

# 2025 Michigan Professional Pork Producers Symposium

Thursday, February 13, 2025

Lansing Center, 333 E. Michigan Ave. Lansing, MI 48933

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**8:30 a.m.**                      **Registration and Refreshments**  
**Silent Auction Opens**

## PRESENTATIONS

**8:50 a.m.**                      **Welcome and Introductions**  
**9:00-9:45 a.m.**                **Keynote**

**10:00-10:45 a.m.**          **Keynote: Connecting with Modern Consumers –**  
Steve Lerch, Story Arch Consulting LLC

## BANQUET LUNCH

**11:00 a.m.**                      **Awards Banquet – Buffet Luncheon**, sponsored by NPPC  
**MPPA Awards**  
**Guest Speaker:** Maria Zieba, Vice President of Government  
Affairs, National Pork Producers Council

## PRESENTATIONS

**1:00-4:00 p.m.**                **Sow Housing and Grow/Finish Breakout Sessions**

## SPONSOR TRADESHOW

**4:00-7:00 p.m.**                **Sponsored Tradeshow** – Talk with sponsors, fellow producers and  
industry representatives. Enjoy appetizers and drinks and meet  
with the day’s speakers. Bid on your favorite item at our silent  
auction!

**7:00-9:00 p.m.**                **“Margaritas with Maria” - NPPC Strategic Investment Plan**  
**Investors Only**



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	<b>1:00-1:45 p.m.</b>	<b>2:00-2:45 p.m.</b>	<b>3:00-3:45 p.m.</b>
<b>Room 1</b>	<b>Feeding the Fararri: Practical Transition Feeding for the Hyoer-Prolific Sow</b>  Dr. Lee-Anne Huber	<b>Transitioning the Generational Farm</b>  Chris Eckrich, The Family Business Consulting Group	<b>Sow Trends</b>  Bob Altman, United Animal Health
<b>Room 2</b>	<b>Practical AI (How to Utilize AI for your Business)</b>  Steve Lerch, Story Arch Consulting	<b>Nutrition</b>  Chad Pilcher Cargill	<b>Post-Weaning Nutrition</b>  Jason Schneider, DNA Genetics
<b>Room 3</b>	<b>Market Update</b>  Ross Logan, CIH	<b>Ventilation</b>  Erin Ehinger	<b>Key Aspects of Success in Breeding and Gestation</b>  Lori Kociemba, PIC
<b>Room 4</b>	<b>National Pork Board Consumer Marketing</b>  Patrick Flemming, National Pork Board	<b>Would You Invest in a Technology to Reduce Piglet Crushing on your Farm?</b>  Babatope Akinyemi & Janice Siegford, Michigan State University	<b>2025 State Legislative Issues</b>  Drew Beardsley, National Pork Producers Council
<b>Room 5</b>	<b>Sustainability: Getting Paid to be Green</b>  National Pork Board/Eocen	Jake Erceg Elanco	<b>Telling your Farm Story (Promotion, Communication Strategies, Social Media)</b>  Hailey Gilbert, Michigan Ag Council