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DATE: September 4, 2026

TO: Missouri Vo-Ag Instructors

FROM: Diane Slater
Director of Communications
Missouri Pork Association

RE: 2027 FFA Pork Speaking Contest

Enclosed is information about the 2027 FFA Pork Speaking Contest. This year's theme is *Winning the Next Generation: How Can the Pork Industry Turn Young Consumers into Lifelong Pork Buyers?*

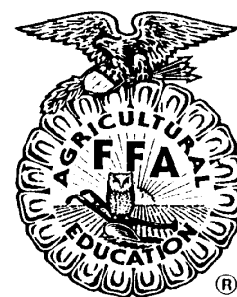
The next generation of consumers will play a critical role in determining the future demand for pork. Young consumers are making food choices in a rapidly changing marketplace influenced by convenience, cost, nutrition, social media, food trends and changing lifestyles. Contestants should examine what matters to today's young consumers and explore how the pork industry can connect with them, increase their interest in pork and ultimately create lifelong pork consumers.

The FFA Pork Speaking Contest finals will be held in Osage Beach, Missouri, during the Missouri Pork Expo on February 23, 2027. This year's first place winner will receive \$200, second place will be awarded \$150, and third place will be given \$100. The remaining three participants will each receive \$50.

I know that many of you are anxious to get started on this project. I have enclosed a copy of the contest rules for your review. Students are encouraged to visit the following websites for more information:

Missouri Pork Association	www.mopork.com
National Pork Board	www.pork.org
U.S. Meat Export Federation	www.usmef.org
National Pork Producers Council	www.nppc.org
Missouri Ag Statistics Service	https://www.nass.usda.gov/Statistics_by_State/Missouri/
University of Missouri Extension	https://extension.missouri.edu/programs/swine-extension
U.S. Pork Center of Excellence	http://www.usporkcenter.org
Missouri Farmers Care	www.MoFarmersCare.com

If you have any questions or would like more information about the 2027 FFA Pork Speaking Contest, please call (573) 445-8375, or e-mail diane@mopork.com.



2027 FFA Pork Speaking Contest

Contest Rules

1. The general rules and regulations of the National FFA Public Speaking Contests will govern the district and state contests.
2. As soon as the district winner is selected, the local advisor must mail the following material to: Diane Slater, MPA, 6235 W. Cunningham Drive, Columbia, MO 65202.
 - a. Four (4) double-spaced type-written copies of the speech on 8.5" x 11" white paper.
 - b. A signed statement that the contestant's speech is the result of their own work.
 - c. Bibliography must be included.
3. The contest will include a 6-to-8-minute presentation with a 5-minute question session. Questions about the national and state organizations and current pork industry issues will be included along with questions about the speech.

Cash Awards

First Place	\$200
Second Place	\$150
Third Place	\$100
Other participants	\$50

2027 State FFA Pork Speaking Contest Finals

February 23, 2027
Missouri Pork Expo
Margaritaville Lake Resort
Osage Beach, Missouri