
Hilton Nashville Downtown | 121 4th Avenue South | Nashville, TN 37201

Monday, April 29

5:30 – 7:30 PM Welcome & Networking Reception with PPIC/RAC | **Ryman Terrace**

Tuesday, April 30

7:00 – 8:00 AM Breakfast & Networking with PPIC/RAC | **Ryman Terrace**

8:00 AM **Welcome / Anti-trust / Agenda Overview | Boone and Crockett Room**
Jeff Pigott, Vice President of Industry Relations, NPPC
Neal Hull, Director Domestic Market Development, NPB

8:20 – 8:45 AM **NPPC and NPB CEO Welcome Remarks**
Bryan Humphreys, CEO, NPPC
Bill Even, CEO, NPB

8:45 – 9:45 AM **Where are we now? Retail/Foodservice Outlets: Welfare Commitment Status**
Jeff Pigott, Vice President of Industry Relations, NPPC

9:45 – 10:15 AM **Networking Break**

10:15 – 11:15 AM **Introduction to NPB Consumer Connect Segmentation Study:**
A consumer-centric, data-driven business tool to understand motivations, needs, and groups to target to grow meat department and pork category sales.
NPB, Material, Numerator

11:15 – 12:00 PM **The “So What” of Segmentation – Driving Short-Term and Long-Term Demand:**
Meat and pork’s opportunity to achieve greater relevance among consumers.
NPB, Material, Numerator

12:00 – 1:30 PM **Lunch & Networking with PPIC/RAC | Marketstreet**

1:30 – 5:30 PM **Breakout Session for PPIC | Armstrong Room**

1:30 – 2:15 PM **Domestic Policy/Legislation – Chase Adams, NPPC**

2:15 – 3:00 PM **Pending Legal & Regulatory Issues – Michael Formica, NPPC**

3:00 – 3:30 PM **Break**

3:30 – 4:00 PM **Trade Update – Cole Spain, NPPC**

4:00 – 4:30 PM **Science & Technology Update – Dr. Anna Forseth, NPPC**

5:00 – 5:30 PM **NPPC Updates & Group Discussion**

6:00 PM **Networking Reception with PPIC/RAC | Ryman Terrace**

Wednesday, May 1

7:00– 8:00 AM	Breakfast & Networking with PPIC/RAC Ryman Terrace
8:00 – 9:00 AM	2024 Election Outlook Boone and Crockett Room <i>Chase Adams, Assistant Vice President of Domestic Policy, NPPC</i>
9:00 – 10:00 AM	Demand and pricing update <i>Dr. Glynn Tonsor, Kansas State University</i>
10:00 – 11:00 AM	Economic Update <i>Dr. Steve Meyer, Ever.ag</i>
11:00 – 11:30 AM	Open Discussion / Q&A / Meeting Wrap-up
11:30 AM	Adjourn

Save the Date
2024 Fall PPIC/RAC Meeting
November 6-8, 2024
Grapevine, TX
