



For Immediate Release

U.S. Poultry & Egg Association, American Feed Industry Association, North American Meat Institute

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Registration Now Open for the 2016 International Production & Processing Expo

Tucker, Ga. – August 3, 2015 – Attendee and exhibitor registration and hotel registration for the 2016 International Production & Processing Expo (IPPE) is now open. IPPE has secured more than 1,000 exhibitors and is expecting to attract more than 28,000 attendees through the collaboration of the three trade shows - International Poultry Expo, International Feed Expo and International Meat Expo - representing the entire chain of protein and feed production and processing. The event is sponsored by U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI).

Register online and receive a discounted price of \$50 (USD) through Dec. 31. Online registration is the only way to receive this discount. Beginning Jan. 1, 2016, the registration fee will increase to \$100.

The IPPE website, www.ippexpo.org, offers easy navigation with access to important information including attendee and exhibitor registration, hotel registration and a schedule of 2016 educational seminars and activities offered during IPPE. The annual global feed, meat and poultry industry trade show is scheduled Tuesday through Thursday, Jan. 26-28, 2016, at the Georgia World Congress Center in Atlanta, Ga., USA.

Resuming for 2016 is the popular “Members to Atlanta” (M2A) program, which waives the registration fee through Dec. 31, for attendees from member firms of all three associations engaged in the production of poultry, eggs and meat for consumption and feed and pet food manufacturers. The program is supported through the sponsorship of elite IPPE exhibitors. They include Aviagen, Ceva Animal Health, Cobb-Vantress, Diamond V, Dupont – Danisco Animal Nutrition, Elanco Animal Health, Huvepharma, Incubation Systems, Inc., Jamesway Incubator Co., Kemin, Soybean Meal Information Center and Zoetis.

“We appreciate and thank these elite exhibiting companies for participating in the Members to Atlanta (M2A) program. The program continues to provide results in increasing attendance and contributing to the success of IPPE,” said Charlie Olentine, IPPE show manager.

The Expo will highlight the latest technology, equipment and services used in the production and processing of meat, poultry and animal feed. The week of Jan. 25-29, 2016, will feature dynamic education programs addressing current industry issues. The International Poultry Scientific Forum, Spanish Technical Seminar for Maximizing the Efficiency of the Poultry Industry, Pet Food Conference and the Environmental Conference for the Meat & Poultry Industry will kick off the week's education programs. Several Tech XChange programs will also be offered on Tuesday and Wednesday. In addition, the Animal Agriculture Sustainability Summit, Poultry Market Intelligence Forum, Media Training for the Meat & Poultry Industry, and the International Rendering Symposium education programs will return for 2016.

The 2016 IPPE will also feature several new educational programs including important sessions on food safety, consumer trends and international trade. The following programs are new for 2016: Pork 101; Ingredient Specification and Allergen Control; Achieving FSIS HACCP Validation Compliance; Highly Pathogenic Avian Influenza – Lessons Learned; Production Improvement: Meat Color, Packaging and Shelf Life; Veterinary Feed Directive; Beef 101; Addressing the Challenges of Family Business; Regulatory Update: What's Ahead for 2016 and Understanding *Salmonella*; Food Safety Modernization Act – Phase III Training for Animal Feed Production; Poultry Handling and Transportation Quality Assurance “Train the Trainer;” Wastewater Treatment Challenges – Five Shades of Gray; Feed Production – Updates on Issues Impacting Your Business; The Global Food Safety Initiative: Planning for Success; and Process Technology: Brines, Marinades and Cook Technologies.

For more information about the 2016 IPPE, visit 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.