
Wisconsin Meat Industry Coalition Conference
“A unified voice for the Wisconsin animal & meat industries”

DoubleTree by Hilton Madison East
4402 East Washington Ave Madison, WI 53704

October 13-14, 2022

Conference Purpose:

...to ***Pursue*** the quest for common interests among the various sectors of meat animal industries, ***Explore*** opportunities for developing a more unified industry voice; and ***Identify*** collaborative longitudinal opportunities with individual and collective high impact potential benefit

Thursday, October 13, 2022

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| 1:00-2:00 p.m. | Meat ‘n Greet and Ideas Fair |
| 2:00-2:30 | Break |
| 2:30-4:00 | Talent Recruitment & Retention....What’s Working and What’s Not; Views from Different Sectors <ul style="list-style-type: none">• Tom Eickman, Eickman’s Meat Processing• Fritz Usinger, Usinger’s Famous Sausage• Kristen Young, Johnsonville Sausage |
| | <i>Session Moderator: Kevin Ladwig, Johnsonville Sausage</i> |
| 4:30-5:30 | Social |
| 5:30-7:00 | Dinner & Featured Keynote Speaker

Growing Your Business with a Leadership with Dignity Approach
Joe Keding , Prophit Co.

Master of Ceremony: Randy Romanski , Wisconsin Department of Agriculture, Trade, and Consumer Protections |
| 7:00-7:30 | Wisconsin Livestock & Meat Council Scholarship Presentation & Wisconsin Meat Industry Awards, Accolades & Achievements Recognition |
| 7:30-8:00 | Wisconsin Meat Industry Hall of Fame Induction |
| 8:00 p.m. | Concluding Comments |

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Friday, October 14, 2022

7:30-8:30 a.m. Light Continental Breakfast

8:30-10:30 Perspectives on Challenges and Opportunities from Different Sectors of the Animal & Meat Industries

Animal Industry Panel (45 minutes)

- Beef Industry- **Brady Zuck**, President, Wisconsin Cattlemen’s Association
- Pork Industry- **Christina Meylor**, President, Wisconsin Pork Association
- Sheep Industry- **Dan Smerchek**, President, Wisconsin Sheep Breeder’s Cooperative

*Session Moderator: **Jeff Swenson**, Wisconsin Department of Agriculture, Trade, and Consumer Protections*

Meat Industry Panel (45 minutes)

- Meat Industry- **Jake Sailer**, President, Wisconsin Association of Meat Processors / Sailer’s Food Market & Meat Processing
- Grocer’s/Retail- **Brandon Scholz**, Wisconsin Grocer’s Association
- Restaurant- **Susan Quam**, Wisconsin Restaurant Association

*Session Moderator: **Jeff Sindelar**, University of Wisconsin-Madison, Meat Science & Animal Biologics Discovery*

Full panel discussion (30 minutes)

Session Moderators:

Jeff Swenson, Wisconsin Department of Agriculture, Trade, and Consumer Protections

Jeff Sindelar, University of Wisconsin-Madison, Meat Science & Animal Biologics Discovery

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| 10:30-11:00 | Break |
| 11:00-12:30 | <p>Coalition/Combined meeting</p> <ul style="list-style-type: none">• Processor relations, Legislative relations, Producer relations, Allied industry, Education/science, Industry-wide initiatives/needs• Preliminary Agenda<ul style="list-style-type: none">• Assessment and review of Coalition conference<ul style="list-style-type: none">○ Continue conference?○ Modifications/changes/etc. for future conferences• Ideas for future of coalition meeting<ul style="list-style-type: none">○ Bringing industry together |
| 1:00-4:00 p.m. | <p>Board/Industry Meetings</p> <ul style="list-style-type: none">• Wisconsin Association of Meat Processors• Wisconsin Livestock & Meat Council• Wisconsin Bi-partisan Meat Caucus |