

# 2026 WORLD PORK EXPO® MEDIA EVENT SCHEDULE



## Wednesday, June 3

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: How Pork Wins in D.C. and Beyond**

Press Conference Hall, FFA Display Building

- **Moderator: Sarah Muirhead**, Informa Markets/Farm Progress/National Hog Farmer, Feedstuffs
- **Rob Brenneman**, NPPC President
- **Bryan Humphreys**, NPPC CEO
- **Maria C. Zieba**, NPPC Vice President of Government Affairs
- **Pat McGonegle**, Iowa Pork Producers Association CEO

9:45 – 11:15 am

**We Speak Up 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**, NPPC President & Iowa Pork Producer - Dietary Guidelines, MAHA, Competition, and Workforce
- **Pat Hord**, NPPC President-Elect and Ohio Pork Producer - Farm Bill, Proposition 12, Environment, Line Speeds
- **Maria C. Zieba**, VP of Government Affairs - International Trade and Tariffs, Global Priorities
- **Dr. Anna Forseth**, Director of Animal Health - US Swine Health Improvement Program, Animal Health
- **Holly Cook**, Economist - Pork Industry Economics and Outlook
- **Kyle Garner**, Manager of Congressional Affairs - Farm Bill, Proposition 12

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

## Thursday, June 4

7:00 a.m. – 6:00 p.m.

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- **Duane Stateler**, NPPC Immediate Past President & Ohio Pork Producer - USMCA, Environmental Regulations
- **Todd Marotz**, NPPC Vice President & Minnesota Pork Producer - Animal Health, Foreign Animal Disease
- **Bryan Humphreys**, Chief Executive Officer - State of the Industry
- **Molly O'Connor**, Director of Federal Affairs - Congressional Affairs
- **Dr. Ashley Johnson**, Director of Food Policy - Dietary Guidelines, MAHA

10:30 - 11:15 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

### Wednesday, June 3

**1:30 - 2:30 p.m.**

**Pork: Looking beyond pork chops.**

See what innovation can do to excite consumers.

*Varied Industries Building, Meeting Room B*

Join Mark Hulsebus and Lori Stevermer from Alltech's U.S. Pork team as they work with David Newman, CEO of the National Pork Board and Staff, to fabricate a pork carcass featuring new cuts of pork that offer innovative opportunities around versatility, nutrition and value. Because "Taste What Pork Can Do" is not just the National Pork Board's new marketing campaign — it's also an invitation to build interest, excitement and demand for U.S. pork.

**3:30 - 4:30 p.m.**

**Roadmap to Resilience – Developing a Genetic Solution**

*Varied Industries Building, Meeting Room D*

**Speaker:** Jenelle Dunkelberger, Genetics and Global Health & Behavior Platform Lead, Topigs Norsvin USA

Join us as we share our multi-year roadmap detailing the research journey, key insights, and product development strategy that led to a breakthrough genetic solution for enhanced disease resilience in swine production. This innovation delivers what the industry needs most: resilient pigs, reliable production, and responsible pork.

**1:30 - 2:30 p.m.**

**Roadmap to Resilience – Developing a Genetic Solution**

*Varied Industries Building, Meeting Room D*

**Speaker:** Jenelle Dunkelberger, Genetics and Global Health & Behavior Platform Lead, Topigs Norsvin USA

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### Thursday, June 4

**10:00 – 11:00 a.m.**

**Designing Predictable Performance in an Unpredictable Environment**

*Varied Industries Building, Meeting Room D*

Markets move. Disease pressure shifts. Ingredient quality changes. But performance shouldn't have to.

In partnership with the Swine It Podcast Show, this live podcast session brings together Dr. Francisco Domingues (Anitox), Dr. PJ Corns (JBS), Sebastian Villegas (Asimetrix), and Dr. Clayton Johnson (Carthage Veterinary Service) for a strategic, executive-level conversation on how modern pork systems can be designed for consistency, regardless of external volatility.

**1:30 - 2:30 p.m.**

**Beyond the Pit: Turning Manure Management into a Profit Center**

*Varied Industries Building, Meeting Room D*

Is your manure a liability or a hidden asset? Join Kurt Grimm, Dr. Dan Andersen and producer Tork Whisler for a deep dive into the latest separation technologies.

Learn how to reduce storage volume, capture high-value nutrients, and streamline your application process. From cutting-edge research to boots-on-the-ground implementation, our panel reveals how to stop managing waste and start managing your ROI.

**1:30 - 2:30 p.m.**

**The biology of manure: Beyond NPK**

*Varied Industries Building, Meeting Room D*

We will unpack the other side of manure: biology, humic/fulvic and the hormone profile and how hog producers can capitalize on these components.

## 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 3

- **9:00 a.m. – 11:00 a.m. Global to Local: Trade, Tariffs and Economics Impacting U.S. Pork.**
  - Get a global-to-local look at the forces shaping pork markets and an update on checkoff investments in overseas markets.
- **1:00 p.m. – 2:30 p.m. National Swine Health Strategy: Turning Research into Action.**
  - Learn more about the National Swine Health Strategy and discover how pork checkoff research can deliver slat-level solutions for your farm.
- **3:00 p.m. – 4:00 p.m. U.S. Pork Economic Outlook**
  - From feed costs to consumer demand, the economic forces shaping today's pork industry are complex and ever-changing. This session explores markets and trends influencing pork production costs and profitability.

### Thursday, June 4

- **9:00 a.m. – 10:30 a.m. The Long-term Playbook for Growing Pork Demand**
  - The pork consumer is evolving — and the pork industry needs to evolve to keep up. This session unpacks why demand is a long game through the Taste What Pork Can Do® campaign and beyond.
- **10:30 a.m. – 11:45 a.m. Protein, Quality & Opportunity: What Today's Consumers Want from Pork**
  - Protein demand continues to rise and pork is well-positioned to benefit. This session explores how consumer behavior, innovation and pork quality are shaping the category.
- **1:00 p.m. – 2:30 p.m. What the Dietary Guidelines Mean for the Future of Pork**
  - Nutrition science, consumer behavior and policy are intersecting in ways that shape the future of pork consumption. This panel explores the new Dietary Guidelines for Americans and what they mean for the pork industry.