



INTERNATIONAL PRODUCTION & PROCESSING EXPO

For Immediate Release

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IPPE Offers Free Attendee Activities/Networking Opportunities

TUCKER, Ga. – Dec. 21, 2015 – The International Production & Processing Expo (IPPE) is planning a variety of free Meat Me in @LANTA activities and networking opportunities for IPPE attendees. IPPE will be held at the Georgia World Congress Center in Atlanta, Ga., from Jan. 26 – 28, 2016.

A Poultry History Museum / Hall of Fame display can be viewed in Booth A-27 in the A-Lobby. Go back to the beginnings of the American poultry industry and follow how the industry became the world's largest producer of poultry products.

Stop by Booth B-7075 in the B-Hall to see firsthand the iconic Oscar Meyer Weinermobile. Dating back to 1936, the vehicle has evolved through several generations of design to provide a reflection on the styles of the times.

IPPE is welcoming back Steve Olson and Chef Francesco Abbinanti, C.E.C., for an encore “Specialty Cuts and Recipes: The Latest in Pork and Beef” presentation as they demonstrate and prepare the latest trends in cuts of meat products for creating convenient meals. Join them from 11 a.m. – 12:30 p.m. at Booth B-8849 on Tuesday, Jan. 26, 2016.

The 4th Annual Chili Cook-off contest is planned for 2:30 p.m. on Tuesday, Jan. 26, 2016. A group of highly competitive Atlanta chefs will prepare their favorite chili recipes featuring beef, pork and poultry. Attendees can sample and vote on their favorite chili at Booth B-8849, the Meat Me in @LANTA ring. The “Best Chili” award will be presented by 2016 Miss America, Betty Cantrell, at 4:30 p.m. to the winning chef. At 4:35 p.m., Cantrell will sing in the event area.

The Welcome Reception at the Georgia Aquarium will be held at 5:30 p.m. on Tuesday, Jan. 26, 2016, with Bock Industries and Georgia Poultry sponsoring the event. Complimentary tickets will be available on a first-come, first-serve basis to all IPPE attendees. Tickets will be distributed at a special desk in the registration lobby on Monday and Tuesday of the Expo. Miss America Betty Cantrell will be greeting attendees of the Welcome Reception, and attendees can get their picture taken with her as time allows.

IPPE will be hosting a “Creations with Chicken and Tantalizing Turkey Tips” demonstration at Booth B-8849 from 11 a.m. – 12:30 p.m. on Wednesday, Jan. 27, 2016. Experienced chefs will showcase healthy and convenient ideas on how to cook poultry.

Enjoy playing “bean bag toss”? This year’s Hot Dog Toss is the same but with a twist. Teams of four will dress a hot dog and then toss it through the board to earn points. The Hot Dog Toss is scheduled for 2:30 p.m. on Wednesday, Jan. 27, 2016, at Booth B-8849. Winners will receive Visa gift cards, and other souvenirs will be distributed.

On Tuesday and Wednesday, Jan. 26 – 27, 2016, IPPE will offer cooking demonstrations featuring nationally and locally recognized chefs preparing and cooking chicken, turkey, beef and pork products. The demonstrations will be held in Booth B-8849, so plan to stop by for some enjoyable chef interaction and entertainment.

IPPE is expected to attract more than 28,000 attendees and is a collaboration of three trade shows—International Feed Expo, International Poultry Expo and International Meat Expo—representing the entire chain of protein production and processing. More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.org.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

The American Feed Industry Association (AFIA) is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI’s mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute’s members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today’s poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.