

# EVERYTHING TO SEE AND DO AT World Pork Expo 2024



## Check out what to know before you go!

**DES MOINES, IOWA, MAY 28, 2024** — The world's premier pork industry event is just around the corner! **World Pork Expo 2024** returns to the Iowa State Fairgrounds in Des Moines, Iowa, on June 5-6. Brought to you by the **National Pork Producers Council (NPPC)**, this year's Expo promises a packed schedule across a new two-day format, an expansive trade show, unique seminars, and unmatched networking opportunities for industry professionals.

"This event embodies everything great about the industry," NPPC President Lori Stevermer said. "As we prepare for this year's Expo, we're excited to highlight the innovation and community spirit of so many incredible pork professionals."

## Here are some of the highlights so you can plan ahead:

### New for 2024! Young Pork Advocates Issues Meet

This year's Expo will introduce the **Young Pork Advocates Issues Meet**, a competitive event for young adults passionate about shaping the future of the pork industry. See the next generation of industry leaders in action in this special event sponsored by Nutra Blend and Novus!

### Don't Miss the McRig!

Kick off your Expo days with a delicious start at the McRig, courtesy of Lopez Foods, Fulton Market Group, and McDonald's®. Located on Grand Avenue, west of the main entrance, join us on June 5 and 6 from 8:30-10 a.m. for a hearty breakfast to fuel your day of exploration and learning.

### A Trade Show Spanning Over 300,000 Square Feet

Discover the pork industry's latest products, innovations, and services at **the world's largest pork-specific trade show**. With 395 companies from North America and worldwide on-site, you'll want to leave plenty of time to see everything you can.

### Connect with Industry Leaders

Explore more than 50 hospitality tents located throughout the fairgrounds plaza. As you explore the trade show, take the opportunity to meet with company representatives and learn about the latest industry developments.

### Learn From Industry Experts

Build your business, learn from experts, and network with other professionals from across the industry at the Expo's educational seminars throughout both days of the event. Topics cover a wide range of topics important to pork producers. You can find the entire **Pork Academy** and **Business Seminars** schedules online.



LEARN MORE AT **WORLDPORK.ORG**

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SAVE THE DATE:  
**JUNE 5-6, 2024**

The Iowa State Fairgrounds,  
Des Moines, Iowa

Registration Info:  
[www.worldpork.org](http://www.worldpork.org)

## Exciting Live Entertainment

The Expo is about more than coming together, learning, and networking — it's about celebrating and having fun, too! On Thursday night, the Midwest's premier party band, **The Pork Tornadoes**, will close the Expo on the Anne & Bill Riley Stage from 6 p.m. to 8:30 p.m. See the show and end your Expo on a high note.

## Grab Lunch at the Big Grill

Enjoy a complimentary pork lunch daily from 11 a.m. to 1 p.m. at the Big Grill, located west of the Jacobson Exhibition Center. It's the perfect spot to relax and connect with others while enjoying some delicious food.

## Final Online Registration Closing Soon

Act now to secure your place! Online registration remains open until May 30. Check out [our plan your visit page](#) for important travel and lodging information. You can also find the most up-to-date schedules, maps, and more on [our website](#).

Finally, remember to follow us on X (formerly Twitter), Facebook and Instagram too! Share your World Pork Expo experience using **#WPX24**.

World Pork Expo, the world's largest pork-specific trade show, is brought to you by NPPC. On behalf of its members, NPPC develops and defends export markets, fights for reasonable legislation and regulation, and protects your livelihood. For more information about the World Pork Expo, visit [www.worldpork.org](http://www.worldpork.org). For more information about NPPC, visit [www.nppc.org](http://www.nppc.org).

Start your Expo mornings off with a satisfying breakfast from the McRig.



Attendees can enjoy the expansive trade show in both indoor and outdoor spaces throughout the fairgrounds.



Connect with other industry professionals from around the globe.



## FOR MORE INFORMATION ON WORLD PORK EXPO, CONTACT:

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