



FOR IMMEDIATE RELEASE
March 5th, 2026

Contact: Morgan Worek
mworek@wppa.org or 608-723-7551

WPA and Ducks Unlimited Embark on Partnership to Benefit Wisconsin Farmers

LANCASTER, WI - The Wisconsin Pork Association (WPA) is excited to announce a new partnership with Ducks Unlimited to promote the Advancing U.S. Pork Sustainability and Market Value grant program for Wisconsin farmers.

Embracing sustainability practices is not only our responsibility, but it's also a way to ensure our farms and products are present and demanded for generations to come. The swine industry has always been committed to continuous improvement and with our shared pork industry sustainability goals and metrics, the right strategic partnerships are vital in amplifying efforts and ensuring farmers' freedom to operate.

Although it may seem like an unlikely partnership, Ducks Unlimited, the leading organization in wetlands and waterfowl conservation, will serve as a great partner to WPA to advance sustainability efforts in our state. Our shared values reflect our commitment to sustainable and ethical practices.

Through this partnership, Ducks Unlimited will introduce Wisconsin farmers to the Advancing U.S. Pork Sustainability and Market Value grant program and provide technical support to farmers implementing on-farm conservation practices.

This grant program provides incentives for farming practices, such as cover crops, swine management and energy-efficient barn upgrades—helping protect your freedom to operate, boost your market position and attract supply chain partners committed to sustainable practices. Participants receive not only financial incentives but are also matched with a technical advisor to ensure effective implementation while meeting increasing market demands for pork.

[Click here](#) to get started or visit www.porkcheckoff.org/pork-production-management/sustainability to learn more.

###

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.