



Pork Checkoff Report

QUARTERLY NEWSLETTER



Meet the 2026 Minnesota Pork Board of Directors



*Front row (L to R): Todd Selvik, Maddie Hokanson, Pat VonTersch, Dr. Abbie Redalen, Mike Boerboom.
Back row (L to R): Mike Patterson, Ryan Bode, Brad Kluver, Jay Fultz, Mike Walker, Dr. Henry Johnson, Vince Baack.*

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2026 Scholarship Applications Now Open

Minnesota pig farmers believe in investing in the next generation. Since launching its scholarship program in 2011, the Minnesota Pork Board (MPB) has awarded more than \$85,000 in scholarships to students pursuing careers connected to agriculture and pork.

Today, MPB offers two scholarship opportunities that support students interested in the many fields that contribute to pig farming and agriculture.

Each scholarship provides \$1,500 in financial support, with the opportunity to earn an additional \$500 by

participating in Minnesota Pork events and leadership opportunities.

These scholarships are made possible by Minnesota pig farmers through their Checkoff investment. A committee of Minnesota pig farmers selects the recipients.

Applications for 2026 are open from March 15 - May 15, 2026.

Voice of Pork Scholarship

For students interested in communications, marketing, public relations, education, or advocacy who want to help share the story of pork and agriculture.

Growing Ag Scholarship

For students pursuing careers in animal science, veterinary medicine, agriculture business or related fields that support pig farming.

Visit our website for application and submission details:



Please contact Bailey Ruen, director of communications, with questions about the scholarships at 507-345-8814 or bailey@mpnpork.com.



2026 Minnesota Pork Scholarship Recipients

MARCH 15-MAY 15

Minnesota Pork Scholarship Application Window

MARCH 28

Taste What Pork Can Do - Coborn's Sampling, Dieticians and Gold Medalists

Coborn's Grocery Store
Plymouth, MN

MARCH 31-APRIL 1

Activate Session 4 - Hormel Foods Tour
Austin, MN

APRIL 3

MPB Office Closed - Good Friday





Meet the 2026 Minnesota Pork Board of Directors

The Minnesota Pork Producers Association (MPPA) and Minnesota Pork Board (MPB) are governed by a joint, 12-member Board of Directors representing a diverse cross-section of pig farmers from across Minnesota. This unified board works to align organizational efforts within the three-year strategic plan, advancing the five foundational pillars that guide Minnesota Pork's mission. Each elected member serves a three-year term and may serve up to three consecutive terms.

The 2026 Minnesota Pork Board of Directors was voted on at the Joint MPPA and MPB Annual Meeting (following the separate MPB and MPPA meetings) on Monday, February 9th, preceding Minnesota Pork Congress in Mankato, MN.

Three new board members were elected:

- Ryan Bode**, *Courtland*
- Dr. Henry Johnson**, *St. Peter*
- Dr. Abbie Redalen**, *Chatfield*

Through the strategic plan, the board helps ensure the organization delivers measurable results aligned with its long-term vision for education, research, promotion and advocacy. The collective board also voted on officers.

The 12-member Board of Directors includes:

- President:
Todd Selvik, *Waseca*
- Vice President:
Mike Patterson, *Kenyon*

- Secretary:
Jay Fultz, *Tracy*
- Vince Baack**, *North Mankato*
- Ryan Bode**, *Courtland*
- Mike Boerboom**, *Marshall*
- Maddie Hokanson**, *Cannon Falls*
- Dr. Henry Johnson**, *St. Peter*
- Brad Kluver**, *Lakeville*
- Dr. Abbie Redalen**, *Chatfield*
- Pat VonTersch**, *Luverne*
- Mike Walker**, *Sleepy Eye*



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APRIL 10

Minnesota Academy of Nutrition & Dietetics Annual Conference

Eagan Community Center
Eagan, MN
9:00 a.m. - 3:00 p.m.

APRIL 15

South Central Service Cooperative Career Expo

Mayo Clinic Event Center
Mankato, Minnesota
8:00 a.m. - 3:00 p.m.

APRIL 20

Minnesota FFA Convention Career Connections

4-H Building
Minnesota State Fairgrounds
9:00 a.m. - 1:30 p.m.

APRIL 24

FACS to the Max

Wiecking Center at Minnesota State University, Mankato
8:30 a.m. - 2:30 p.m.

2026 Annual Meetings



The Minnesota Pork Board (MPB), Minnesota Pork Producers Association (MPPA), and a joint meeting of both organizations held their annual meetings on February 9, one day before the Minnesota Pork Congress. The agendas included financial reports, resolutions, a leadership panel, and 2026 Pork Act Delegate elections.



Staff presented updates

Jordan Zimmerman, director of finance and human resources; Kate Maddock, director of farmer outreach; and Lauren Servick, director of public policy strategy and sustainability, provided updates during the financial report portion of the Annual Meeting. Each shared highlights from their work over the past year and how their efforts support Minnesota pig farmers.



Board of Directors Elected

Board President **Todd Selvik** emceed the meeting. Board candidates shared brief remarks with attendees prior to the election, expressing their interest in serving Minnesota pig farmers. Following the vote, **Ryan Bode** of Courtland, **Dr. Henry Johnson** of St. Peter and **Dr. Abbie Redalen** of Chatfield were elected to the board.



National Leadership Panel

Concluding the meeting, attendees heard from national pork leadership, including both CEOs and Minnesota's representatives on each national board. **Todd Marantz** of Sleepy Eye represents Minnesota on the National Pork Producers Council (NPPC) board, where **Bryan Humphreys** serves as CEO. **Dr. Gordon Spronk** represents Minnesota as president of the National Pork Board (NPB), where **Dr. David Newman** serves as CEO. The panel discussion was moderated by **Jill Resler**, CEO of Minnesota Pork. The discussion offered valuable perspective on national priorities and the issues impacting pig farmers today.

2026 Pork Congress Overview

Awards Reception

Each year, the Minnesota Pork Board recognizes individuals and families who have made meaningful contributions to pork promotion, dedicated service, animal health and more. The Minnesota Pork Producers Association also honors a legislator who has supported pig farmers through public policy.

The Awards Reception was held at the Mayo Clinic Event Center in Mankato on Monday, February 9, following the MPB and MPPA annual meetings. We commend each award recipient for their dedication to the industry and thank them for their continuous efforts to improve it.

In case you missed it in the annual magazine, the recipients of the 2026 Minnesota Pork Awards are:



DISTINGUISHED SERVICE:
Dr. Tom Wetzell



**ENVIRONMENTAL STEWARD
OF THE YEAR:**
Dale Stevermer



FAMILY OF THE YEAR:
Terry and Sylvia Wolters Family



LEGISLATOR OF THE YEAR:
Representative Paul Anderson



PORK PROMOTER OF THE YEAR:
Lindsey Loken



SWINE MANAGER OF THE YEAR:
Jeff Senne

Also recognized at the Awards Reception were 2025 Minnesota Pork Scholarship winners and retiring Board of Directors members.

The 2025 Minnesota Pork scholarship winners:

Voice of Pork

Brielle Ruen
Mackenzie Moline
Lilli Lewandowski

Growing Ag

Bryn Anderson
Carson Ruen
Kendra Blaschko

**Retiring Minnesota Pork
Executive Board members.**

Brian Schwartz
Daryl Timmerman
Myrna Welter





Trade Show

Hosting more than 140 exhibiting companies, the Pork Congress Tradeshow kicked off early Tuesday morning in Mankato. Throughout the two days, attendees explored cutting-edge innovations, new technologies and practical solutions designed to strengthen pig farming operations across Minnesota.

As Minnesota's only swine-specific trade show, Pork Congress continues to be a valuable place for meaningful conversations and connections. Farmers and allied industry professionals were able to connect in person with multiple contacts who all share the common goal of improving pork production.

Tuesday wrapped up with a well-attended social hour for exhibitors and attendees. Pork-centric appetizers and refreshments created the enjoyable setting to reconnect, continue conversations from the trade show floor and build new connections.

Wednesday brought another strong crowd for both the trade show and educational seminars. Exhibitors and attendees alike agreed the 2026 show was a success, and the beautiful weather certainly didn't hurt!



2026 Pork Congress Overview

Educational Seminars

Beyond the energy of the trade show floor, Pork Congress 2026 delivered a strong lineup of seminars meant to inform, challenge and inspire. Topics ranged from consumer demand and policy updates to innovation and swine health.

If you missed a session or would like to revisit one, recordings are available on our YouTube channel. Simply scan the QR code to access the full playlist.



Seminar recordings include:

- Taste What Pork Can Do® Consumer Campaign Update**
 A look at national consumer marketing efforts and how pork is being positioned to drive demand and connect with today's shoppers.
- Gene Editing Insights: The Consumer Perspective**
 A discussion on emerging gene-editing technology, what it means for pork production and how consumers are responding.
- Inside the Beltway: Issues Impacting Pork Producers**
 A federal policy update outlining key legislative and regulatory issues affecting pork producers and what to watch moving forward.



- No Bad Days: How to Live the Rest of Your Life Without Having Another Bad Day**
 A motivational session offering perspective, humor and practical encouragement for both professional and personal life.



- Improving Swine Health: A Strategic Path Forward**
 An overview of collaborative swine health initiatives and proactive strategies to strengthen long-term herd resilience.

Thank You!

MPB and MPPA would like to say "Thank you!" to all the exhibitors, sponsors, and attendees who made the event so successful. It was another great year for weather, attendance, and connecting with industry friends, new and old! We look forward to seeing you at the 2027 Minnesota Pork Congress, February 9-10 in Mankato!



2026 MINNESOTA PORK CONGRESS BY THE NUMBERS

SIP/Partners	210
Exhibitors	510
Attendees	700
Staff	6
Media	18
Speakers	12
Total	1,460



John Anderson,
Minnesota Pork Producer and
SIP Investor

I Get More Out of SIP Than I Put In.

On our medium-sized farm, animal health comes first, leaving little time to track policy or fight every regulatory battle. The Strategic Investment Program (SIP) amplifies our voice through the National Pork Producers Council and Minnesota Pork Producers Association. SIP advocates for pork producers, protects market access, counters activist narratives, and defends our industry. Investing in SIP helps safeguard our farms today and strengthens the pork industry for the future.



Are you invested?

Help us protect the future of pig farming! Scan the QR code or visit www.nppc.org/invest for more information about the Strategic Investment Program.





Olivia Wolle

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

I grew up on a small row crop and cow/calf farm and was heavily involved in 4-H and FFA. While attending the University of Minnesota, I was given the opportunity to intern in the pork industry and have been involved since then! My husband's family has grown pigs since the early 90's and I've been able to follow my passion and continue to grow in the pork industry while helping to grow our farm.

What sparked your interest in applying to Activate?

My biggest "why" for applying to Activate is my two boys. I want to use all that I'm learning and the connections I'm making to help ensure the future of the pork industry for generations to come. I'm also very passionate about having and protecting our freedom to operate.

What excites you about the future of the pork industry?

I'm excited to continue building an

industry for future generations and to see where technology can take us! We have such a great foundation to continue building and improving the pork industry for future generations. Technology and markets are ever-changing, allowing for endless opportunities. Because disease is a major challenge in production, I'm excited to see the advancements made to address it. I'm also excited to help connect consumers with the story behind what we do.



What do you hope to learn or gain through Activate?

I hope to gain tools during this process to become more of a leader in my community and state to advocate for the



pork industry. Strong communication is essential, and I'm eager to strengthen my ability to engage in policy discussions that impact pork production. By expanding my knowledge through this cohort experience, I'll be better equipped to start meaningful conversations and support the future of pig farming. In Watonwan County, we currently have an "Adopt-A-Pig" program through 4-H. I'm passionate about educating others, especially youth, so I look forward to finding new ways to engage people in agriculture and the conversation surrounding pork production.

What is your favorite pork product/dish?

A grilled pork patty in the summer.



Scott Walter

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

My journey in the pork industry started by first working and being involved in the dairy and beef sectors. I was heavily involved in FFA throughout high school which influenced me to have a strong passion for agriculture. In 2017, I decided to make a career change from the beef industry to the pork industry and began working for Wakefield Pork as a herdsman.

What sparked your interest in applying to Activate?

I became interested in Activate because of the experiences and networking opportunities it offers. This program offers a once in a lifetime opportunity to step outside my comfort zone and continue growing professionally within the industry, and I wanted to be a part of it.

What excites you about the future of the pork industry?

I'm passionate about engaging the next

generation in the pork industry. I enjoy teaching and mentoring young people to help them become better future leaders. As production continues to reach impressive milestones and experience steady growth, it is essential to inspire young people to be involved in the future of pork.

What do you hope to learn or gain through Activate?

I strive to gain confidence in public speaking and enhance my ability to advocate effectively for pig farming.



I hope to create a strong network of individuals who are as passionate about the pork industry as I am. I also aim to develop a stronger understanding of the many roles within the pork industry, from production to promotion.

What is your favorite pork product/dish?

Pork chop grilled by the Nicollet County Pork Producers.



Logan Tesch

Activate Class 1



PARTICIPANT FEATURE

How did you get started in the pork industry?

Growing up on a diversified farming operation, my dad and uncle have been raising pigs since before I was born. As a child, I helped unload feeder pigs and, as I got older, assisted with loading market-ready pigs. In college at South Dakota State University, I helped manage the Swine Unit on campus for three years. I was also involved in Swine Club and served as a Minnesota Pork Ambassador for a summer. After graduation, I continued working in pork production, managing a feed mill for New Fashion Pork.

What sparked your interest in applying to the Activate program?

As a young professional in the pork industry, I was looking for ways to learn, grow, and be a resource for the industry. After being involved in college organizations, I was searching for something to be a part of and feel

passionate about. Activate offered both: a strong network of young professionals to be around and learn from, as well as the skills and knowledge needed to grow as a leader in the pork industry.

What excites you about the future of the pork industry?

I am excited about the continuing advancement of technology in the pork industry! New advancements are evolving in all aspects: the barns themselves, feeding strategies and equipment, ways to help efficiently utilize labor, sustainability practices, and new breakthroughs impacting herd health. As these products come to the market for producers, it will allow new opportunities for the next generation of pig farmers to succeed!

What do you hope to learn or gain through Activate?

Through the Activate program, there are three key areas I hope to expand my knowledge on. One is to learn from fellow Activate participants about their operations and experiences, as well as



from the mentors we have connected with in the pork industry. Another is the impact policy has on pork production and how farmers can have an influence on policy. Lastly, I hope to better understand how state and national pork organizations work together to create and carry out long-term goals that support the future of the industry.

What is your favorite pork product/dish?

My favorite pork product is the pre-seasoned pork tenderloins you can buy at the store!



DELICIOUS & EASY WAYS TO ADD PORK TO MEALTIMES

Pork is a convenient and delicious high-quality source of protein that can help you stay on track when seeking to lose weight or if you are on a weight-loss medication.

COLD & PRODUCE -PACKED

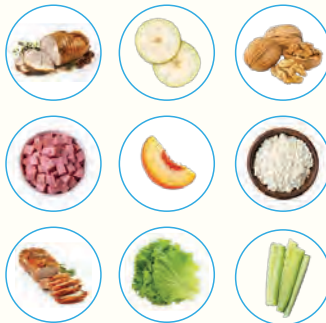


Pork loin + apple slices + low-fat cheese

Ham roll-ups + cucumber spears + hummus

Prosciutto + melon wedges + fresh basil

PORK & PRODUCE POWER COMBOS



Pork tenderloin + pear slices + walnuts

Diced ham + peach slices + cottage cheese

Pork + lettuce leaves + cucumber + carrot sticks

WARM & VEG-HEAVY MEALS

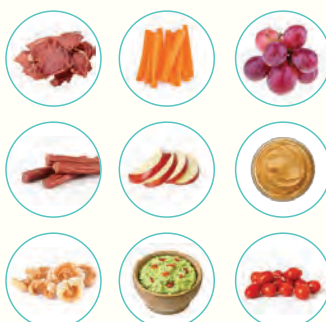


Pulled pork + apple slaw + whole grains

Pork meatballs + zucchini noodles + tomato sauce

Stuffed peppers + ground pork + black beans + corn

SHELF-STABLE OR QUICK-HEAT OPTIONS



Pork jerky + carrot sticks + grapes

Pork stick + apple slices + nut butter

Low-sodium pork rinds + guacamole + cherry tomatoes

Make Every Bite Count WITH PORK

The **Taste What Pork Can Do®** campaign continues to position pork as a convenient, high-quality protein for today's consumers. Resources like this visual highlight simple, flavorful ways to incorporate pork into everyday meals, aligning with growing consumer interest in protein, balanced meals and convenient preparation.

Resources like this are available through the national campaign to support consistent, protein-forward messaging across retail, digital and consumer channels. Interested in using **Taste What Pork Can Do®** materials in your own outreach? Contact the Minnesota Pork Board to get started: 507-345-8814 or mnppork@mnppork.com.



Taste What Pork Can Do® Campaign:

Flavor Worth Sharing

An Update from the National Pork Board



TASTE WHAT PORK CAN DO.™

An example of an in-store ad.



The pork category is seeing renewed momentum, creating meaningful opportunity for pig farmers across the country.

Recent data shared by the National Pork Board shows pork volume up 2.4% and dollar sales up 3.3% year over year, with fresh pork growing five times faster than processed pork. Shoulder cuts and ground pork are leading that growth — a strong signal that consumers are bringing pork home more often.

Ground Pork: A \$300 Million Opportunity

Ground pork is emerging as the entry point to the fresh pork category, particularly among younger consumers.

- Up 4.9% in volume year-to-date through September
- Up \$45 million in sales since 2020
- Projected to become a \$300 million retail category by 2030

Retail partners are focusing on improved distribution, clearer placement and expanded variety — including leaner options like 90/10 — to meet evolving consumer preferences.

Who's Driving Demand?

Consumer research identifies four key groups fueling near-term growth:

- Confident Meat Eaters – Grill masters who love meat at every meal
- Culinary Adventurers – Food enthusiasts eager to try new recipes
- Mindful Choicemakers – Label readers focused on ingredients and wellness
- Simple Feeders – Busy families seeking convenience and versatility

Understanding what motivates these audiences allows retailers and foodservice partners to position pork more effectively in the marketplace.

Bringing the Campaign to Life

The Taste What Pork Can Do® campaign celebrates pork's flavor, versatility and relevance for today's consumer. It marks the first national consumer-focused pork campaign in over a decade and is designed to support both fresh and processed categories.

Minnesota Pork Board brings this national campaign to life locally through partnerships and promotions online, in-store and at events.

An example of an in-store ad.

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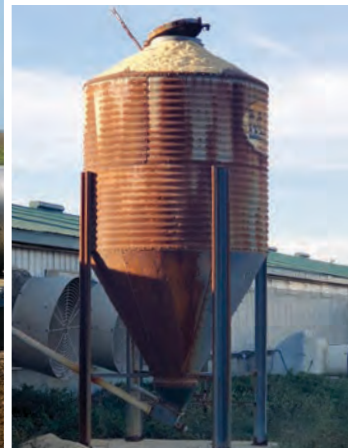
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THE CHOICE IS CLEAR





Taste What Pork Can Do®

Fully Activated at Gopher Basketball



“Make pork cool, and make them drool.” This phrase from the **Taste What Pork Can Do**® campaign captures the strategy behind meeting consumers where they already are (in this case, a basketball game), then reinforcing pork’s flavor, versatility and protein benefits in a way that resonates.

On February 4, the Minnesota Pork Board brought the **Taste What Pork Can Do**® campaign to life during a men’s basketball game with the Minnesota

Golden Gophers men’s basketball at Williams Arena, affectionately known as “The Barn.” Playing off the student section nickname, “The Barnyard,” the activation created a natural and memorable campaign tie-in.

The partnership delivered high-visibility exposure in a setting where performance, strength and protein are already part of the conversation. Through coordinated pre-game, in-game and digital elements, the campaign message was fully integrated into the fan experience.

Pre-Game Radio

The activation began before tip-off with five-minute pre-game radio interview highlighting **Taste What Pork Can Do**®. This played at about 5:45 pm, so it reached a high-driving time with campaign messaging to listeners, reaching even more people than those attending the game.

Fascia Display

Taste What Pork Can Do® branding appeared on the arena’s digital fascia

boards throughout the game, delivering repeated visual impressions during high-attention moments.

This ensured consistent brand visibility in front of thousands of fans in attendance.

Four Facts Feature

During the game, pork-focused facts were shared with fans, reinforcing pork’s nutritional benefits, versatility and role as a complete protein.

This educational component connected campaign messaging directly to consumer priorities around protein and fueling performance.

Pig vs. Fan Protein Shoot-Off

A fan-favorite moment of the night was the “Pig vs. Fan Protein Shoot-Off,” featuring a pig from ‘The Barnyard’ – also known as, a student dressed in a pig costume, who shot three pointers versus another student. The pig won the contest, and went home with a prize pack, including a gift card to purchase pork and additional pork merchandise.



The interactive promotion energized the crowd while reinforcing pork's connection to protein and performance. By tying entertainment to campaign messaging, the activation created a memorable moment aligned with **Taste What Pork Can Do®**.

Why This Matters for Pig Farmers

- Reaches thousands of Minnesota consumers in a high-energy environment
- Aligns pork with performance and protein-focused lifestyles
- Reinforces pork's flavor, nutritional value and versatility
- Extends beyond the arena through pre-game and digital promotion

These efforts help strengthen pork's relevance in today's competitive protein marketplace and support long-term demand growth.

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Vice President: Mike Patterson
Kenyon

Secretary: Jay Fultz
Tracy

Vince Baack,
North Mankato

Ryan Bode,
Courtland

Mike Boerboom,
Marshall

Maddie Hokanson,
Cannon Falls

Dr. Henry Johnson,
St. Peter

Brad Kluver,
Lakeville

Dr. Abbie Redalen,
Chatfield

Pat VonTersch,
Luverne

Mike Walker,
Sleepy Eye

NATIONAL PORK BOARD

President: Dr. Gordon Spronk
Pipestone

NATIONAL PORK PRODUCERS COUNCIL

Immediate Past President:
Lori Stevermer
Easton

Director: Todd Marotz
Sleepy Eye

Director: John Anderson
Belgrade

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Kate Maddock
Director of Farmer Outreach

Bailey Ruen
Director of Communications

Lauren Servick
Director of Public Policy Strategy and Sustainability

Pam Voelkel
Director of Events and Promotions

Jordan Zimmerman
Director of Finance and Human Resources

PQA TQA & Events Calendar

2026 PQA+ and TQA Certification Class Schedule

Stay current with your PQA Plus® and TQA® certifications by attending one of our upcoming training sessions. Whether you're renewing or certifying for the first time, these classes help strengthen on-farm practices and animal care standards.

Classes are offered in partnership by the Minnesota Pork Board and University of Minnesota Swine Extension.

UPCOMING SESSIONS:

December 2, 2026

PQA+: 9:00 a.m. – 12:00 p.m.

TQA: 1:00 p.m. – 4:00 p.m.

Location: Minnesota Pork Office, Mankato, MN

Online Certification

Online courses are available, and alternative training sessions can be scheduled for individuals or larger groups.

Please contact Jordan Zimmerman at the Minnesota Pork office at (507) 345-8814 or jordan@mnppork.com for more information or to schedule a training.

For PQA Plus® and TQA® status, call the Pork Checkoff Service Center at 1-800-456-7675.



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PQA Plus Advisor Training

November 17, 2026

PQA Plus Advisor Training

9:00 a.m. – 4:00 p.m.

Location: Minnesota Pork Office,
Mankato, MN

New participants must complete the PQA Plus® Advisor Application Form available at mnpork.com/pqa-plus-and-tqa-certification-classes.

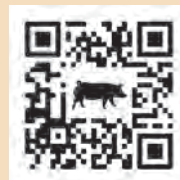
Email completed form to schi0466@umn.edu or stouf002@umn.edu.

Please contact Jordan Zimmerman at the Minnesota Pork office at (507) 345-8814 or jordan@mnpork.com for more information or to schedule a training.




2026 Minnesota Pork Events Calendar

From certification classes to leadership events and producer meetings, stay connected all year long. Scan the QR code or visit mnpork.com/events to see what's coming up.




Tried & True



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Join the Movement to Strengthen Swine Health in Minnesota

Minnesota pork producers are invited to be part of a new voluntary initiative aimed at improving herd health and strengthening the swine industry across the state. The Minnesota Mhp Eradication Initiative is led by the Minnesota Pork Board's Animal Health Task Force, bringing together producers, veterinarians, and University of Minnesota swine health experts to reduce and eventually eliminate Mycoplasma hypopneumoniae (Mhp) from Minnesota swine herds.

This science-based, industry-driven program focuses on proactive disease control with voluntary participation from farms across Minnesota. By working together, pork producers can help set a national standard for herd health and demonstrate Minnesota's leadership in swine health management.

WHY PARTICIPATE?

Joining the initiative offers several benefits:

- Improve herd health and productivity through better disease status
- Reduce antibiotic use and medication costs
- Lower the impact of PRRS through healthier herds
- Enhance marketability of pigs with stronger health credentials
- Collaborate with experts and fellow producers on regional disease control efforts
- Minnesota Pork Producers

Participation starts with a simple step:

reporting the current Mhp status of your breeding herd. Producers who complete the form will be contacted by Dr. Cesar Corzo at the University of Minnesota to confidentially begin enrollment and support. Scan the code here to complete the form.



Together, Minnesota producers can lead the charge in swine health and help build a stronger, healthier pork industry for the future.



NEW YEAR, NEW BARN SIGNS!

Biosecurity materials are free for Minnesota pig farmers.

Contact our office or fill out the form on our website to place your order.

Scan the QR code or go to www.mnpork.com/order-biosecurity-resources/.





The Minnesota Porkcast

A NEW WAY TO STAY CONNECTED TO YOUR CHECKOFF INVESTMENT

Not every update needs to be read. Sometimes it's easier to listen.

That's why Minnesota Pork launched The Minnesota Porkcast, a monthly audio series designed to give pig farmers and industry partners quick, accessible updates on the programs and partnerships supported through their Checkoff dollars.

Each 10–15-minute episode provides conversations with staff, farmers and partners working on behalf of Minnesota pig farmers. Whether you're in the tractor, truck or office, the Minnesota Porkcast makes it easy to stay connected.



Scan to listen to all episodes or visit mnpork.com/the-minnesota-porkcast

FEATURED EPISODES

EPISODE 3

Activate: Minnesota Pork Leadership Cohort



Learn how the Activate program is preparing emerging leaders to confidently advocate for Minnesota pig farmers.



Our guests this episode are Minnesota Pork Director of Farmer Outreach **Kate Maddock** and Activate Class 1 Participant **Sydney Rosenstengel** of Schwartz Farms to share all things Activate.

They share about how the program equips emerging leaders with essential skills and industry knowledge to be able to confidently advocate on behalf of Minnesota pig farmers.

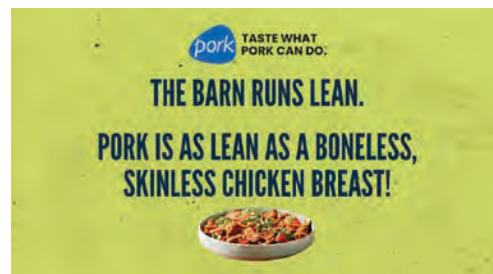


They also give an overview of the sessions that have been held since the program began in July 2025 and what's to come over the next months before the class graduates in February 2027.

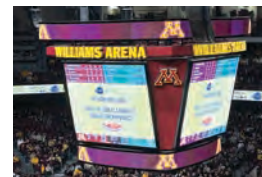
EPISODE 4

Taste What Pork Can Do®: Gopher Basketball

How do in-stadium promotions help drive pork demand?



The Taste What Pork Can Do® campaign took "center court" during a February 4 University of Minnesota men's basketball game sponsorship.



Minnesota Pork Director of Communications Bailey Ruen shares how in-stadium activations, including a "Pig vs. Fan" three-point contest during a timeout, created an engaging way to connect with fans while showcasing pork's flavor and versatility.



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Building opportunities for agriculture

Minnesota corn checkoff investments increase demand for homegrown corn, ethanol, DDGS, and corn-fed red meat. That helps build stronger agricultural communities and increase quality of life for all Minnesotans.



Learn more at checkoffdelivers.org.

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TASTE WHAT
PORK CAN DO.

SLICED PORK & PEPPERS WITH UDON NOODLES

Udon noodles stir-fried to perfection with tender slices of pork tenderloin and crisp bell peppers is a quick and satisfying way to bring bold flavors straight to your table. For extra crunch and freshness, top it off with sesame seeds, green onions, or a squeeze of lime.

Servings: 4 | Prep Time: 15 minutes | Cook Time: 12 minutes | Cut: Pork Tenderloin

Ingredients

- 1 lb pork tenderloin, sliced into thin strips*
- 14 oz udon noodles, fresh or frozen
- 1 tbsp sesame oil
- 1 green bell pepper, thinly sliced
- 1 red bell pepper, thinly sliced
- 1 small yellow onion, thinly sliced
- 2 cloves garlic, minced

For the sauce

- 1 tsp sesame oil
- 2 tbsp low-sodium soy sauce
- 1 tbsp oyster sauce
- ¼ tsp chili flakes

For the garnish

- Sesame seeds
- Sliced green onion
- Chopped peanuts

*For easy slicing, freeze the pork tenderloins for 15–20 minutes beforehand.

Directions

MAKE THE SAUCE

In a small bowl, whisk together sesame oil, soy sauce, oyster sauce, and chili flakes. Set aside.

MAKE THE MEAL

Bring a large pot of lightly salted water to a boil.

Add udon noodles to boiling water, stirring occasionally. Cook as directed or until noodles are tender yet firm to the bite, about 10–12 minutes. Drain and set aside.

Season the sliced pork with salt and pepper.

Heat 1 tbsp sesame oil in a large sauté pan over medium heat, then add sliced pork.

Cook pork strips in the hot oil until just browned, 5–7 minutes. Remove pork and set aside.

Add peppers, onion, and garlic to the pan and cook for 3–5 minutes, stirring to prevent burning.

Return pork to the pan and add the udon noodles.

Stir in the prepared soy sauce mixture and toss gently to cover everything with sauce.

Serve hot in bowls and garnish with sesame seeds, sliced green onions, and chopped peanuts.

*Whole muscle pork cuts are safe to eat when cooked to 145°F and allowed to rest for 3 minutes.

Support Your Land, Secure Your Future

Advancing U.S. Pork Sustainability and Market Value grant program

Take the lead in protecting your land and strengthening your farm's future. This grant is designed to drive results for pork producers who are committed to the longevity of their farms and want to increase their market opportunities.



What's in it for me?

- **Earn financial incentives:** Access funds that reduce the costs of land conservation practices, helping you make impactful upgrades.
- **Strengthen market position:** Increase your market appeal by aligning with retailer and foodservice demand for pork raised using sustainability practices.
- **Attract supply chain partners:** Gain visibility as a preferred partner for companies prioritizing ethical and responsible practices.
- **Protect your freedom to operate:** Secure your ability to make farm decisions that benefit your business and the longevity of your land.

How it works

- **Complete the Pork Cares Farm Impact Report:** Confidentially and securely capture the sustainable practices already in place on your farm.
- **Receive financial and technical support:** Unlock direct incentives and expert advice for implementing sustainability initiatives.
- **Stand out to stakeholders and contribute to a positive industry story:** Use your report to demonstrate your farm's commitment to sustainability, boosting your market presence.

Ready to reap the benefits?

Request your Pork Cares Farm Impact Report today and unlock support for your farm.

Get started at porkcheckoff.org/pork-production-management/sustainability

