



Pork Producers Will Go Hog Wild at the Iowa State Fairgrounds *Thousands will gather in Des Moines for the 2010 World Pork Expo*

Des Moines, Iowa – May 28, 2010 – The National Pork Producer Council (NPPC) will welcome thousands of pork industry stakeholders to the 2010 World Pork Expo to be held at the Iowa State Fairgrounds in Des Moines, Iowa. Expo hours are 8:00 a.m. – 5:00 p.m. on Wednesday, June 9 and Thursday, June 10, and from 8:00 a.m. – noon on Friday, June 11.

Industry analysts, producers, suppliers, and swine health experts will gather to discuss animal welfare, the economic climate, environmental policies, herd health, international trade, politics, and other important issues affecting the business.

Numerous educational seminars will be held throughout the day on Wednesday and Thursday in the Marketing Information Center, PORK Academy and Varied Industries Building, Room B. For a complete seminar schedule, please visit www.worldpork.org.

When hunger strikes, attendees are encouraged to grab lunch at the Big Grill and sample the barbeque at the People's Choice BBQ Contest. This event is new to Expo and challenges three teams to serve up their award-winning baby back rib and pork sausage recipes to earn the People's Choice BBQ Award. Voting begins at 11:00 a.m. and runs until 2:00 p.m. at the Pfizer Animal Health tent. The day's winning pit master will be announced at 3:00 p.m.

MusicFest is the social highlight of World Pork Expo. Producers are encouraged to grab food at the Pig Pickin' hog roast stations and enjoy the live musical entertainment on the Grand Course on Thursday evening from 3:30 p.m. – 8:00 p.m. The Classic Rock All Stars will perform your favorite hits from the 70's, Bryan White croons the down-home sounds of the country genre and oldies cover band Tony Valdez and the Retro Rockets will wrap-up the evening with crowd pleasers like "Heard it Through the Grapevine" and "Under the Boardwalk."

New this year, attendees can sign up for REMIND ME mobile text messaging alerts so they don't miss any of the exciting events going on during Expo. Attendees select events they would like to attend and a reminder message is delivered to their mobile device 15 minutes before it begins. To sign up for educational seminar and event reminders, visit www.porkmag.com/wpx10.

Other highlights include:

- World Pork Expo Trade Show
- National Swine Registry Presents America's Best Genetics
- New Product Tour
- Pig Races
- Farm Toy Show and Sale

Track the buzz surrounding World Pork Expo on Twitter by following @NPPCW PX and using the hashtag #WPX10. Check World Pork Expo's Facebook page for photos and status updates and monitor www.worldpork.org for news flashes and schedule revisions.

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NPPC is the global voice for the U.S. pork industry, fighting for reasonable legislation and regulations, developing revenue and market opportunities and protecting producers' livelihoods. For more information, visit NPPC's Web site at www.nppc.org.