



May 30, 2018

Dear Berkshire Breeder,

On behalf of the Board of Directors, we are proud to announce the hiring of the Director of Berkshire Operations, Alex Conover.

Conover comes to the Association with a vast depth of Berkshire knowledge and dynamic training in meat science. His initial passion for the Berkshire breed began on a small family farm in northwest Iowa where his family raised Berkshires, along with cattle and row crops. Conover shared, "I am excited to be a part of the Association's efforts to promote and showcase all that Berkshires have to offer."

As a youth, he participated in many livestock activities and then pursued a degree in Animal Science at Iowa State University. During this time, his passion for meat science quickly grew under the guidance of Dr. Sherrilyn Olsen. Conover continued to utilize the ISU Meat Science Program by taking numerous meat science courses, joining the meat science club, and ultimately judging on the 2015 Intercollegiate Meat Judging Team. He emerged as a leader among his peers and was asked to serve as the assistant Meats Judging Team coach, National Pork Producers social forces team member, Iowa Pork Producers ambassador, American Berkshire Association marketing committee, American Berkshire Association Foundation board member as well as other roles in the livestock industry.

Additional key responsibilities that have been part of Conover's career growth included: Serving as the Majority Leaders Page during the 2013 legislative session; an internship at Tyson Fresh Meats working in their procurement division; and six years working for the Iowa State Fair Swine Department under Director Ernie Barnes.

Conover's most recent job was with Berkwood Farms of Des Moines, IA. As Director of Producer Services, Conover was responsible for several diverse tasks. In this role, he assisted producers in management and marketing decisions, collected and analyzed meat quality data, as well as solicited food distributors throughout the country, directed promotional events and managed accounts payable.

As a Board of Directors, we are excited to have the opportunity to utilize this unique skill set, ranging from meat science, marketing Berkshire pork, and exhibition management that Conover has developed. We ask that you help us in welcoming him as he officially joins the Berkshire team on June 4th. His early task will include membership outreach, a strategic analysis of the Berkshire Meats Program and initial planning of executing the goal of doubling litter recordings as outlined in the Vision 2025 plan.

As we move forward with our newly assembled team of employees, we anticipate a heightened level of industry awareness of the Berkshire breed, increased customer service for our membership and expanded programs for breed growth.

Sincerely,

American Berkshire Association, Board of Directors

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Adam Conover, Vice-President

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