



# PRODUCER SUMMIT & Annual Meeting

Join NYPP for the 2026 Producer Summit, where producers of all sizes and production styles will explore marketing, branding, selling pork, and current consumer trends through practical sessions designed to help build demand, connect with customers, and add value to their operations. Featured sessions include:



## MARKETING THAT MOVES PORK: WHAT SUCCESSFUL DIRECT-TO-CONSUMER PRODUCERS DO DIFFERENTLY

**Katie Olthoff**

Founder, Chop Local



## MEATSUITE: PRACTICAL PRICING AND MARKETING FOR DIRECT TO CONSUMER SALES

**Matt LeRoux**

Extension Associate, Cornell Cooperative Extension



## MARKETING SHOW PIGS WITH PURPOSE

**Lexi Marek Beeler**

Founder, LMB Consulting



**March 13th & 14th, 2026**



**The Appley Center  
2798 Lake Moraine Rd.  
Hamilton, NY**

**REGISTER BY FEB 26TH AT :**  
[newyorkpork.org/events](http://newyorkpork.org/events)

**MORE  
INFO**



**>> Youth Programming on Friday Night!**  
Dedicated sessions and activities for youth 8+ involved in pork production and showing.