



## **Dallas Hockman**

### **Vice President Industry Relations National Pork Producers Council**

Dallas Hockman has over twenty five years experience in agricultural marketing. Dallas has an extensive background in the area of sales, sales management, product development, brand management, business start-up, and event marketing.

Dallas has traveled extensively internationally, involved in new business start-up, consulting, oversight of business units, and presenting at numerous marketing conferences around the world.

Dallas Hockman is the Vice President Industry Relations for the National Pork Producers Council. In his current role Dallas is responsible for enhancing relationships with the industry sectors from pork producers all the way to the consumers.

Prior to becoming part of the National Pork Producers Council staff in 2006, Dallas was Vice President of Demand Enhancement for the National Pork Board, responsible for the National Pork Board's product marketing programs worldwide. His responsibilities included oversight of retail marketing, foodservice marketing, packer/processor relations, marketing communications, advertising, public relations, and international trade.

Prior to joining National Pork Board, Dallas was Swine Business Development Manager for Cargill's Animal Nutrition Division. At Cargill, Hockman directed domestic and international swine business marketing. Prior to that, he worked 11 years for Purina Mills, Inc., in a variety of marketing and management positions.

A native of Missouri, Mr. Hockman earned bachelors and master's degrees in animal science from the University of Missouri.

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