



**FOR IMMEDIATE RELEASE**

January 12<sup>th</sup>, 2026

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**Inspiring the Next Generation:  
Show Pig Symposium to Bring Education and Excitement to the Ring**

LANCASTER, WI – The Wisconsin Pork Association (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 Know's
- Vet Client Patient Relationships (VCPR)
- Breeder Client Relationships
- Achieving the "WOW" Factor
- Poop on the Move: Tracking Nature's Flow and Swine's Role
- 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 genetics, feed and nutrition, animal health, housing equipment, and show supplies.

"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 <https://wppa.org/youth/youth-show-pig-symposium>, by calling the WPA office at 608-723-7551 or emailing [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. To learn more, click [here](#).

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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.*