

NEBRASKA PORK PRODUCERS ASSOCIATION

NEWS RELEASE

For Immediate Release
February 21, 2020

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Lukas Fricke Receives Outstanding Pork Service Award

The Nebraska Pork Producers Association (NPPA) annually bestows the Outstanding Pork Service Awards to recognize exceptional work by an individual, company, or organization that has advocated and supported the fundamental efforts of the Association. A service award winner serves as a positive voice and leader within the industry.

Fricke is a sixth-generation pork producer from Ulysses, Nebraska, an entrepreneur with a strong determination to achieve his goals and has a passion for guiding youth in agriculture. In 2014 Fricke became part of NPPA's Mentorship program. His application pro-file stated that he "believes it is his responsibility as a young farmer to make a sustainable impact, and it is his passion to grow his American, agricultural dream



through smart hard work". At the same time Fricke was serving as the Communications Intern for the Alliance for the Future of Agriculture in Nebraska, was involved in the Alpha Gamma Rho Fraternity, President for the UNL FFA Alumni, Vice President for the CASNR Advisory Board and Treasurer for Block and Bridle. In 2018 his startup company ChorChek won first place at the Nebraska's Power Farming Show Quick Pitch Competition. Fricke's familiarity with social media, frequently has him advising people through posts about pork products and practices. He has also assisted the National Pork Board and other state associations with some of its social media training.

Fricke was recognized for his continuing advocacy to the importance of involving youth in the pork industry. He has been a volunteer helper with the Nebraska Pork Producers Association and has helped with Nebraska Ag Youth Institute by donating meals for program participants. Lukas said, "one thing he would like to see happen in the pork industry is for the younger generations to step up to active leadership roles to help tell our story to keep this industry moving forward".

The Nebraska Pork Producers Association is a grassroots, incorporated, nonprofit 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.