WISCONSIN WPA PORK ASSOCIATION

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WPA Announces Retirement of Keri Retallick After Four Decades of Leadership

Lancaster, Wis. – The Wisconsin Pork Association (WPA) announces the upcoming retirement of Keri Retallick, Executive Vice President (EVP), at the end of this year. Passion and perseverance for the pork industry has prevailed for 41 years including 28 years as WPA's EVP. Retallick has served the Wisconsin Pork Association with exceptional dedication and vision.

Keri began her career with the association in 1985, shortly after graduating from the University of Wisconsin-Madison. After serving as state executive until 2005, Retallick took a position with Environmental Management Solutions (EMS), which was a subsidiary of NPPC at the time. That tenure lasted through several corporate changes, and she returned to WPA in 2018, where she has continued to provide steadfast leadership and advocacy for Wisconsin pork producers.

Throughout her career, Retallick has been a tireless champion for agriculture, drawing upon her own farming background and deep-rooted passion for livestock production. Her leadership has helped strengthen Wisconsin's pork industry through innovative programs, producer support initiatives, consumer outreach, and strategic partnerships at both the state and national levels.

"Keri's influence on Wisconsin's pork industry is immeasurable," said AV Roth, WPA President. "Her passion for serving producers, her commitment to doing what's right, and her ability to bring people together have made her one of the most respected leaders in agriculture. We're so grateful for her service and wish her all the best in her much-deserved retirement."

During her time at WPA Retallick helped establish the Passion for Pork and Wisconsin Raised programs, led efforts to create disease assistance initiatives for producers, and spearheaded numerous promotional, educational, and outreach programs that have benefited Wisconsin pork producers and consumers alike. She also served on numerous national committees and task forces, ensuring Wisconsin producers had a strong voice in shaping the future of the industry.

Beyond her role with WPA, Retallick and her family own and operate 2K Cattle Enterprises, The Meat Schoppe, and Madison Street Steakhouse and Grill. WPA extends its heartfelt gratitude to Keri for her years of service, leadership, and friendship, and wishes her all the best as she begins this exciting new chapter.



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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.