

# 2026 Michigan Professional Pork Producers Symposium

Wednesday, February 25, 2026

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

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