

Pork Congress Educational Seminars Schedule



Wednesday, Jan. 22

All seminars and trainings will be held in Iowa Events Center Lower-Level Rooms

Seminars

Coffee Chat with Eldon: Livestock Issues, Environmental Regulations, and Court Cases 9:30-10:30 AM

Room 103-104

Eldon McAfee – Brick Gentry Law Firm



Eldon McAfee

Eldon McAfee, who represents the Iowa Pork Producers Association and other livestock farmers, will discuss Iowa DNR and EPA regulations for producers, various court cases he's following, and other manure management issues. IPPA's Ben Nuelle will moderate the discussion and audience participation is encouraged.

KEYNOTE: Hunt Greatness

10:45-11:45 AM

Room 101-102



Chad Greenway

Chad Greenway, Former University of Iowa and Minnesota Vikings Linebacker

Chad Greenway's keynote, "Hunt Greatness," will inspire audiences to pursue excellence in their personal and professional lives by staying true to their values, working hard, and embracing accountability and teamwork. His practical insights and real-life examples make this keynote a powerful and motivational experience for any group.

Farmers vs. Foodies in 2025

12:45-1:45 PM

Rooms 101-102

Ray Starling, former Chief of Staff to U.S. Secretary of Agriculture Sonny Perdue and current Executive Advisor for Directions, Inc.

Ray Starling, an Executive Advisor for Directions, Inc. and the General Counsel for the North Carolina Chamber, will share many of the thoughts laid out in his Amazon Best Seller "Farmers versus Foodies," which largely explains how outsiders are influencing

the future of our farming and food systems - sometimes negatively. American producers do a phenomenal job on the farm but are susceptible to a growing cadre of "foodies" who are shaping public policy and the law around agriculture. Ray will keep you laughing, but his serious message will also call you into action.



Ray Starling

National Pork Board's Domestic and International Demand Strategy

2:00-3:00 PM

Rooms 103-104

Dr. David Newman, Senior Vice President of Market Growth, and Courtney Knupp, Vice President of International Market Development

For many in the pork industry, product demand has been a top priority. Dr. David Newman, Senior Vice President of Market Growth, and Courtney Knupp, Vice President of International Market Development, will discuss the latest marketing demand efforts by the National Pork Board.



Dr. David Newman



Courtney Knupp

Economic and Livestock Market Outlook

3:15 – 4:15 PM

Rooms 101-102

Joe Kerns and Dr. Lee Schulz, Ever Ag

Hear from Dr. Lee Schulz and Joe Kerns of Ever Ag as we take a look at what may impact producer profitability in the coming year, including livestock prices, exports, domestic demand, crop supplies and prices, and more.



Dr. Lee Schulz



Joe Kerns

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Swine Health Panel: Market Haul Sanitation and PEDV Mitigation Strategies

9:30- 10:30 AM

Rooms 103-104

Dr. Pete Thomas (Iowa Select), Dr. Tyler Bauman (The Maschhoffs), and Dr. Edison Magalhaes (Iowa State)

Pete Thomas will present data from Iowa Select's recent change in market haul sanitation and its impact on PEDV break rates, mortality, and production efficiency. Tyler Bauman will discuss Maschhoff's relationship with various contract haulers and truck washes. Edison Magalhaes will share his research results from testing truck wash methods, PEDV viral load, and the transfer rate of the virus to the farm.



Eli Hohbach

Strategic Hog Margin Management

10:45-11:45 AM

Rooms 103-104

Eli Hohbach, Account Executive with CIH

The keys to a successful Producer/Risk Manager Partnership will focus on the "how to's" of risk management and the best uses of technology to maximize the effectiveness of a hog producer's risk management partnership with their advisor.



Dr. Pete Thomas



Dr. Tyler Bauman



Dr. Edison Magalhaes