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A New Tradition Begins: WPA Unveils Wisconsin Pork Summit 2027

Designed to strengthen relationships, spark new ideas, and address the opportunities and challenges facing pork production, the Summit will unite Wisconsin's pork community in January 2027.

Lancaster, Wis. — The Wisconsin Pork Association (WPA) is excited to announce the inaugural Wisconsin Pork Summit, a dynamic new event created to bring together pork producers, veterinarians, agribusiness leaders, policymakers, and industry partners from across the state. The two-day gathering will take place January 28-29, 2027, at The Wisconsin Hotel and Conference Center in Wisconsin Dells, Wisconsin.

The Wisconsin Pork Summit represents the next chapter in winter education, networking, and industry collaboration for Wisconsin's pork community. Developed by the Wisconsin Pork Association, the Summit is designed as a noon-to-noon event focused on advancing the state's pork industry through professional development, leadership, and meaningful connections.

"Wisconsin's pork industry continues to evolve and face new opportunities and challenges," said Howard "AV" Roth, president of the Wisconsin Pork Association. "The Wisconsin Pork Summit was created to provide producers and industry partners with a dedicated event where they can learn from experts, exchange ideas, build relationships, and help shape the future of pork production in our state."

Attendees can look forward to a robust lineup of educational sessions, industry insights, networking opportunities, and association business. The current agenda includes a keynote presentation from Bryan Humphreys, CEO of the National Pork Producers Council (NPPC), a panel discussion focused on the future of Wisconsin's pork industry, the WPA Annual Meeting, and the return of Porkapalooza, the premier networking and entertainment event. Friday's program will feature Bacon & Brainstorming, combining breakfast with industry-focused discussions and presentations before concluding at noon.

The Wisconsin Pork Summit is designed to deliver value for all segments of the industry, from farm owners and managers to veterinarians, nutritionists, lenders, equipment suppliers, processors, and other allied industry professionals. Participants will gain timely information, hear diverse perspectives, and engage with colleagues who share a commitment to a strong and sustainable pork industry.

The Wisconsin Pork Association encourages pork producers and allied industry members to mark their calendars now and plan to attend this exciting new event. To register or sponsor the event, click HERE.

For more information, contact the Wisconsin Pork Association at 608-723-7551 or wppa@wppa.org.

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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.