food production in every renewable energy project analysis; and
- supports farmer participation in renewable energy projects as long as such participation is voluntary, does not place any undue economic or regulatory burden on Wisconsin farmers, and any economic impact statement is paid for by applicant for the renewable energy project, not by the farmer.

**Rationale:** Wisconsin farmers recognize the need to support a strong foundation of voluntary energy stewardship investments and practices that are balanced against the needs of crop and livestock systems.

**26-7 Healthcare Coverage** – **Motion:** Whereas more and more Wisconsin farmers are struggling to afford healthcare coverage for themselves, their families, and their employees, WPA:

- supports state and federal legislative efforts to expand options for affordable healthcare coverage for Wisconsin farmers including legislation allowing the Wisconsin Farm Bureau Federation to offer a Health Benefit Plan to members.

**Rationale:** Because of the way that farm income is calculated under the federal Affordable Care Act (ACA), many farmers are ineligible for rebates thereby making coverage proportionately very expensive. Similarly, healthcare coverage costs on the private market are rising and becoming increasingly unaffordable. As such, farmers often go without healthcare coverage, cannot offer it to their employees, or choose to have a family member work off the farm to get employer-sponsored coverage.

**26-8 Siting Wind and Solar Projects** – **Motion:** Whereas there are an increasing number of solar and wind projects being sited and proposed to be sited across the state of Wisconsin, WPA:

- supports the inclusion of an “agricultural impact analysis” done by the Wisconsin Public Service Commission as a part of any proposed utility scale wind or solar project that analyzes the effects the proposed project would have on acres of agricultural land in production, agricultural land prices and impacts to the food supply and agricultural supply chain; and
- further supports efforts to prioritize the use of rooftop solar and other non-farmland areas to site solar and wind installations and that will minimize the number of acres removed from production agriculture for energy projects in Wisconsin.

**Rationale:** Wisconsin farmers recognize the need to increase renewable energy production capacity, but farmers believe that preservation of productive farmland must also be a priority in order to minimize impacts to food security, optimize land use, ensure long-term sustainability of farming and avoid detrimental economic impacts to farmers.

**26-9 Rural Pharmacies – Motion:** Whereas a significant number of independent and retail pharmacies in rural communities have been closing, WPA:

- recognizes the vital importance of rural pharmacies and urges policymakers, healthcare stakeholders, and community leaders to take immediate and sustained action to preserve and support these essential healthcare providers;
- supports legislative or regulatory efforts to address pharmacy benefit manager (PBM) practices that negatively impact rural pharmacies;
- supports policies that will ensure the financial viability of rural policies;
- encourages partnerships between rural pharmacies and other healthcare providers to expand access to care; and
- supports policies that will public awareness about the challenges facing rural pharmacies and the critical role they play in their communities.

**Rationale:** Rural pharmacies play a critical role in providing essential healthcare services to underserved and geographically isolated communities, not only providing prescription medications but also immunizations, over-the-counter medications, counseling services, and health screenings, which are important to supporting the health and livelihoods of Wisconsin farmers and their families.

**26-10 Fire Suppression Regulations – Motion:** Whereas changes to the National Fire Protection Association’s (NFPA’s) NFPA 150, Fire and Life Safety in Animal Housing Facilities Code, 2026 edition, include requirements for automatic fire suppression sprinkler systems in animal housing facilities, WPA:

- opposes any change to state or local fire or plumbing codes that would codify or mandate a similar animal housing sprinkler system requirement in Wisconsin.

**Rationale:** Mandating sprinkler systems in livestock barns creates both biosecurity and equipment functionality issues due to required periodic inspections, maintenance and possible shut down of ventilation which is a major animal welfare concern.

**26-11 Food Labeling – Motion:** Whereas consumers have a right to understand the source, method of production, and nature of the food products they purchase and transparency in food labeling supports informed decision-making by allowing consumers to distinguish between meat produced through traditional animal agriculture and meat grown or cultivated using laboratory, cellular, or synthetic methods, WPA:

- supports the establishment of clear, uniform food labeling standards requiring explicit notification when meat has been grown, cultivated, or produced in a laboratory setting;
- supports labeling policies that protect the viability of naturally raised meat products by ensuring consumers can readily differentiate them from lab-grown alternatives;
- urges federal agencies and policymakers to prioritize transparency, consumer education, and fair competitiveness through the adoption of such standards.

**Rationale:** Establishing clear labeling standards benefit consumers, retailers, farmers, and processors through reduced confusion and increased transparency and helps preserve fair market competition by ensuring that lab-grown products are not marketed in a manner that implies equivalence to traditionally raised livestock products without explicit disclosure.

# Join us at **PORKAPALOOZA**

*Porkapalooza is the premier entertainment event at Corn Soy Expo!*

Join us for an evening of networking, delicious pork appetizers, cold beverages, dueling pianos by Felix and Fingers, and live and silent auctions supporting youth programming and pork industry advocacy efforts.

**AFRICA WEST  
BALLROOM**



**JAN. 29, 2026  
5:30 P.M.**

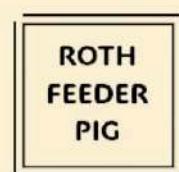


#### Auction Items:

If you or someone you know would like to donate an item to the live, silent, or pie auction, please contact WPA at 608-723-7551 or [wppa@wppa.org](mailto:wppa@wppa.org).

#### AN EVENT YOU DON'T WANT TO MISS!

PROUDLY SPONSORED BY



#### Live Auction Item Highlights:

- Pedal Tractor
- Private Flight Lesson
- Yeti Cooler
- Packer Tickets
- Hot Air Balloon Experience
- Pig Yard Decor
- and More!

## Get Paid to Protect Your Farm!

Sustainability for America's pork producers is about doing what's right for pigs, people, and the planet by following the industry's We Care® principles and goals. Protect your freedom to operate by using data to tell your story through a free Pork Cares Farm Impact Report.

Use it to showcase the We Care® practices already on your farm, demonstrate your readiness to collaborate with retailers to strengthen market demand for pork, and to get ideas on how to increase efficiencies and climate friendly practices on your farm.

After completing the report, take the lead in protecting your land and strengthening your farm's future with the Advancing U.S. Pork Sustainability and Market Value Grant Program that is now available to farmers in Wisconsin. This grant is designed to drive results for farmers who are committed to the longevity of their operations and want to increase their market opportunities.

To learn more, visit [porkcheckoff.org/pork-production-management/sustainability](http://porkcheckoff.org/pork-production-management/sustainability), scan the code below, or call WPA at 608-723-7551.

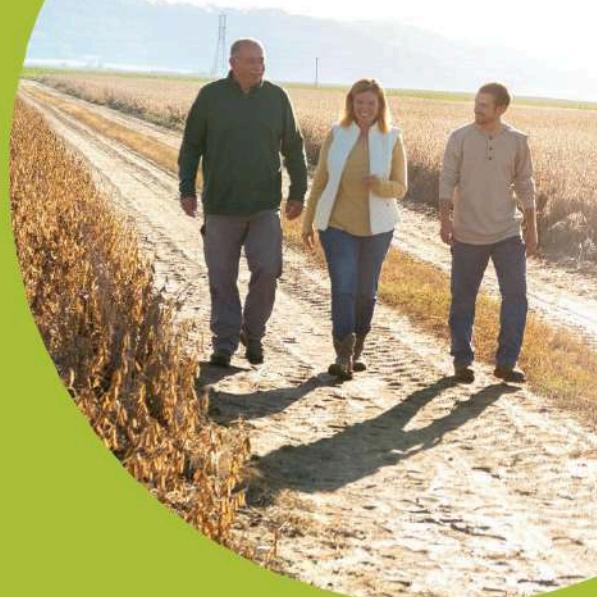


### Eligible Grant Practices:

- Manure application
- 2<sup>nd</sup> manure pumping
- Perennial grassed buffers
- Multi-species cover crops
- No-till and strip till
- Temp fence
- LED lights
- Heat mats

# Your Farm. Your Freedom. Your Future.

**Get financial compensation  
for implementing sustainable  
practices on your farm.**



Learn more about the Advancing U.S. Pork Sustainability and Market Value grant program and get started today at [go.porkcheckoff.org/porkcares](http://go.porkcheckoff.org/porkcares)

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## NPPC Looking Ahead into 2026

Picking up stalled momentum from 2025, farm bill negotiations are expected to resume in January. NPPC will continue to push for a stop to the impending patchwork of state animal housing laws spurred by California's Proposition 12. All other NPPC farm bill priorities were signed into law in the One Big, Beautiful Bill in July – including vital animal health and trade programs.

The Trump administration will release the Dietary Guidelines for Americans, which makes diet recommendations and advises government feeding programs, including schools and the military, on what and how much food to consume. The Guidelines will likely include a formal definition for "ultra-processed foods," which NPPC asserts, among other things, should not demonize processed pork products.

House Agriculture Committee Chairman G.T. Thompson (R-PA) is expected to introduce a bill to help with the lack of available farm workers, focusing on revising the H-2A program with recommendations by the House Agriculture Committee's Agricultural Labor Working Group, with which NPPC partnered closely.

USDA is expected to release a proposed rule to make permanent the New Swine Inspection System increased line speed program for all U.S. pork processing plants. Without this program, some pork producers could have incurred an additional loss of nearly \$10 a head.

On the trade front, NPPC continues to engage with the administration to support pork exports by negotiating new market access agreements. NPPC is reiterating support for and monitoring discussions around the mandatory 2026 review of USMCA.

## Luke Wall, NPPC



Luke Wall serves as the Regional Director of Producer Services for Illinois, Missouri, and Wisconsin for the National Pork Producers Council (NPPC).

In his role, Wall coordinates closely with Illinois, Missouri, and Wisconsin state pork associations. Wall also manages NPPC's producer relationships across this territory, emphasizing Strategic Investment Program (SIP) recruitment and retention.

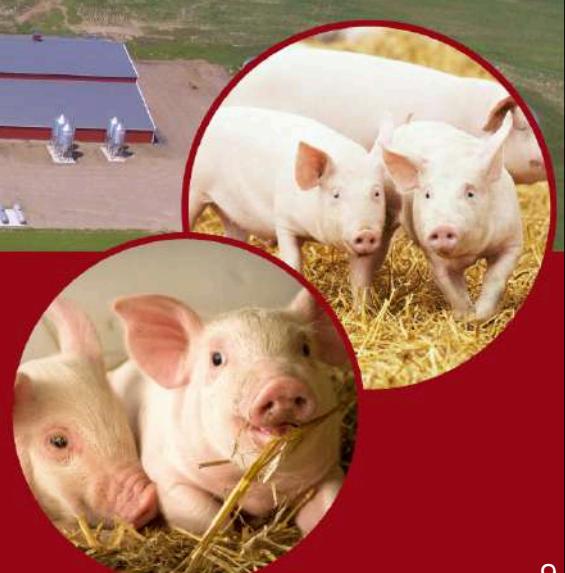
Wall joined NPPC with over 11 years of professional ag sales experience. Most recently, he spent the last five years at Zoetis as a regional account manager. He is currently a co-owner and manager of Wall Livestock, specializing in purebred swine breeding genetics, with his father and family. He earned a B.S. in Animal Science from Western Illinois University.

Luke may be reached at 309-507-1576 or [wall@nppc.org](mailto:wall@nppc.org).



### Old Fashion Pork

Located in Wisconsin, Old Fashion Pork was developed to fit the Global Animal Partnership (GAP) standards. We raise our pigs in an environment that encourages healthy productivity, natural living, and emotional wellbeing for the animals. Being GAP certified, we meet the demands of specialized markets in the United States.



## Fritsch Reflects on “Once in a Lifetime” PLI Experience

Bailey Fritsch, WPA Board Member from Cobb, WI, had the privilege of being selected as one of the Pork Leadership Institute (PLI) members in 2025. This prestigious, year-long program is a collaborative effort between NPB and NPPC and is designed to turn today's pork industry members into tomorrow's leaders.

Reflecting on her experience, Fritsch said, “The Pork Leadership Institute was truly a once-in-a-lifetime experience. The Class of 2025 brought together incredible individuals from across the country who I’m now fortunate enough to call friends. This program pushed me to grow personally and professionally while deepening my passion for an industry I care so deeply about.”

She added, “From learning alongside the National Pork Board and National Pork Producers Council, to standing on the steps of Washington, D.C. sharing our story, to exploring retail marketing and seeing the global impact of pork firsthand in Mexico—every moment tied together into something unforgettable. I’m profoundly grateful to have represented Wisconsin as a delegate, and I encourage anyone with a heart for this industry to apply. This program has expanded my knowledge, strengthened my purpose, and connected me with people who inspire me every day.” Congratulations Bailey!



### Introducing Minitube's all new ProFit line of catheters!

#### PCAI ProFit

- Foam tip
- Scale lines
- Inner catheter lock

Ref. 17112/8125Z  
PCAI Foamtip, 820 mm inner cannula, in Ziplock bag

#### ProFit Conventional

- Foam tip
- With or without handle  
(pictured with handle)

Ref. 17118/0025  
ProFit Foamtip catheter without handle

Ref. 17118/0125  
ProFit Foamtip catheter with handle

Reach out to your porcine account  
manager to discuss volume discounts!



[www.minitube.com](http://www.minitube.com)  
(800) 646-4882  
porcine@minitube.com

# Youth Show Pig Symposium Returns February 21<sup>st</sup> with Fresh New Format

WPA in cooperation with UW Madison Division of Extension will be hosting a Show Pig Symposium designed for show pig breeders, exhibitors, and allied industry members. The event will take place on Saturday, February 21<sup>st</sup>, 2026, from 9:00 a.m. – 2:00 p.m. at the UW Madison Arlington Research Station Public Events Building located at N633 Hopkins Rd. Arlington, WI 53911.

This one-day event offers educational sessions, networking opportunities, and a comprehensive trade show featuring leading industry suppliers. The symposium is the leading educational event of its kind, and the agenda is packed with insightful presentations addressing key areas of show pig production and exhibition.

Featured topics include show pig nutrition, jackpot need-to-knows, vet client patient relationships, breeder client relationships, achieving the "WOW" factor, and more!

In addition to the educational seminars, attendees will have exclusive access to the show pig trade show that will include exhibitors showcasing the newest products, equipment, and services in the pork industry!



"This symposium is an unparalleled opportunity for anyone passionate about the show pig industry to gain actionable knowledge and connect with peers and industry leaders," said Jeff Morris, UW Madison Division of Extension Swine Outreach Specialist. "Whether you're a seasoned show pig breeder or just starting out, the information shared here will provide invaluable insights to elevate your program and ensure your success inside and out of the ring."

This event is free to attend. Register by February 14<sup>th</sup>, 2026, at [www.wppa.org/youth](http://www.wppa.org/youth), call 608-723-7551 or email [wppa@wppa.org](mailto:wppa@wppa.org). Businesses or individuals interested in exhibiting at the trade show or sponsoring the event should contact Jeff Morris at [jeff.morris@wisc.edu](mailto:jeff.morris@wisc.edu) or 608-346-9561.

## Support Future Pork Industry Leaders Through the Youth Pig Project

Are you looking for a way to support young people who are passionate about the pork industry? If so, consider sponsoring the Youth Pig Project! Wisconsin youth are eligible to apply for a \$100 scholarship used to offset costs associated with their 2026 swine project. To apply, applicants must outline their project goals, develop a budget, and describe their future goals in the pork industry. Once selected, individuals must participate in an educational webinar focusing on swine production, animal care, and biosecurity to receive their \$100 scholarship check.

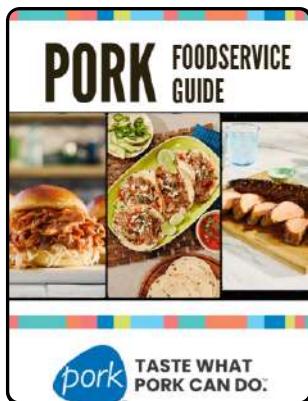
**Thank you to our 2026 sponsors thus far: Magolski Farms, Kadi Senkowski, Walsh Family Farm, Catbird Farm, Caygill Show Pigs, Jones Dairy Farm, Goplin Showpigs, Yelinek Showpigs, Jake's Pig Palace, Fritsch Showpigs, and Dunmovin' Farm.**



Through the support of our sponsors our goal is to raise enough funds to provide a minimum of 50 young people with scholarships. Additionally, WPA matches the funds provided by sponsors to optimize the number of scholarships awarded. To sponsor, visit [www.wppa.org/youth](http://www.wppa.org/youth) or call the WPA office at 608-723-7551.

# WPA 2025 Year in Review – Checkoff

What a year 2025 was! On the Checkoff side we hosted many successful events, promoted the new Taste What Pork Can Do brand, created new retail partnerships, and grew our youth programs. Mandatory Checkoff dollars are authorized for promotion, education and research. The Checkoff rate is \$.35/\$100 of value when pigs are sold or imported, and a percentage of the funds are returned to the state pork associations. The Pork Checkoff is overseen by National Pork Board (NPB). Read on to learn about how your hard-earned dollars were put to use in Wisconsin and beyond in 2025.



WPA developed a Pork Foodservice Guide that was distributed to over **600 foodservice professionals** in WI and **several hundred more** across the U.S.

WPA attended 4 major promotion events reaching over **1 million people**.

Partnered with Piggly Wiggly influencer to promote pork. **Fresh pork sales rose 12%, 11% & 23%** respectively, during all three promotions.

Awarded **thirty-seven** \$50 mini-grants to Family Consumer Science teachers to promote pork in their classrooms.



NPB launched the new **Taste What Pork Can Do™** brand in May, and WPA amplified the brand in several of its communications and promotion events. Although only seven months in, the brand has shown exceptional results in driving demand for pork especially amongst Millennials and Gen Z consumers.

Sold over **20,500 pieces of pork** during Wisconsin State Fair which was good considering poor weather and the last day being canceled!



We awarded \$100 Youth Pig Project scholarships to **50 young people**.

WPA hosted 6 producer educational events and 3 producer luncheons allowing us to meet with **over 300 producers, members, and youth**.



WPA collected **188 test results** for PRRS and PEDv and awarded rebates to all producers who submitted results to help further study the effect of these diseases in WI.

Promoted the Wisconsin Raised program signed up **8 processors**.

WPA enrolled 20 producers in the Pork Cares Farm Impact Sustainability Report program which accounted for **36,225 head of pigs & 4,617 acres**.

# WPA 2025 Year in Review – Unrestricted

On the unrestricted side we were busy advocating for the farm bill, for state budget inclusions benefitting agriculture and strengthening partnerships to enhance the pork industry's image. Strategic Investment Program (SIP) dollars are unrestricted which allows us to respond to issues that threaten our right to farm on local, state, and national levels. The current SIP investment is \$.15/\$100 of value when pigs are sold, and 40% of the funds are returned to the states. National Pork Producers Council (NPPC) oversees the SIP program. Luke Wall is our Regional Director of Producer Services that coordinates SIP in our state. At the state level, WPA is a member of the Ag Coalition which is comprised of ag groups working toward common legislative goals. Jordan Lamb, an attorney with The Welch Group, is our lobbyist at the state-level. Read on to learn more about how SIP, membership, and sponsorship dollars were invested in 2025.



Attended NPPC's **Legislative Action Conference** in Washington D.C. to advocate for the farm bill, a Prop 12 fix, FAD preparedness programs, and labor reform. Attended Ag Day at the Capitol in Madison.



Worked with DATCP on pending rule revision to **repeal WI PRRS / PEDV testing requirements**.



Hosted our 26<sup>th</sup> annual Pork Classic Golf Outing which welcomed **50 golfers**.



Worked cohesively with other commodity groups in the **Wisconsin Ag Coalition** to achieve the following successes:

Awarded **\$6,500** in scholarships to **seven young people** across Wisconsin.

- Secured an additional \$150 million for the ARIP Grant Program
- \$2 million for the Producer-Led Watershed Grant Program
- \$10 million Food Security Initiative grants
- \$200,000 to support farmer mental health
- \$1 million in additional funding for Meat Processor Grants
- \$2.4 million for Meat Inspection Program
- \$2 million for the Nitrogen Optimization Pilot Program (NOPP) grants
- \$1.6 million for the Cover Crop Insurance Premium Rebate Program
- Additional \$500,000 for CDL Driver Training Grants



## SIP dollars were also hard at work in Washington D.C. where NPPC was able to achieve the following:

Pushed USDA to reject change to Packers and Stockyards Act

Secured amendments to California AB1264 definition of ultra processed foods

Grew bipartisan support for federal solution to Prop 12

Championed efforts to make packing plant line speeds program permanent

Successful registration renewals for U.S. pork facilities exporting to China

Spearheaded coalition that secured passage of Beagle Brigade Act

Collected producer input for development of National Swine Health Strategy

Adoption of international standard for ASF vaccines

Led efforts for funding increases in House committee-passed agriculture appropriations bill

Championed trade policy that broke 2023 export record

Won Supreme Court judgement against EPA overreach in Clean Water Act case

Secured major victory in long-fought legal effort to uphold air reporting exemptions

Persuaded EPA to shelve burdensome effluent guidelines and standards

Fought for market access in U.S. and EU Trade Framework & increased market access in Indonesia, Japan, the Philippines, and Malaysia

# 2025 Through the Lens



WISCONSIN  PORK ASSOCIATION



TASTE WHAT  
PORK CAN DO.™



## Sponsors: A Vital Cornerstone for Our Organization

There are several businesses that sponsor WPA who share our mission of promoting and protecting our state's pork industry to ensure its success now and in the future. Their support is critical to the success of our organization and our ability to offer resources to producers, fight for farmers' freedom to operate and promote our industry throughout our state, country, and world. **THANK YOU** to all of our gracious partners in 2025 and we look forward to continuing to build and nourish strong industry alliances for the greater good of our pork producers. Please be sure to support the following businesses in return for their unwavering support of the pork industry in Wisconsin and beyond.

### DIAMOND

\$5,000+



### PLATINUM

\$2,500 +



### GOLD

\$1,500 +



### SILVER

\$1,000 +



### BRONZE

\$500 +



### BRONZE

\$500 +



### BRONZE

\$500 +

In Memory of  
Jim Furlong &  
Doug Wolf



### FRIEND OF INDUSTRY

\$250 +



### FRIEND OF INDUSTRY

\$250 +



If you are interested in partnering with WPA to support the pork industry and our producers, please call 608-723-7551, email [wppa@wppa.org](mailto:wppa@wppa.org) or visit [wppa.org/who-we-are/sponsors](http://wppa.org/who-we-are/sponsors).



Wisconsin Pork Association  
P.O. Box 327  
Lancaster, WI 53813

**Return Service Requested**

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Organization  
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Lancaster WI 53813  
Permit No. 91

## Calendar of Events

### January

- 5- SHIP Stakeholder Working Group Meeting 2:00 p.m. - Zoom
- 6- Corn Soy Expo Committee Meeting - Wisconsin Dells, WI
- 12- WPA Board of Directors Meeting - 1:00 p.m. - Zoom
- 20- Ag Day at the Capitol, Madison, WI
- 26-27- WI Family and Consumer Science Conference
- 29- WPA Annual Meeting-Kalahari Resort - Wisconsin Dells, WI
- 29-30- Corn Soy Expo - Kalahari Resort - Wisconsin Dells, WI

### February

- 21- Show Pig Symposium- Arlington Public Events Building

### March

- 4-6- US Pork Industry Forum - Kansas City, MO

## WPA State Office

Keri Retallick, Executive Vice President- [kretallick@wppa.org](mailto:kretallick@wppa.org)  
Morgan Worek, Program Director- [mworek@wppa.org](mailto:mworek@wppa.org)

📞 608-723-7551

📍 P.O. Box 327 Lancaster, WI 53813

✉️ [wppa@wppa.org](mailto:wppa@wppa.org)

## Board of Directors

- President: AV Roth, Wauzeka
- Vice President: Curt Watson, Edgerton
- Treasurer: Al Ries, Lomira
- Secretary: Alicia Prill-Adams, Platteville
- Director: Jeff Morris, Lone Rock
- Director: John Quackenbush, Walworth
- Director: Emma Wedig, Darlington
- Director: Steve Simonson, Muscoda
- Director: Bailey Fritsch, Cobb

*Stay up to date on all events by becoming a WPA member or visiting our website at [www.wppa.org](http://www.wppa.org).*

