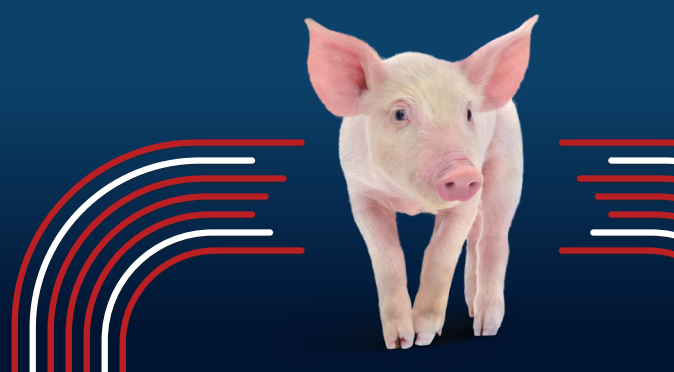


2024 WORLD PORK EXPO[®] MEDIA EVENT SCHEDULE



Wednesday, June 5

7:00 a.m. – 6:00 p.m.

World Pork Expo Media Center is Open
Walnut Center

Note: Show hours are from 9 a.m. - 5 p.m.

8:30 - 9:30 a.m.

Navigating the Farm Bill: Priorities for Pork Producers
Press Conference Hall, FFA Display Building

NPPC leadership will discuss the Farm Bill and how best to navigate it for Pork Producers.

Moderator: Chip Flory, AgriTalk
MC: Bryan Humphreys, CEO

- Lori Stevermer, NPPC President
- Maria C. Zieba, VP of Government Affairs
- Dr. Anna Forseth, Director of Animal Health
- Chase Adams, AVP, Domestic Policy

9:45 – 11:15 a.m.

NPPC Connect
Media Center, Walnut Center

NPPC staff and officers available to discuss NPPC priorities and goals, including the Farm Bill, Beagle Brigade, Animal Health, International Trade and Traceability.

- Lori Stevermer, President - NPPC Priorities and Goals, Farm Bill, Environmental Sustainability, International Trade
- Bryan Humphreys, CEO - NPPC Policy Priorities and Goals
- Maria C. Zieba, VP of Government Affairs - International Trade Priorities, Pork Exports
- Chase Adams, AVP, Domestic Policy - Farm Bill, California Proposition 12
- Dr. Anna Forseth, Director of Animal Health - Animal Health, Traceability, H5N1
- Scott Hays, Immediate Past President - California Proposition 12 (Producer Perspective), Animal Health (Traceability, H5N1)

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

Thursday, June 6

7:00 a.m. – 6:00 p.m.

World Pork Expo Media Center Is Open Walnut Center

9:00 – 10:15 a.m.

NPPC Connect Media Center, Walnut Center
NPPC staff and officers available to discuss NPPC priorities and goals, including WOTUS, Dietary Guidelines, Line Speeds, Labor, International Food Standards (Codex)

- Duane Stateler, NPPC President-Elect - Environmental Farm Stewardship
- Rob Brenneman, NPPC Vice President - Competition and Labor, Animal Health
- Dr. Ashley Johnson, Director of Food Policy - Post Harvest Food Safety, Dietary Guidelines, Vaccine and Antibiotic Use, Line Speeds
- Christina Banoub, Manager of Competition, Labor and Tax Issues - Competition and Labor (Visa Reform)
- Dr. Trachelle Carr, Senior Director of International Technical Affairs - International Food Standards (CODEX)
- Michael Formica, Chief Legal Strategist - Environment and Energy (EPA Effluent Guidelines, CAFOs)

10:15 - 11:00 a.m.

Youth Issues Meet Representative & Contestants Connect
Media Center, Walnut Center

NPPC staff responsible for the Youth Issues Meet Youth Issues Meet and contestants will be available to discuss the event.

- Seth Mitchell, Manager of State Pork Industry Relations
- Youth Issues Meet Contestants (TBD)

1:30 - 2:15 p.m.

10 Years of World-Changing Innovation in America's Cultivation Corridor[®] Press Conference Hall, FFA Display Building

America's Cultivation Corridor is kicking off its 10-year anniversary celebration at World Pork Expo. Iowa-based food and agriculture innovation has helped improve society in numerous ways. The anniversary campaign will highlight accomplishments from the last decade and preview what's to come.

The press conference will spotlight animal health advancements from the last 10 years, providing perspectives from Corridor leaders in academia, government and business. These experts also will preview what to expect next from animal health innovation in the state and why Iowa is THE place to plant and cultivate new ideas.

Speakers:

- Wendy Wintersteen, President – Iowa State University
- Mike Naig, Secretary – Iowa Department of Agriculture and Land Stewardship
- Mike Gauss, President – Kent Corporation
- BJ Brugman, Co-Founder and CEO – Distynct

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Additional Activities of Interest to Media

NOTE: Media credentials are not required for these activities.

Wednesday, June 5:

- **1:00 p.m. - 3:00 p.m. Kent - A Partner in Continuous Improvement** - Join Kent to learn about the latest in swine nutrition, including new developments in their NexGex® Advanced line-up and the introduction of EFFICOR™, a new swine origin probiotic.
Sponsored by: Kent Feeds.
- **2:00 p.m. - 3:00 p.m. The Impact of Clean Feed on Endemic Swine Disease** - Discover the benefits of clean feed in reducing endemic swine disease with Dr. Francisco Domingues, exploring the effectiveness of feed sanitizers and strategies for optimal biosecurity in your feed mill.
Sponsored by Anitox.

Thursday, June 6:

- **10:00 a.m. - 11:30 a.m. Challenging Health and Productivity - How does the U.S. lead the world in sustainable profitable pork production?** - Dr. Mark Lyons of Alltech leads a discussion on the U.S. pork industry's role in global trade, animal health, and sustainability, aimed at enhancing economic and environmental outcomes for producers and consumers alike.

Pork Academy Sessions and Networking Opportunities

The Pork Academy, presented by the National Pork Board and Pork Checkoff, offers expert insights and chances to win unique pork-inspired prizes for those who attend. Pork Academy sessions will also take place in the Varied Industries Building, and admittance is included with World Pork Expo entry.



Pork Academy schedule of events: Wednesday, June 5:

- **9:00 a.m. - 11:00 a.m. An Economic Outlook for the Pork Industry** - What does demand look like for pork internationally and here in the U.S.? How are prices impacting corn, soybean and pork markets and pork consumption? Join Steve Meyer and Joe Kerns for an interactive session providing an economic outlook for the pork industry.
- **1:00 p.m. - 2:00 p.m. Building Public Trust in Pork** - How do we best help the public understand what happens on the farm when they are increasingly removed from the farm? Hear from leading academics of the Real Pork Trust Consortium and learn how to build trust with consumers to protect your freedom to operate.
- **2:30 p.m. - 3:30 p.m. How Pork Powers Your Plate and the Industry** - Nutrition concerns can be a significant barrier to consumers selecting pork for their plate. However, recent research and partnerships with influential voices in the nutrition space can turn this challenge into opportunity. Join us for an insightful panel session sharing the most recent groundbreaking pork nutrition research and how working with dietitians, nutritionists and chefs are building a bigger appetite for U.S. pork.

Thursday, June 6:

- **9:00 a.m. - 10:15 a.m. Endemic Diseases, Biosecurity and Other Hot Topics in Swine Health** - What keeps you up at night? PRRS, influenza, PEDv or other swine health challenges? Bring your questions and concerns to the table with leading swine health experts from industry and academia.
- **10:30 a.m. - 11:45 a.m. Positioning Pork For Success: Meeting Consumers Where They Are** - What will the future of pig farming look like? Join experts in varying technologies, including gene editing, animal health sensor technology, in-barn advancements, artificial intelligence and more to explore and discuss futuristic opportunities and challenges.
- **1:00 p.m. - 2:00 p.m. The Future of Everything Pork** - 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.
- **2:30 p.m. - 3:30 p.m. Carbon Markets, CSAs, ROI and More** - More than a year since the USDA announced millions of dollars in Climate Smart Grants, opportunities for farmers to receive assistance and credit for their on-farm practices continue to grow and evolve. Hear the latest information and funding opportunities related to sustainability.