



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**

**MORE
INFO**



**Youth Programming
on Friday Night!**

**Dedicated sessions and activities
for youth 8+ involved in pork
production and showing.**