

# **NEBRASKA PORK PRODUCERS ASSOCIATION**

## **NEWS RELEASE**

For Immediate Release  
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### **Pork Producers to Hold Annual Meeting**

The Nebraska Pork Producers Association (NPPA) will welcome Governor Pete Ricketts to their Annual Meeting to be held on Wednesday, February 17, 2016 at the Cornhusker Marriott, Lincoln. Governor Ricketts will be the guest speaker at a breakfast sponsored by NPPA's Allied Members and SIP contributors.

Philip M. Seng, President and CEO of the U.S. Meat Export Federation (USMEF) will discuss foreign trade, product distribution and expectations for markets in 2016. USMEF operates worldwide, providing strategies and priorities in international programs, research, technical services, industry relations and global communications. Seng is a primary spokesman for USMEF and other exporting interests to government and private entities regarding international trade policy and foreign market development issues related to U.S. red meat products.

Dr. Ron Brodersen, owner of Whole Hog Genetics and partner with Suidae Health in Hartington will address producers about the importance of having a working relationship with their veterinarian and of cooperation between the National Pork Board and the American Association of Swine Veterinarians (AASV). New antibiotic use regulations taking effect January 1, 2017 will also be discussed. As AASV President, Brodersen oversees an organization of 1000 members of the very best veterinarians from the Midwest.

Election of new officers and board members will take place during the meeting of the Board of Directors of the Nebraska Pork Producers beginning at 8:45 a.m. Also on the agenda is recognition of the 2015 NPPA Mentors and Pork Leadership Participants, announcement of the 2015 Outstanding Pork Service recipients and introductions of the 2016 NPPA Mentors and Pork Leadership Participants.

There are no registration fees. Register at: **nepork.org** Email: [dee@nepork.org](mailto:dee@nepork.org) or Call (888) 627-7675

*The Nebraska Pork Producers Association is a grassroots, incorporated, non-profit organization established in 1961. NPPA was developed to promote the pork industry through the enhancement of consumer demand, producer education and research. For more information, visit NPPA's website at [www.NEpork.org](http://www.NEpork.org).*