



Wisconsin Pork Association
P.O. Box 327
Lancaster, WI 53813

Details enclosed on:

- * **Wisconsin Pork Industry Business Expo**
- * **Taste of Elegance**
- * **Industry Seminars**

2008 Wisconsin Pork Industry Annual Business Expo
January 24 & 25, 2008
Kalahari Resort, Wisconsin Dells

Held in conjunction with the Wisconsin Corn/Soy Expo and
Wisconsin Agri-Service Association Annual Meeting

Registration & Program Information Enclosed

***Don't miss this one-of-a-kind
Business Meeting and Family Get-Away!***

Highlights Include:

Emergency Action Plans: Minimizing the Impacts	Ag Siting Updates
Market & Policy Analyst, Darin Newsom, DTN	Applying Manure on Fragile Soils
Wisconsin's 20th Annual Taste of Elegance	2007 Farm Bill Updates

Plus lunch with Special Guests!

Special Room Rates Available at the Kalahari Resort.
Indoor waterpark passes included free for every registered hotel guest!
Look inside for details.

2008
Wisconsin Pork Industry
Annual Business Expo

Featuring:
Taste of Elegance

January 24-25, 2008
Kalahari Resort,
Wisconsin Dells

In conjunction with
Wisconsin Corn/Soy Expo
Wisconsin Agri-Service Assn. Annual Mtg.

Thursday, January 24

8:00 Corn/Soy Early Riser Marketing Session

Darin Newsom

9:30 General Session

The Prediction Problem, John Phipps
Farm Bill Update, speaker pending

11:00 Trade Show Opens

Visit exhibits & interact with other pork producers,
corn and soybean growers on the trade show floor.

11:30 Buffet Lunch Served

12:15 PORK SEMINAR - Ag Siting: Where are We

Today? Pork producers across the state have learned a lot about the ag siting law, and how it can help them in their plans for expansion. Hear our panel speak to the successes of ag siting to date, how local government is implementing and using the law, and what the challenges have been.

Dave Jelinski, WDATCP, Director of Land and Water Resource Bureau

Sue Porter, WDATCP Nutrient Mgmt. Specialist

Jordan Lamb, DeWitt, Ross, & Stevens

Moderated by **Mike Wehler**, WPA

1:30- PORK SEMINAR - Emergency Action

2:30 Plans: What's Available to Help Minimize

the Impact This seminar will focus on key tips, contacts, and resources you should have available at your farm to focus on farm animal emergencies. From barn fires or power outages, to manure spills, we'll provide a toolbox for you to begin to develop a plan for your operation.

Paul Kivlin, Nutrient and Pest Management Regional Specialist

Blake Reding, Consultant/Partner, REL Productions

1:30- Grilling Pork, Beans & Corn

2:30 Fritz Wyttenbach, Wyttenbach Meats

A grilling program designed for everyone, come and enjoy great samples! Also learn more about using a Traeger grill.

1:30 Corn/Soy Breakout Sessions

Choose from sessions on corn pests, reduced tillage systems, marketing, ethanol and biofuels, and corn and bean price drivers.

2:30 Trade Show Break

Exhibit Hall

2:45- Wisconsin Pork Association Annual

5:00 Meeting - WPA Members are invited to set policy direction for 2008 and select producers to serve on the WPA Board. In addition, state and national checkoff and legislative updates will be presented. Finally, all pork producers will have the opportunity to vote for Wisconsin delegates to attend the National Pork Industry Forum.

*Awards to be presented include - Distinguished Service, Friend of the Industry, Agri-Communicator, Youth Scholarships

3:00 Corn/Soy Breakout Sessions

Choose from several sessions including fungicides on corn, precision ag, crop insurance and marketing for women.

4:30 Corn/Soy Breakout Sessions

Choose from several sessions on soybean pests, reduced tillage, using new distillers' grains, and woman's advanced marketing.

5:30 Trade Show Reception - Exhibit Hall

6:00 20th Annual "Taste of Elegance"

Sample original pork specialties prepared by eight of Wisconsin's finest chefs. Crowd members will have the chance to vote on their favorite dish. In addition, a Pie Auction will be held, with all proceeds benefiting youth in Wisconsin through industry scholarships and leadership programs.



Friday, January 25

7:00 - Trade Show Opens

Noon Start the day with coffee and rolls served on the trade show floor while visiting exhibits and talking with industry representatives about their products and services.

8:00 Early Riser Marketing Session

Randy Fortenbery, UW-Ext. Ag Economist.
Catch his latest corn and soybean price forecasts!

7:30- SIP Investors Breakfast - Individuals

8:30 enrolled in the NPPC Strategic Investment Program are eligible to take part in a SIP Investors Breakfast. Investors will be updated on legislative activities supported with their contribution to SIP. Updates will include a review of impacts of the Farm Bill, activities of the NPPC Washington D.C. office, and Wisconsin legislative efforts.

9:30 General Session- **Elwynn Taylor**, Agricultural Meteorologist

10:30- PORK SEMINAR - Applying Manure on

12:15 Fragile Soils

What are the risks, what can we do to minimize those risks? Get a scientific review from one of our most respected scientists in ARS, **Dr. Jerry Hatfield**, National Soil Tilth Lab in Ames, Iowa. **Dennis Frame**, Discovery Farms Co-Director, will provide an overview of their recent research that has identified critical time periods and practices for applying manure in Wisconsin.

Women's Sessions available:

Thursday, January 24

- 1:30 - Grilling Demonstration
- 3:00 - Woman's Marketing Basics
- 4:30 - Advanced Marketing Session

*All women are invited to attend.
Registration not required.*

Noon Trade Show Closes

12:15 Noon Luncheon - with special guest

1:30 Corn/Soy Bonus Breakout Session
Ken Ferrie, Farm Journal Agronomy Consultant, shares his tips and techniques for maximizing yields and soil fertility for the long run.

4:00 Meetings Adjourn

STRATEGIC INVESTMENT PROGRAM UPDATE



All WPA members who contribute to the National Pork Producers Council/Strategic Investment Program receive a \$50 discount at the Wisconsin Pork Industry Annual Business Expo!

What is SIP? The Strategic Investment Program (SIP) provides key funding for WPA and NPPC's efforts to: fight for reasonable legislation and regulation; develop export market opportunities; and protect your livelihood.

By enrolling in SIP, producers agree to contribute .10/\$100 of market value. Contract growers pay .10/\$100 of gross contract value. Employees can pay \$100 per year. The ability to use these funds better equips WPA and NPPC to respond to today's challenges on the state and national level.

Please note: the mandatory pork checkoff assessment was lowered so producers could contribute to the Strategic Investment Program.

Plan to attend



and Corn/Soy EXPO in Wisconsin Dells
January 29-30, 2009

FOR HOTEL RESERVATIONS CALL 1-877-253-5466

Special \$99 Rates at the Kalahari Resort, January 23-25, 2008

*Indoor waterpark passes included free for each registered hotel guest!
Friday, January 25 stay very limited and available only with a Thursday night stay.*

Call (877)253-5466 & insist on the **Pork/WASA/Corn/Soy rate**.

Kalahari is at exit #92 off Interstate 90/94 Wisconsin Dells.

NOTE: Hotel policy requires advance payment for first night stay and cancellation fees.



