

2024 Iowa Pork Congress Week Events and Seminars



All events will take place at the Iowa Events Center in Des Moines, Iowa, with activities spread throughout both Hy-Vee Hall and the Community Choice Credit Union (CCCU) Convention Center. The Iowa Pork Congress trade show and seminars are in Hy-Vee Hall.

Monday, Jan. 22

6 p.m. – 8:30 p.m. **Taste Reception, hosted by the Iowa Pork Producers Association Restaurant & Foodservice Committee** – CCCU Convention Center, Rooms 312–320
Desserts are sponsored by Catch Des Moines

Tuesday, Jan. 23

10 a.m. – 4 p.m. **Iowa Pork Producers Association Annual Meeting (Registration opens at 9 a.m.)** – CCCU Convention Center, Rooms 306–310
Breaks sponsored by Furst-McNess Company

Noon – 1 p.m. **Iowa Pork Producers Association Annual Meeting Awards Luncheon** – CCCU Convention Center, Rooms 302–305
Presented by the Pork Checkoff

5 p.m. – 8 p.m. **Iowa Pork Congress Kickoff Reception & Iowa Pork Foundation Dollars for Swine Scholars Auction** – CCCU Convention Center, 4th floor Ballrooms
Presented by Alltech

Wednesday, Jan. 24

7 a.m. – 9 a.m. **Exhibitors Breakfast – Open to Exhibiting Companies Only** – CCCU Convention Center, Rooms 316–320
Presented by Iowa Pork Promotions Inc. - Iowa Pork Producer magazine

9 a.m. – 5 p.m. **Trade Show** – Hy-Vee Hall, Halls A, B & C

9 a.m. – 4 p.m. **Pig Podium Vendor Presentations** – Hy-Vee Hall A

9 a.m. – Noon **Iowa Pork Youth Leadership Team Contest Presentations** – Hy-Vee Hall, Room 104

9 a.m. – 5 p.m. **Student Research Poster Contest Display** – Hy-Vee Hall A, Booth 134

9:30 a.m. – 10:30 a.m. **Seminar – Coffee Chat with Eldon: DNR Rules, Court Cases, and Other Manure Matters** – Moderator Ben Nuelle, Iowa Pork Producers Association, with Eldon McAfee, Brick Gentry Law Firm – Hy-Vee Hall, Lower Level, Rooms 105–106

10 a.m. – 12:30 p.m. **Certification Training: Pork Quality Assurance Plus®** – Iowa State University Extension and Outreach – Hy-Vee Hall, Lower Level, Room 103

10:45 a.m. – 11:45 a.m. **Keynote – Telling Your Story: How to Understand and Influence Modern Consumers** – Steve Lerch, former Google executive and founder of Story Arc Consulting – Hy-Vee Hall, Lower Level, Rooms 107–108

Noon **SIP Luncheon – Invitation Only** – Hy-Vee Hall, Room 101

12:45 p.m. – 1:45 p.m. **Seminar – A Trade Update: Where in the world is our pork?** – Dan Halstrom, president and CEO of the U.S. Meat Export Federation – Hy-Vee Hall, Lower Level, Rooms 105–106

1 p.m. – 3:30 p.m. **Certification Training: Transport Quality Assurance®** – Iowa State University Extension and Outreach – Hy-Vee Hall, Lower Level, Room 103

2 p.m. – 3 p.m. **Seminar – The Future of Traceability** – Moderator Al Wulfekuhle, National Pork Board, with panelists Dr. Anna Forseth, National Pork Producers Council; Dr. Jeff Kaisand, state veterinarian for Iowa; and Rob Brenneman, Brenneman Pork – Hy-Vee Hall, Lower Level, Rooms 105–106

3:15 p.m. – 4:15 p.m. **Seminar – The Economic Outlook for 2024's Pork Industry** – Dr. Steve Meyer and Joe Kerns, Partners for Production Agriculture – Hy-Vee Hall, Lower Level, Rooms 107–108

4 p.m. – 6 p.m. **Iowa Pork Congress Producer Recognition Reception** – CCCU Convention Center, 4th floor pre-function area
Presented by Zoetis

6 p.m. – 9 p.m. **Iowa Pork Congress Banquet** – CCCU Convention Center, Ballrooms A & B

9 p.m. – 10 p.m. **Iowa Pork Congress Dessert Social** – CCCU Convention Center, 4th floor pre-function area
Presented by Iowa Farm Bureau Federation

Thursday, Jan. 25

7 a.m. – 9 a.m. **Exhibitors Breakfast – Open to Exhibiting Companies Only** – CCCU Convention Center, Rooms 316–320
Presented by Iowa Pork Promotions Inc. - Iowa Pork Producer magazine

9 a.m. – 4 p.m. **Trade Show** – Hy-Vee Hall, Halls A, B & C

9 a.m. – 3 p.m. **Pig Podium Vendor Presentations** – Hy-Vee Hall A

9 a.m. – 1 p.m. **Student Research Poster Contest Display** – Hy-Vee Hall A, Booth 134

9:15 a.m. – 10:15 a.m. **Seminar – Swine Diseases: What are we seeing, and how can you safeguard your herds?** – Moderator Becca Walthart, Swine Medical Education Center, with panelists Dr. Darin Madson, Dr. Daniel Linhares, and Dr. Giovanni Trevisan, all of Iowa State University – Hy-Vee Hall, Lower Level, Rooms 105–106

10 a.m. – 11:30 a.m. **Department of Natural Resources (DNR) Electronic Manure Management Plans** – Jeff Prier, DNR, Hy-Vee Hall, Lower Level, Room 103

10:30 a.m. – 11:30 a.m. **Keynote – Resiliency in Agriculture** – Michele Payn, Cause Matters Corp. – Hy-Vee Hall, Lower Level, Rooms 107–108

Noon **SIP Luncheon – Invitation only** – Hy-Vee Hall, Room 101

12:30 p.m. – 1:30 p.m. **Seminar – Help Wanted: Addressing Labor Frustrations** – Moderator Colin Johnson, Iowa State University Extension and Outreach, with panelists Dianne Bettin, business consultant; Janet Sparks, New Fashion Pork; and Dr. Miguel Rangel, Optimum Dairy – Hy-Vee Hall, Lower Level, Rooms 105–106

4 p.m. **Convention concludes**