

PORK HEADLINES

WISCONSIN PORK ASSOCIATION'S BI-ANNUAL NEWSLETTER

Taste What Pork Can Do™ at Wisconsin State Fair

Pork's new brand campaign is making a statement, and we can't wait to again showcase delicious, flavorful pork products at the Wisconsin State Fair Pork Schoppe from July 31st –August 10th, 2025.

Make sure to stop by the Pork Schoppe between 10:00 a.m. and 10:00 p.m. each day to get a delicious butterfly pork chop sandwich, juicy pork burger, or a famous pork chop on a stick! Additionally, WPA will be participating in a sampling event on Friday, August 8th during Piggly Wiggly day at the fair. Here, we

will be serving pork samples and distributing recipes and pork nutrition information.

As one of our largest events of the year, the Pork Schoppe offers a great opportunity for us to engage with consumers, promote pork, and showcase our producers and industry. We hope to see you there!



Celebrating WI Culture: Beer, Bacon, & Cheese

WPA attended the annual Beer, Bacon and Cheese Fest which took place on June 14th in New Glarus, WI. This popular event attracts over 2,000 people from across the Midwest.

WPA handed out a variety of snack stick samples which had guests begging for more! Additionally, we handed out pork recipes and promoted the new Taste What Pork Can Do™ brand. Events like these are a great opportunity to promote our products and industry, and network with consumers!

Advancing U.S. Pork Sustainability & Market Value Grant Program Opportunities for Producers

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 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 pork producers who are committed to the longevity of their farms and want to increase their market opportunities.

To learn more, visit porkcheckoff.org/pork-production-management/sustainability or scan the code below.



Eligible Grant Practices:

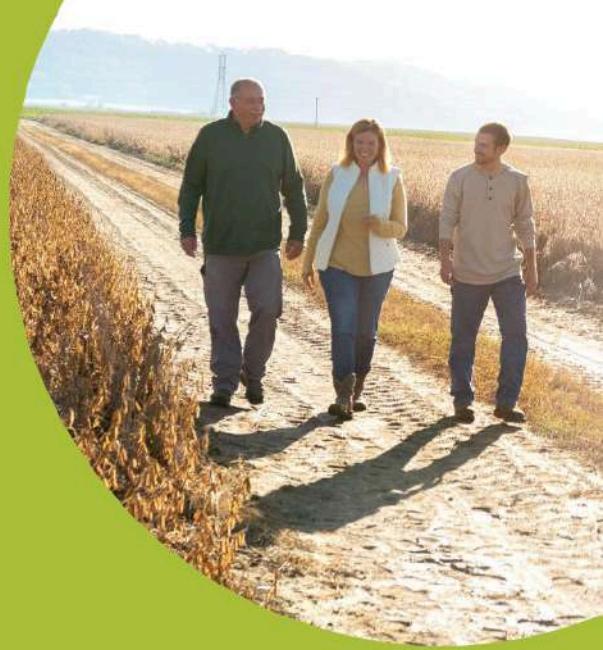
- Manure application
- 2nd manure pumping
- Perennial grassed buffers
- Multi-species cover crops
- No-till and strip till
- Temp fence
- LED lights
- Heat mats

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



Wisconsin Legislative Update

Courtesy of Attorney Jordan Lamb, The Welch Group.

Jordan serves as WPA's lobbyist in Madison. Her services are paid for by producers who voluntarily invest in NPPC's Strategic Investment Program (SIP).



On July 3rd, the Wisconsin legislature passed and Governor Evers signed the \$111.1 billion 2025-27 state biennial budget bill, now 2025 Wisconsin Act 15. The bill was passed in both houses with bipartisan votes. Included in the bill were the following provisions to support Wisconsin farmers and agribusinesses:

- ARIP: Continuing support for the Agricultural Roads Improvement Program with a \$150 million investment to continue repairing and improving Wisconsin's rural roads to help farmers and producers and the state's agricultural and forestry industries move products to market safely and efficiently (NOTE - \$30 million of the \$150 million secured for ARIP will be specifically targeted to bridge and culvert repair to help improve and repair deteriorating bridges across the state.)
- Food Purchase Grants: \$10 million (\$5 million annually) for the Food Security Initiative, a program created by Gov. Evers that connects local nonprofit food assistance programs, such as food pantries, with local producers to keep shelves stocked.
- Dairy Processor Grants: \$800,000 to increase (\$1.2 million over the biennium) the available funding for the successful Dairy Processor Grant Program.
- Meat Processor Grants: \$1 million to bolster and support the Meat Processor Grant Program.
- Meat Inspection Program: Over \$2.4 million over the biennium for the Meat Inspection Program to ensure meat products are produced safely and match nutrition labels.
- Farmer Mental Health: \$200,000 to support farmers and their families' mental health.
- Producer-led Watershed Grants: \$500,000 to increase funding for the Producer-Led Watershed Protection Grant Program to \$1,000,000 annually to enable producers and producer-led groups to implement nonpoint source pollution abatement strategies to improve Wisconsin's soil and water quality.
- Nitrogen Optimization Grants: \$2 million (\$1 million annually) to continue the commercial Nitrogen Optimization Pilot Program (NOPP), which aims to protect vital soil and water resources.
- Cover Crop Insurance Premium Rebate Program: An additional \$1.6 million (\$800,000 annually) to support the cover crop insurance program, which assists farmers with rebates of \$5 per acre of a cover crop planted for crop insurance premiums paid on those acres.

Link to full budget press release: <https://content.govdelivery.com/accounts/WIGOV/bulletins/3e7d45c>

Overall, this is a good budget for Wisconsin farmers. We are pleased to see the continued investment in Wisconsin agricultural roads, farmer-led conservation programs, meat and dairy processing and farmer mental health.

Speak Up Through the SIP Program



Strategic Investment Program

The *Strategic Investment Program (SIP)* is the primary source of funds for the *National Pork Producers Council (NPPC)*. Pork producers voluntarily invest a percentage of the sales of each hog sold, and the funds collected are split between NPPC and the state associations.

The program aims to fight for reasonable legislation and regulation, develop revenue and market opportunities, and protect the livelihood of pork producers. Additionally, NPPC invests in young advocates to shape the future leaders of the U.S. pork industry. Learn more at nppc.org.

NPPC Legislative Update

“One Big, Beautiful Bill” Wins for Pork



On Friday, July 4th, the National Pork Producers Council (NPPC) thanked President Trump for signing into law the “One Big, Beautiful Bill.” NPPC President Duane Stateler, a pork producer from McComb, Ohio, said, “The ‘One Big, Beautiful Bill’ is one of the most consequential pieces of legislation for American agriculture in years. It helps producers protect our herds by fending off foreign animal diseases, and it also cuts red tape, allowing us to more easily pass down our farms to the next generation.”

“NPPC thanks President Trump for signing “One Big, Beautiful Bill” into law and Chairmen Thompson and Boozman for listening to our input and shepherding this legislation through their respective chambers. We look forward to continuing to work with congressional partners this year on a ‘skinny’ farm bill, which should include measures to prevent a patchwork of conflicting state farming regulations and bring further certainty to the pork industry.” NPPC advocated for the following priorities that were included in the bill:

- Preserving necessary resources to protect the nation’s food supply through foreign animal disease (FAD) prevention, including:
 - National Animal Vaccine and Veterinary Countermeasures Bank
 - National Animal Health Laboratory Network
 - National Animal Disease Preparedness and Response Program
 - National Veterinary Stockpile
- Maintaining market access programs for U.S. pork.
 - Funding for the Market Access Program (MAP) and Foreign Market Development Program (FMD) was maintained. The MAP and FMD programs build export markets for U.S. agricultural products through generic marketing and promotion and the reduction of foreign import constraints.
 - Also, \$285 million for a new “Supplemental Agricultural Trade Promotion Program” will support critical market access.
- Maintaining resources for the feral swine eradication program to protect the health of our herds.
 - Established in the 2018 Farm Bill, the hugely successful Feral Swine Eradication and Control Pilot Program helps address the threat feral swine pose to agriculture, ecosystems, and human and animal health, especially through FADs like African swine fever.
- Making the Qualified Business Income Deduction permanent, allowing producers to make organizational decisions for their businesses not based solely on tax liability.
- Making Bonus Depreciation permanent at 100% to provide producers with flexibility to plan cash flows for major asset acquisitions.
- Changing the way the Business Interest Expense Limitation is calculated to avoid harming producers who rely on borrowing to make improvements or normalize cash flow in poor market conditions.
- Increasing the Estate Tax Exemption and making it permanent to prevent new tax exposure for family-owned farms.
- Substantially increasing the expensing limitations of Section 179 to provide producers flexibility in planning cash flows around major asset acquisitions.

NPPC Eager to Shape Definition of “Ultra-Processed Foods”

Food industry groups including NPPC, are frustrated over being left out of planning for the Make America Healthy Again (MAHA) report and highlighted their desire to be involved as the FDA prepares a definition for “ultra-processed foods” at a White House meeting in June.

The definition has significant implications for food producers because it could help shape which products are eligible for school lunch menus or available to buy with SNAP benefits. Meat and dairy groups want officials to distinguish between nutrient-dense processed options and empty calorie foods, which would allow their products to remain accessible in federal programs.

U.S. Hogs & Pigs Report Update

The June 1 inventory of all hogs and pigs, at 75.1 million head, is up 0.52% from last quarter and 0.33% higher than a year ago, and just above the upper range of pre-report estimates (0.2% lower to 0.3% higher).

Likewise, market hog inventories are up 0.57% from last quarter and 0.40% from a year ago, again landing just above the upper range of expectations (0.5% lower to 0.3% higher).

Meanwhile the breeding herd is the smallest in a decade, down 0.02% from last quarter and 0.47% from last year, just within the bottom range of pre-report expectations (0.6% lower to 1.0% higher). That's just 0.90% larger than the breeding herd in June of 2015, and matches that in June of 2016.

This equates to being the largest June hog herd since 2020 and the smallest breeding herd since 2015. As hog prices tend to be seasonally higher in the 2nd and 3rd quarters than in the 1st and 4th quarters, this price series is forecast to average \$98.23/cwt for the 3rd quarter of 2025, falling to \$85.38/cwt by the 4th quarter and \$84.09/cwt for the 1st quarter of 2026, before rising to \$89.36/cwt for the 2nd quarter of 2026.

Pork Classic Proves Fun for All in “Hawaiian Paradise”

On Friday, June 20th, WPA members and supporters gathered at the Lake Wisconsin Country Club for the 26th annual Pork Classic Golf Outing in Prairie du Sac. “We had great weather, a large turnout, and a fun time was had by all,” said Emma Wedig, WPA Board Member. The race for first place was close with the Coconut Caddies winning by a stroke. Team members included Caleb Priske, Tommy Schutz, John Sebert, and Cory Fitzgerald. Equity Cooperative came in second represented by Ron, Andy, Blake, and Carter Lovick. The day ended with an awards reception, and our best dressed in Hawaiian gear was Justin Daugherty.

Proceeds generated from this event will be used for industry issues and programming for our producers.

We are so thankful to all of our sponsors and participants for helping to make this event possible and thank you to Lake Wisconsin Country Club for their hospitality!

Thank you to our generous sponsors: Wolf L&G Farms, Roth Feeder Pig, National Pork Producers Council, Premier Co-op, Compeer Financial, Minitube USA, Wisconsin Farm Bureau Federation, Equity Cooperative, The Meat Schoppe, Piggly Wiggly, Johnsonville, Peoples State Bank, Badger's Best, MSA Professionals, Zoetis, The Welch Group, Merck Animal Health, and Hog Slat Inc.



- ✓ **Broadest antigenic coverage.**¹⁻⁴ The first and only porcine circovirus Type 2 (PCV2) bivalent vaccine containing two PCV2 genotypes – PCV2a and PCV2b.
- ✓ **Longest-lasting PCV protection.**⁵⁻⁹ The longest duration of immunity (DOI) of 23 weeks helps protect against PCV2 and respiratory disease due to *Mycoplasma hyopneumoniae* (Mhp).
- ✓ **Breeding herd immunity.**¹⁰ First and only PCV2 vaccine with a USDA safety approval for use in pregnant sows and gilts.

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References

1. Data on file, Study Report No. B822R-US-14-325, Zoetis Inc.
2. Data on file, Study Report No. B822R-US-16-582, Zoetis Inc.
3. Data on file, Study Report No. B825R-US-16-667, Zoetis Inc.
4. Data on file, Study Report No. B822R-US-15-557, Zoetis Inc.
5. Data on file, Study Report No. B824R-US-15-451, Zoetis Inc.
6. Data on file, Study Report No. B824R-US-13-118, Zoetis Inc.
7. Data on file, Study Report No. B822R-US-15-544, Zoetis Inc.
8. Data on file, Study Report No. B822R-US-16-622, Zoetis Inc.
9. Data on file, Study Report No. B824R-US-15-505, Zoetis Inc.
10. Data on file, Study Report No. B921R-US-20-992, Zoetis Inc.

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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 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.

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If you or someone you know is interested in partnering with WPA to support the pork industry and our producers, please call 608-723-7551, email wppa@wppa.org or visit wppa.org/who-we-are/sponsors.

Lader Receives Honors on AAFCS National Stage

Cathy Lader, a long time WPA member, was recently named one of three recipients of the American Association of Family and Consumer Sciences (AAFCS) Leader Award during the organization's annual conference in Kansas City. The Leader Award was established to identify and honor family and consumer sciences professionals who have made significant contributions to the field through their involvement with AAFCS.

Cathy leads by example and has been an FCS advocate throughout her career. While teaching, she increased FCS enrollments and advised a nationally recognized FCCLA chapter. As the Wisconsin FCS State Supervisor she published resources, supported teachers, and initiated FCCLA Leadership Labs. As a National FCCLA Consultant member, Cathy presented programming across the country. She managed the Wisconsin FCCLA competitions during retirement. Cathy was

President of the Wisconsin FCS Educators organization where she established the annual summit and earned the Distinguished Service Award.

She financially supports the FCS program at the University of Wisconsin Stevens Point through scholarships and sponsoring FCS Legacy Lab instructional space. Cathy has hosted sixteen fundraisers for non-profit organizations. Governor Tommy Thompson awarded her the Wisconsin Annual Leadership Award. Supporting the pork industry, she developed FCS resources, earning her the WI Agri-Communicator Award. Currently she is President-Elect of the Wisconsin Association of Family and Consumer Sciences. Congratulations, Cathy!

World Pork Expo Recap

Wisconsin was well represented at World Pork Expo this year with having many producers in attendance and our intern, Brayden Peter, competing in NPPC's Young Pork Advocates Issues Meet. With nearly perfect weather, there was huge attendance which provided great networking opportunities, high quality educational sessions and dialogue, and a vibrant tradeshow.



Pictured second from left is WPA Intern Brayden Peter.



Pictured L-R: Mia Russell, Cathy Lader, & Karleah Harris



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Utilizing Key Partners to Drive Demand for Pork

A common question we ask pork producers and industry representatives is, "What can we do to help you stay in business for five more years?" The most common answer: increase the demand for pork. So, we've made it our mission to establish new partnerships to promote and move more pork in Wisconsin and beyond.

Wisconsin Badgers

In October 2024, we kicked off our Badger partnership by sponsoring the Celebrate Ag football game which was a big hit. We also had in-game mentions and radio ads for all football and men's basketball games while also sponsoring two volleyball promotions at sold out games. To follow that up we partnered with Phoebe Bacon and Nicolar Rivera as our NIL athletes who created videos and social media posts promoting the versatility, flavor, and nutrition of pork. This was a fun partnership to embark on and we are excited to continue creating awareness and demand for pork!



Piggly Wiggly

In January, WPA and Piggly Wiggly embarked on an exciting partnership to promote pork and are continuing to collaborate to drive pork sales in 90 Piggly Wiggly stores around the Midwest. In May, Piggly Wiggly ran several fresh pork promotions that were featured in their stores, email newsletters, social media outlets, and magazines.

In cooperation with these promotions, WPA is partnering with Kyla Marie Charles who is a social media influencer that works closely with Piggly Wiggly. Kyla, a millennial mom of four kids living near Madison, WI, is well-known for her grocery shopping and cooking content tailored for people living busy lifestyles like her. On May 13th and June 25th, Kyla posted video of her preparing pork carnitas and pork ribs while showcasing the new "Taste What Pork Can Do" brand.

Following the May promotion, Piggly Wiggly shared that following these promotions, there was a 12.1% increase in fresh pork sales across the 90 Midwest stores which was the highest sales of pork in the past twelve months only behind the holidays of Fourth of July, Labor Day, and Easter!

WPA is excited to see direct ROI and to see successful investments of Checkoff dollars benefitting producers and increasing sales of pork which is our ultimate goal.



Kwik Trip

The National Pork Board has teamed up with Kwik Trip to showcase promotional videos in stores across the Midwest from mid-June to September.

The videos show how flavorful and versatile pork is while adding a local touch to credit Wisconsin's pig farmers. This is just the beginning of what we foresee to be a key outlet for moving more pork in one of Wisconsin's largest and most influential convenience store chains.

Intern Update: Catching Up with Brayden Peter

Hello everyone! My name is Brayden Peter, and I'm excited to be serving as the summer intern for the Wisconsin Pork Association. It's been an incredible experience so far, and I'm especially grateful to Keri and Morgan for welcoming me to the team with such energy and enthusiasm.

Right from the start, I had the opportunity to attend the World Pork Expo where I networked and engaged with a wide range of industry professionals. While there, I competed in the Young Pork Advocates Issues Meet, which was a standout event that brought together passionate young leaders to discuss pressing issues facing the pork industry today. Beyond the competition, it was eye-opening to explore the trade show and see firsthand the cutting-edge innovations being introduced—from robotic pressure washers to new feed additives and everything in between. The World Pork Expo was truly a fun, educational, and unforgettable experience.

Our next big event was the annual golf outing, which brought together producers and industry partners for a great day of networking and fun. It was fantastic to meet so many people who are passionate about the pork industry and to see everyone enjoying themselves in a more relaxed setting. Looking ahead I will be assisting with the youth education seminar at NPIC, going on industry tours and job shadows, and helping run Pork Schoppe at state fair. Finally, I am focusing my special project on the Wisconsin Raised program as well as developing youth sessions during the Corn Soy Expo next January.

This first month has flown by, and I'm looking forward to what the rest of the summer holds. I'm thrilled to be part of this team and excited to continue learning, connecting, and contributing to the pork industry through the Wisconsin Pork Association!



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Taste What Pork Can Do™ Brand is Recreating Pork

The new pork brand campaign, Taste What Pork Can Do™, made its debut in May and has been catching the attention of consumers across the country ever since.

In a video on June 25th, Dr. Brett Kaysen stated, "What I really want producers to know about this new campaign is it's more than a tagline, it's how we got to the tagline. This is based on science and data and consumer research. This brand is reinvigorating producers' passion for not only being in the pig barn but being in front of people promoting their product. The Pork Checkoff is celebrating its 40th anniversary this year and we think of all that investment has done, and look forward to the next 40 years to see all that this brand can do for farmers and to drive the demand for pork."

This new brand is recreating pork by focusing on taste, flavor, and versatility. The light, airy colors of the brand are attractive and emulate adventure and excitement. The simple taglines as you'll see in the graphics below are simple and to the point. Sizzle. Sear. Shred. Slice. With pork, there are endless ways to add delicious on the daily. From baked chops to air fryer tenderloin, pork is the easiest way to get flavor at breakfast, lunch, or dinner. Taste What Pork Can Do™ communicates the brilliance of pork to all consumers. For more information and recipe inspiration visit tastewhatporkando.com.



Powering Pork's Future: New Three-Year Strategic Plan Charts the Path Forward

National Pork Board's new three-year strategic plan is in place and backed by staff, leadership team and a board of directors that cares about the future of producers and the pork industry. At the heart of the strategic framework are three core goals that will guide our efforts.

Goal 1: Drive and increase the long-term value of pork.

Not surprisingly, the first goal focuses on driving demand and increasing the value of pork. We're making progress but want to keep our foot on the pedal and get more people to choose pork more often.

Goal 2: State pork associations and their producers more easily anticipate and adapt to continuous change.

State associations are the U.S. pork industry's boots-on-the-ground, holding close relationships with producers and employees putting in the on-farm work every day. State pork associations serve as a direct link to the next generation of leaders and talent—essential components to the future of our industry.

Goal 3: Improve the lives of our pigs and our people.

Addressing endemic disease challenges and continuing work on foreign animal disease is key to the overall health of the herd. Healthier pigs mean increased employee morale, improved animal welfare, lower replacement rates and higher profits.

The NPB Board of Directors is rolling up their sleeves to align programming and budgets with the three-year strategic goals and initiatives. Success means delivering real results for the pork industry—being bold, doing the work and embracing fresh ideas.

Mark Your Calendar for Valuable Producer Seminars

Reproduction Workshop & Producer Listening Session

August 21st, 2025

West Madison Ag Research Station - Verona, WI

Learn to maximize the effectiveness of your production skills to achieve your herd's greatest reproductive efficiency. Also provide input for the national swine health strategy. More info to come!

Swine Health Series: PRRS (Rescheduled from June 17)

September 23rd, 2025

Pioneer Farm Student Learning Center - Platteville, WI

Dr. Brent Pepin from NPB will take a deep dive into the significant disease threat of PRRS: Economics, diagnostics, treatment, prevention, and producer insights. More information is coming soon!

New Producer-Led Strategy to Strengthen U.S. Pork Herd Health

The health of the U.S. swine herd is critical to every pork producer's livelihood and the industry's future. Producers battle both everyday endemic diseases and the looming threat of foreign animal diseases (FADs) that could devastate their livelihoods. That's why the National Pork Board (NPB) and the National Pork Producers Council (NPPC), are actively developing a comprehensive National Swine Health Strategy.

This isn't just another initiative; it's a producer-driven effort designed to protect and improve the health of the U.S. swine herd. Currently, efforts to improve swine health can feel scattered. Initiatives in many areas, from barn innovation and diagnostics to nutrition, biosecurity, and FAD preparedness, are all in place. This National Strategy aims to pull these diverse efforts together, creating a more aligned and cohesive framework that directly tackles the industry's most pressing health challenges. Pork producers' responses are critical! They can participate in this collaborative industry effort to shape the future of swine health by completing a short survey online or by phone. See more information below.



The Road to a Healthier Herd.

Your input is critical to developing a National Swine Health Strategy!

We are seeking input from producers and other swine industry stakeholders. Participate in a collaborative industry effort to shape the future of swine health.

A producer-led U.S. swine health strategy is an essential part of a larger goal to improve the lives of pigs and people.



Scan to take the survey before September 1.

For questions regarding the National Swine Health Strategy or to take the survey over the phone, contact the NPB Service Center at 1-800-456-7675.





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Calendar of Events

July

13-16- National Pork Industry Conference- Wisconsin Dells, WI
24-26-American Assn. of Meat Processors Conv.- Kansas City
31- Wisconsin State Fair- West Allis, WI

August

1-10- Wisconsin State Fair- West Allis, WI
21- WPA Board of Directors Meeting- Verona, WI
21- Reproduction Workshop- Verona, WI
21- Swine Health Producer Listening Session- Verona, WI

September

2-4- US SHIP House of Delegates Meeting- Bloomington, MN
9-11- Legislative Action Conference- Washington D.C.
23- Swine Health Series: PRRS- Platteville, WI

October

PORK MONTH
1-3 Oktoberfest- Des Moines, IA

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