

2025 WORLD PORK EXPO® MEDIA EVENT SCHEDULE



Wednesday, June 4

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.

Policy Pulse: Navigating Local and Global Impact
Press Conference Hall, FFA Display Building

- **Duane Stateler**, president
- **Bryan Humphreys**, chief executive officer
- **Maria C. Zieba**, vice president of government affairs
- **Kylee Deniz**, state executive, Oklahoma Pork Council

9:45 – 11:00 a.m.

NPPC Connect
Media Center, Walnut Center

NPPC officers and policy experts will be on-hand to answer questions on the Farm bill, Prop 12, international trade, animal health and workforce-related topics, along with the latest on the state of the pork industry.

- **Duane Stateler**, president and Ohio pork producer - NPPC's long-range strategic plan, Farm bill, Prop. 12, environmental regulations
- **Pat Hord**, vice president and Ohio pork producer - Ag workforce, environment/sustainability
- **Bryan Humphreys**, chief executive officer - State of the industry, NPPC policy priorities, Prop. 12, MAHA, activist activity
- **Maria C. Zieba**, vice president of government affairs - International trade and tariffs, domestic and global priorities
- **Michael Formica**, chief legal strategist - CAFO and EPA regulations
- **Dr. Anna Forseth**, director of animal health - Animal health programs, foreign animal disease, H5N1, traceability, vaccines and antibiotic use
- **Holly Cook**, economist - Industry dynamics and economics, competition

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

Thursday, June 5

7:00 a.m. – 6:00 p.m.

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Walnut Center

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

9:30 – 11:00 a.m.

NPPC Connect Media Center, Walnut Center

The following NPPC officers and policy experts will be on-hand to answer a range of farm and food policy issues, including dietary guidelines, line speeds, competition, corporate policy, activism, and international food standards.

- **Rob Brenneman**, president-elect and Iowa pork producer - Competition, workforce, MAHA, line speeds
- **Lori Stevermer**, immediate past president and Minnesota pork producer - Farm bill, Prop. 12, foreign animal disease
- **Dr. Ashley Johnson**, director of food policy - Dietary guidelines, line speeds, MAHA
- **Matt Grill**, senior director of congressional relations - Farm bill, Prop. 12, congressional priorities
- **Andy Curliss**, vice president of strategic engagement - NPPC outreach, activism
- **Jeff Pigott**, vice president of industry relations - Corporate policy
- **Dr. Trachelle Carr**, senior director of international technical affairs - International food standards, CODEX

10:15 - 11:00 a.m.

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

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



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Additional Activities of Interest to Media

NOTE: Media credentials are not required for these activities.
Location: Varied Industries Building

Wednesday, June 4

- **1:30 p.m. - 3:00 p.m.**
Join Lori Stevermer, past president of the National Pork Producers Council, as she hosts a discussion on **Fighting for the Future of Agriculture: Everyone's Role in Shaping the Narrative**. This conversation will explore the challenges of defending agricultural stories in the face of opposition, with insights from Dr. Mark Lyons, Andy Curliss, and Kylee Deniz on how to strengthen agriculture's message and its long-term impact.

Sponsored by: Alltech.

- **2:00 p.m. - 3:00 p.m.**
Explore how viruses like PEDV, PRRSV, and SVA can enter swine systems through contaminated feed and the role of feed sanitation in preventing transmission in **Targeting Viral Entry Points Through Feed Biosecurity**. This session will also cover how chemical feed treatments reduce viral load without impacting animal performance.

Sponsored by: Antiox.

Pork Academy Sessions and Networking Opportunities

The Pork Academy, presented by the National Pork Board and Pork Checkoff, offers expert insights. Pork Academy sessions will also take place in the Varied Industries Building, and admittance is included with World Pork Expo entry.



Wednesday, June 4

- **9:00 a.m. - 10:45 a.m.** Learn about the current economic landscape in the **Pork Industry Economic Update**, including pricing impacting corn, soybean, and pork markets and pork consumption. Join Lee Schultz this interactive session providing an economic outlook for the pork industry. *Speaker: Lee Shulz, chief economist, Ever .Ag.*
- **1:00 p.m. - 2:15 p.m.** Gain foundational knowledge in **Understanding Pork Cutout Pricing**, exploring the complexities of pork cutout pricing and its importance to farmers, with insights from USDA price reporters and other industry stakeholders. *Speakers: Chris Sommers and Kirk Hatfield, USDA Agriculture Marketing Services*
- **2:30 p.m. - 4:00 p.m.** Join the National Pork Board's **Taste What Pork Can Do™**: Consumer Campaign Update to get all your questions answered. Experts will outline the launch and development of a strategic consumer marketing campaign, overall strategy and retail with a focus on market growth and state collaboration. *Speakers: Dr. David Newman, Patrick Fleming, Jose de Jesus, Neal HUI and Mia Newman, National Pork Board Market Growth Team*

Thursday, June 5

- **9:00 a.m. - 10:30 a.m.** Discover the latest efforts in **Protecting Pork's Freedom to Operate through We Care®**, focused on animal welfare, public health, and stewardship, along with updates on swine research and the data provided through NPB programs. *Speaker: Jamie Burr, chief sustainability officer, National Pork Board*
- **10:30 a.m. - 11:45 a.m.** Learn about the **National Swine Health Strategy**, with insights from a panel of producers discussing the strategy's approach to improving swine health in the industry. *Speaker: Dr. Dusty Oedkoven, chief veterinarian, National Pork Board*
- **1:00 p.m. - 2:30 p.m.** If you missed it Wednesday, join the **Taste What Pork Can Do™**: Consumer Campaign Update session for a second chance to learn about the consumer marketing campaign and its collaboration with the retail and state markets. *Speaker: Dr. David Newman, Patrick Fleming, Jose de Jesus, and Mia Newman, National Pork Board Market Growth Team*
- **2:30 p.m. - 3:30 p.m.** Gain valuable insights in **Global Protein Update** on how the pork industry is positioning itself for success in the international market, with expert insights from the U.S. Meat Export Federation (USMEF). *Speaker: Dan Harrison, president and CEO, U.S. Meat Export Federation*

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