



ANIMISTIC
ANIMAL NUTRITION EXPERTS

ANIMISTIC.CO

SWINE ♥ LINGO

SPEAK THE LANGUAGE OF SWINE PRODUCTION

**LEARN HOW TO SPEAK
THE LANGUAGE OF THE
SWINE INDUSTRY**

**CASEY L.
BRADLEY, PH.D**

EDUCATOR

2026



A DEEP DIVE IN YOUR EDUCATOR

WHO IS ANIMISTIC

Animistic was born out of the legacy of The Sunswine Group, founded by Dr. Casey L. Bradley. With over 20 years of experience in the livestock and agribusiness industries—spanning production, academia, feed companies, and feed additives—Casey originally established The Sunswine Group to transform how success is measured in swine production.

The traditional “sink or swim” mentality in livestock production inspired Casey to create a better way—one that fosters collaboration, innovation, and shared success.

Animistic is built on these principles:

- Share Knowledge - Empowering future leaders with the expertise they need to excel.
- Drive Innovation - Transforming creative ideas into practical, impactful solutions.
- Build Networks - Creating a dynamic neural network of resources and expertise to support the success of every person, animal, and organization we work with.



Education

- B.S. Michigan State University
- M.S. - Passive Immunity, University of Arkansas
- Ph.D. - Sow Lameness and Longevity, University of Arkansas

Career

- New Fashion Pork - Manager Trainee
- University of Arkansas - Research Manager
- Kalmbach Feeds, Inc. - Nutritionist - Multi-species
- AB Vista - Regional Technical Service Manager
- Purina Animal Nutrition - Technical Sales Manager
- DSM - Regional Innovation Manager - Swine
- The Sunswine Group - President

Notable Contributions

- Long-Standing Pig Progress Columnist
- NANP - Feed Composition Committee

Member 2015-2021

- Midwest Swine Nutrition Planning Committee
- Adoption of Superdosing Phytase and

Xylanase in NA Swine Diets

- The Real P3 Podcast Founder & Host
- Coffee & Careers in Animal Science Founder



COURSE OVERVIEW



Hybrid Program

Resources

- Recorded lectures from different experts.
- Live Sessions, Q&A and discussion forums.
- Interactive Learning Modules.



Start Date: June 8, 2026

Live 90-Minute Sessions

- June 9, 2026 - 9am CST
- June 23, 2026 - 9am CST
- July 7, 2026 - 9am CST
- July 21, 2026 - 9am CST

New for 2026!

Interactive Forums



**PARTICIPANTS
WILL RECEIVE
CERTIFICATE OF
COMPLETION**



Commitment

Go through interactive learnings, watch the videos and attend 4 live sessions.



Investment

Discounts for packages and groups available. 1 - 1 session available at \$279 or 3 for \$750.

\$497/ person



COURSE SYLLABUS



Module 1 **Introduction to the Swine Industry**

Lesson 1: Welcome to Swine Lingo.

Lesson 2: Introduction to the Swine Industry.

Module 2 **Breeding and Reproduction**

Lessons:

- Breeding
- Gestation
- Farrowing
- Litter Management
- Sow Housing

Module 3 **Wean-to-Finish**

Lessons:

- Nursery
- Wean-to-Finish
- Nutrition & Phase Feeding
- Housing

Module 4 **The Meat Side**

Lessons:

- Slaughter Process
- Contracting & Cut Windows
- Today's Consumer
- Meat Quality

Module 5 **Gilt Development and the Boar Stud**

Lessons:

- Gilt Development
- Boar Studs
- Housing
- Reproduction Technologies
- Genetics



COURSE SYLLABUS



Module Health & Biosecurity

6

Lessons:

- Health Management
- Biosecurity Management
- Vaccine Technologies
- Biomarkers
- PQA

Module Ventilation & Housing

7

Lessons:

- Ventilation Types
- Controllers & Sensors
- Lighting
- Flooring
- Manure Management

Module Nutrition

8

Lessons:

- Nutritional Requirements
- Feedstuffs
- Feed Additives
- The Feed Mill

Module Technology

9

Lessons:

- Recent Innovations
- Electronic Sow Feeding
- Management Applications
- Camera Vision

Module Economics

10

Lessons:

- Closeouts
- Futures and Hedging
- Value Propositions
- Profitability



COURSE SYLLABUS



Live Sessions

Live Session 1: How to Think Like the Swine Industry

Kick off the course by learning the structure, language, and key decision points of modern swine production. Participants will map the production system and practice asking better industry questions. Complete Module 1 for this session.

Live Session 2: Where Lifetime Performance Begins

Explore the reproductive side of swine production, from gilt development and breeding through farrowing and litter management. Participants will learn how sow farm metrics influence the entire production system. Complete Modules 2 and 5 for this session.

Live Session 3: Keeping Pigs Growing

Connect nutrition, health, housing, ventilation, and management in the nursery and wean-to-finish phases. Participants will work through a real-world performance troubleshooting case. Complete Modules 3, 6, 7, and 8 for this session.

Live Session 4: Connecting Production to Profit

Bring the course together by connecting production outcomes to meat quality, technology, closeouts, profitability, and value propositions. Participants will practice using swine-industry language to explain business value. Complete Modules 4, 9, and 10 for this session.



A group of piglets, with one in the foreground looking directly at the camera, set against a dark background.

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 REGISTER NOW

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