



INTERNATIONAL PRODUCTION & PROCESSING EXPO

For Immediate Release

International Production & Processing Expo

USPOULTRY Contact: Gwen Venable, 678.514.1971, gvenable@uspoultry.org

AFIA Contact: Miranda McDaniel, 703.558.3579, mmcdaniel@afia.org

NAMI Contact: Michael Schumpp, 202.587.4251, mschumpp@meatinstitute.org

Market Intelligence Forum Returning to 2016 IPPE

TUCKER, Ga. – Nov. 16, 2015 – Input costs, global competition and increasing regulatory requirements present ever-changing challenges for the poultry and egg industry. Seeking to address these challenges, the Market Intelligence Forum is returning to the 2016 International Production & Processing Expo (IPPE). Sponsored by U.S. Poultry & Egg Association (USPOULTRY) and the National Poultry & Food Distributors Association (NPFDA), the program will identify the key issues facing the industry and provide understanding into how domestic and international poultry industries are positioned to move forward in 2016. The Market Intelligence Forum is free to all IPPE attendees and NPFDA meeting attendees.

“The Market Intelligence Forum continues to be a popular program on the Expo schedule, and we are pleased to include it again in the 2016 education line-up. It is important to stay informed on current conditions and projections for the future affecting the poultry and egg industry. This program helps keep industry leaders up-to-date on the many factors that influence financial performance,” said Sherman Miller, Cal-Maine Foods, Jackson, Miss., and USPOULTRY chairman.

The program will feature a leading economist, a policy advocate and an industry performance analyst. Dr. Paul Aho, Poultry Perspectives, will discuss “Domestic and Global Drivers for 2016.” Christian Richter, The Policy Group, will give a “Washington Review,” and Mike Donohue, Agri Stats, will provide insight into “Performance Trends for the Poultry & Egg Industry.”

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. The event is sponsored by the American Feed Industry Association, North American Meat Institute and U.S. Poultry & Egg Association. The Market Intelligence Forum is scheduled from 9 – 11:30 a.m. on Wednesday, Jan. 27, 2016. For more information on the program, click [here](#). More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.org.

Market Intelligence Forum
International Production & Processing Expo
Wednesday, Jan. 27, 2016
Room A-411, 9 – 11:30 a.m.
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

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 NPFDA

The National Poultry & Food Distributors Association's (NFPDA) mission is to promote the poultry and food distributors, processors and allied industries by bringing them together and providing a forum to foster long term business relationships. NPFDA provides networking opportunities where members can exchange ideas and discuss challenges and opportunities facing the poultry and food industries.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is an all-feather organization representing the complete spectrum of today's poultry industry, with a focus on progressively serving member companies through research, education, communication, and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.