

Contact: Cindy Cunningham  
National Pork Board  
[ccunningham@pork.org](mailto:ccunningham@pork.org)  
(515) 223-2600



## **Pork Checkoff to be Featured at World Meat Congress** *Biennial Global Event to be held in Dallas May 30-June 1*

**DES MOINES, IOWA – May 10, 2018** – For the first time in more than 20 years, the world’s premier gathering of red meat industry leaders is coming to the United States, and the Pork Checkoff is a major sponsor of the event. Hosted by the International Meat Secretariat (IMS) and the U.S. Meat Export Federation (USMEF), the 22nd World Meat Congress will be held in Dallas May 30-June 1, 2018.

“We are excited to be a major sponsor of the 2018 World Meat Congress,” said Bill Luckey, chair of the Checkoff’s international marketing committee and a pig farmer from Columbus, Nebraska. “This conference provides a historic opportunity to gather critical insights and showcase the superiority of U.S. pork production to key international customers.”

During the World Meat Congress, U.S. pork will be featured in the following ways:

- Prominently featured in several meals, including the opening reception and a pork-themed luncheon;
- A booth where Pork Checkoff staff will feature the quality of U.S. pork and share the We Care® and sustainability story of U.S. pig farmers; and
- Keynote speakers chosen by Checkoff and USMEF leadership to discuss emerging issues.

“Exports will continue to play an important role in producer profitability during 2018, and offer the ability of our industry to sustainably grow in the future. As a significant World Meat Congress sponsor, we will build critical relationships that help us articulate key strategies to define new export markets and grow pork demand in existing ones,” said Luckey.

According to USMEF, the World Meat Congress is a biennial event, held in a major meat-producing country. It brings together more than 700 of the world’s meat industry thought leaders.

*The National Pork Board has responsibility for Checkoff-funded research, promotion and consumer information projects and for communicating with pork producers and the public. Through a legislative national Pork Checkoff, pork producers invest \$0.40 for each \$100 value of hogs sold. Importers of pork products contribute a like amount, based on a formula. The Pork Checkoff funds national and state programs in advertising, consumer information, retail and foodservice marketing, export market promotion, production improvement, science and technology, swine health, pork safety and sustainability and environmental management. For information on Checkoff-funded programs, pork producers can call the Pork Checkoff Service Center at (800) 456-7675 or check the Internet at [www.pork.org](http://www.pork.org).*