

2023 WORLD PORK EXPO® MEDIA EVENT SCHEDULE

NOTE: Media credentials are required for entry into these events/locations.
The schedule is subject to change.



Wednesday, June 7

6:30 a.m. – 5:30 p.m.

World Pork Expo Media Center is Open

Walnut Center

8:00 – 9:00 a.m.

Pork Industry Policy Priorities Panel Briefing

Press Conference Hall, FFA Display Building

NPPC leadership will discuss pork industry policies like the Farm Bill, animal health, trade, the environment, energy, market and commerce. *Moderator: Jennifer Shike (Reporter, Farm Journal)*

MC: Bryan Humphreys, NPPC CEO

- Scott Hays, NPPC President
- Andrew Bailey, Science and Technology, Legal Counsel
- Dr. Anna Forseth, Director of Animal Health
- Maria C. Zieba, VP of International Affairs
- Christina Banoub, Manager of Competition, Labor, and Tax Issues

9:15 – 10:30 a.m.

NPPC Connect

Media Center, Walnut Center

NPPC staff and officers available to discuss NPPC priorities and goals, Farm Bill, Beagle Brigade, ASF, WOTUS and Prop12.

- Scott Hays, NPPC President (NPPC priorities & goals, Farm Bill)
- Duane Stateler, NPPC Vice President (WOTUS, environment)
- Bryan Humphreys, NPPC CEO (NPPC priorities & goals)
- Andrew Bailey, NPPC Legal Counsel (Farm Bill, Beagle Brigade)
- Dr. Anna Forseth, NPPC Director of Animal Health (ASF, traceability)
- Michael Formica, NPPC Chief Legal Strategist (Prop 12, WOTUS)
- Annemarie Pender, NPPC Marketing & Communications (We Speak Up)

11:30 a.m. – 1:00 p.m.

SIP Luncheon

Varied Industries Building, Upper East Meeting Room, Please sit at the tables marked "Reserved for Media"

1:30 - 2:15 p.m.

**Novus International, Inc. Press Conference:
Intelligent Nutrition Comes to the Animal Protein Industry**
Press Conference Hall, FFA Display Building

Step inside the world of intelligent nutrition as NOVUS Sr. VP and CCO Ed Galo breaks down our approach to reducing feed and production costs, elevating gut health, and building sustainable businesses. Then, Associate VP Abishek Shingote will explain what it means to be Made of More, and how our innovative approach allows us to put more into everything we

create. Executives will be available for questions. New digital assets available to all media in attendance. *Contact: NOVUS Public Relations Specialist Elizabeth Davis at Elizabeth.Davis@novusint.com.*

2:30 - 3:15 p.m.

Merck Animal Health Press Conference: Merck Animal Health to Introduce New Product at World Pork Expo

Press Conference Hall, FFA Display Building

Merck Animal Health will unveil its newest addition to the swine health product portfolio during a press conference at the World Pork Expo. The product, a first-of-its kind innovation, will help producers maximize time and labor efficiency while protecting herd health. The Merck team will be available for interviews at World Pork Expo. *To schedule, contact Jennifer Nigro at jennifer.nigro@signaltheory.com or 785-830-0036.*

Speakers:

- Dr. Scott Stehlik, D.V.M., director, Swine and Poultry Technical Services
- Dr. Jamie Lehman, D.V.M., swine technical services veterinarian
- Dr. Brett O'Brien, D.V.M., swine technical services manager

Thursday, June 8

6:30 a.m. – 5:30 p.m.

World Pork Expo Media Center Is Open

Walnut Center

9:15 – 10:00 a.m.

DSM Animal Nutrition Press Conference: The Effect of Gilt Nutrition on Sow Lifetime & Progeny Performance: New research, insights and implications

Press Conference Hall, FFA Display Building

The importance of nutrition during gilts' development for their lifetime health and performance, as well as that of their offspring, has been well established. During this press conference, DSM will provide the global perspective on the current challenges and opportunities with gilt development, sow protection and piglet care, and new learnings on lifetime performance. DSM will also provide new North American research which indicates that the level and form of early life dietary nutrients can produce significant differences in progeny growth and performance, with measurable economic returns.

Speakers:

- Maria Walsh, PhD, Global Marketing Director – Swine DSM Animal Nutrition & Health
- Jon Bergstrom, PhD, Sr. Technical Support Manager – Swine DSM Animal Nutrition & Health

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10:15 – 11:00 a.m.

Medgene Media Press Conference: Medgene to Announce Platform Technology Vaccine Milestone

Press Conference Hall, FFA Display Building

For Swine Industry: You're invited to join Medgene in a brief but exciting announcement on their Platform vaccine technology!

Speakers:

- Mark Luecke, Medgene CEO
- Andy Smythe, Medgene National Sales Manager

2:00 – 3:30 p.m.

NPPC Connect:

Media Center, Walnut Center

NPPC staff and officers available to discuss international trade, farm stewardship, economic impact and labor.

- Lori Stevermer, NPPC President Elect (Trade, consumer trends, NPPC priorities)
- Bryan Humphreys, NPPC CEO (NPPC priorities, goals)
- Maria Zieba, VP International Affairs, NPPC (Trade)
- Terry Wolters, NPPC Past President (NPPC priorities, labor)
- Holly Cook, NPPC Economist (Economic impact)
- Christina Banoub, NPPC Manager (Labor)
- Annemarie Pender, NPPC Marketing & Communications (We Speak Up)

Friday, June 9

6:30 a.m. – 1:00 p.m.

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Other activities that might be of interest

Business Seminars

Varied Industries Building

Wednesday, June 7

- **10:00 a.m. – 11:30 a.m.** Digital technologies, such as sensors, artificial intelligence, and cloud-based programs, play a larger role in our lives. Learn more at **Turning Animal Agriculture's Toughest Challenges into Our Biggest Opportunities**. Sponsored by: Alltech/Hubbard Feeds.
- **1:00 p.m. – 2:00 p.m.** Join Cargill and Swine Vet Center for **Because Health and Nutrition are No Longer Two Separate Conversations**, a panel discussion regarding nursery health in the U.S. swine industry today that includes slat-level strategies to improve clinical outcomes.
- **2:00 p.m. – 5:00 p.m.** **Economics Shaping the Pork Industry** features a panel discussion with special guests, including industry-leading economists and risk management consultants. Sponsored by: ADM.

- **2:30 p.m. – 3:30 p.m.** Market outlook, diet strategies, optimum market weights: it all matters when it comes to your profitability. Hear from marketing, nutrition, and production experts during this session, **Because if You Aren't Optimizing Profits, Nothing Else Matters**. Sponsored by: Cargill.

Thursday, June 8

- **9:00 a.m. – 11:00 a.m.** Profitability is a key driver for sustainable pork production. Join us in conversation with Novus and invited experts for **ScaleUp™ Program: Optimizing Pork Produced per Sow Lifetime**. Sponsored by: NOVUS.

Pork Academy Sessions

Varied Industries Building

Wednesday, June 7:

- **9:00 a.m. – 10:00 a.m.** What does demand look like for pork internationally and here in the U.S.? How are prices impacting markets and pork consumption? Join Dr. Steve Meyer and Dr. Lee Schulz for this interactive session, **Porkonomics: An Economic Outlook for the Pork Industry**.
- **10:00 a.m. – 11:00 a.m.** Could advancements in gene editing in swine improve animal and human health, sustainability, and food and agricultural production? Hear from experts across the pork supply chain in **Is Gene Editing the Next Frontier?**
- **1:30 p.m. – 3:00 p.m.** Gain insights and solutions to prevent and prepare for a foreign animal disease on your farm in this session, **FAD Defense: From Ag K9s to On-Farm Solutions**.

Thursday, June 8

- **8:00 a.m. – 9:00 a.m.** Protecting your history and sustaining the future of your farm doesn't have to be complex. Join our panel of experts for **Using Your Sustainability Data to Protect Your Farm's Legacy**.
- **9:00 a.m. – 10:00 a.m.** Hear from key investigators in the "Improving Pig Survivability" project as they share their findings and explain practices you can take back to your operation in **Advancing Profits and Sustainability by Improving Pig Survivability**. This project is funded by the National Pork Board and the Foundation for Food and Agriculture Research (FFAR).
- **10:00 a.m. – 11:00 a.m.** Explore the current and future state of the global pork market and gain insight into the anticipated opportunities and challenges ahead during this session, **Global Pork Market Update and Opportunities**.
- **1:00 p.m. – 2:00 p.m.** Join our expert panel for **Proving the Industry's Chops: Tackling a 30-Year Challenge** as they share information about the market situation and pork's role within it.

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