

2026 Michigan Professional Pork Producers Symposium

Wednesday, February 25, 2026

Sheraton Grand Rapids Airport Hotel, 5700 28th St SE, Grand Rapids, MI 49546

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

PRESENTATIONS

**8:50 a.m. Welcome and Introductions – Tim Kruithoff, MPPA President
9:00-9:45 a.m. Keynote: Feeding Fewer – Todd Thurman, Swine Insights International

10:00-10:45 a.m. How >Why – Vance Crowe, Legacy Interviews Founder**

BANQUET LUNCH

**11:00 a.m. Awards Banquet – Buffet Luncheon, sponsored by NPPC
MPPA Scholarships – Brandon Hill
MPPA Awards – Tim Kruithoff
Guest Speaker: National Pork Producers Council**

PRESENTATIONS

1:00-4:00 p.m. 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. NPPC Strategic Investment Plan Investors Only,
Dinner and Drinks: Cuttin' Up with Cody
Fowling Warehouse Grand Rapids
6797 Cascade Rd SE, Grand Rapids, MI 49546**



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	1:00-1:45 p.m.	2:00-2:45 p.m.	3:00-3:45 p.m.
Room 1	National Swine Health Strategy Dr. Brent Pepin, National Pork Board	Pork Market Outlook Jaime Luke, Michigan State University	Developing Multicultural Teams <i>(Labor and TN Visas)</i> Dianne Bettin Bettin Consulting
Room 2	Technology to Increase Workflow Efficiencies Barrett Eller Swine Technologies	Nutrition & Health Strategies to Combat E. Coli Dr. Brooke Smith, Cargill	Piglet Health Bethany Heitkamp, Cooper Farms
Room 3 <i>Contract Grower-Focused</i>	Ventilation Chock Booher, PIC	Barn Maintenance and Retrofitting Tips Hog Slat	How to Create Positive Cash Flow Steve Kluemper, AgriStrategies, LLC
Room 4	Lactation Feeding Strategy Ethan Parsley JygaTech	Protecting your Tech & Servers Brandon Smith, Michigan Cyber Command Center (MC3)	Market Strategies & Target Weights Chad Pilcher Cargill
Room 5	Cultural Presentation (In Spanish Only) Jesus Garcia Zoetis	MSU Extension Research Updates Roundtable	Sow Care and Vaccinology (In Spanish Only) Jesus Garcia Zoetis