



For Immediate Release

International Production & Processing Expo

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IPPE Offers Free Educational Programs to Attendees

TUCKER, Ga. – Dec. 16, 2015 – The International Production & Processing Expo (IPPE) is offering a variety of free education programs to attendees. The programs will be held in the Georgia World Congress Center in Atlanta, Ga., from Jan. 26 – 28, 2016.

These programs will cover a wide assortment of education sessions on pressing feed, meat and poultry issues, including food safety, sustainability, feed production and the veterinary feed directive, regulatory updates, wastewater treatment challenges, export and international issues among other pertinent topics.

The [Pork 101](#) session will review the highlights of ASMA's three-day Pork 101 conference. The session will cover quality and consistency issues in the pork industry, providing insight on value differences in swine, pork carcasses, pork primals and processed pork products due to quality variation, while the [Beef 101](#) session will provide an overview of the beef lifecycle, address common questions regarding beef production, discuss factors affecting beef quality and offer a unique demonstration of innovative beef cuts. The [Process Technology Workshop: Brines, Marinades, and Cook Technologies](#) session will cover the latest techniques and ingredients for improving the use of brines and marinades in your plant and will discuss sanitation best practices. The second part of this session will cover innovative cook technologies and how tried and true practices are being improved.

The [Challenges and Opportunities in Meat Product Traceability](#) session will take a look at global meat traceability and the unique challenges faced by U.S. producers. The second half of the session will focus on in-plant traceability and the technologies available to help processors track products and improve efficiencies. The [Global Food Safety Initiative: Planning for Success](#) session will cover the top mistakes, and how to avoid them, in achieving or continuing certification from Global Food Safety Initiative (GFSI) recognized certification schemes. This session will also address the latest changes for two of the most popular schemes, BRC and SQF.

The [Poultry Market Intelligence Forum](#) will identify key issues facing the poultry industry and provide understanding into how domestic and international poultry industries are positioned to move forward in 2016, while the [Veterinary Feed Directive – What You Need to Know](#) session will detail the changes made to the VFD rule in spring of 2014 and describe the challenges going forward. This will include what

to do with old animal drug premixes after the full policy goes into effect in January 2017. The [Feed Production – Updates on Issues Impacting Your Business](#) session will update participants on regulatory changes from OSHA and EPA and on FDA activities regarding the new regulatory requirements for the Food Safety Modernization Act and Veterinary Feed Directive. It will also include a presentation on “Energy Management for the Feed Industry.” There will also be a [Regulatory Update: What’s Ahead for 2016 and Understanding Salmonella](#) session that will take an in-depth look at *Salmonella* in the meat industry and its effect on in-plant practices, regulations and public health.

The long-standing [Animal Agriculture Sustainability Summit](#) will provide viewpoints from industry and agricultural experts on sustainability and why it matters to the animal agricultural industry, as well as how to communicate sustainability efforts to consumers, suppliers and industry stakeholders. The [Wastewater Treatment Challenges – Five Shades of Gray](#) session will characterize the processes and equipment used to treat wastewater generated in poultry processing facilities as well as identify challenges and liabilities that can result from the over use or misuse of sanitation chemicals in processing plants.

The [Addressing the Challenges of Family Business](#) session will discuss some of the most pressing concerns facing family businesses in the meat industry, focusing on succession planning and family member employment, along with other related topics. The session also will provide an opportunity for interaction and discussion to facilitate the sharing of best practices and ideas.

IPPE is also offering Tech XChange education sessions every 20 minutes on a variety of feed, meat and poultry topics. Attendees can participate in the free Tech XChange education sessions from 11 a.m. – 4:30 p.m. on Tuesday, Jan. 26, 2016, and from 10 a.m. – 4 p.m. on Wednesday, Jan. 27, 2016, in Booth A-3347 in the A-Hall and in Booth B-8805 in the B-Hall.

For a complete list of education programs available for all attendees, click [here](#). More information about IPPE, including registration details and lodging is available at www.ippexpo.org.

The International Production & Processing Expo is scheduled Tuesday through Thursday, Jan. 26-28, 2016, at the Georgia World Congress Center in Atlanta. 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.

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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.