



## **For Immediate Release** **International Production & Processing Expo**

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## **2016 IPPE: More than 30,000 Attendees and 1,300 Exhibitors**

ATLANTA, Ga. – Jan. 28, 2016 – The 2016 International Production & Processing Expo (IPPE) has an estimated 30,000 poultry, meat and feed industry leader attendees from all over the world. In addition, the show has 1,301 exhibitors, a new record, with more than 464,750 net square feet of exhibit space. Final numbers will be released after the registration database has been audited for duplications. Sponsored by the U.S. Poultry & Egg Association, American Feed Industry Association and North American Meat Institute, IPPE is the world's largest annual poultry, meat and feed industry event of its kind.

“This year’s tremendous exhibitor and attendance numbers are a tribute to IPPE’s unparalleled education sessions, abundant networking opportunities and distinctive exhibits. The enthusiasm and energy displayed by this year’s attendees and exhibitors will only ensure the success and growth of future IPPEs,” the three organizations said.

The central attraction is the large exhibit floor. Exhibitors demonstrated the most current innovations in equipment, supplies and services used by industry firms in the production and processing of meat, poultry, eggs and feed products. Numerous companies highlighted their new products at the trade show. All phases of the feed, meat and poultry industry are represented, from live production and processing to further processing and packaging.

The wide variety of educational programs complemented the exhibits by keeping industry management apprised on the latest issues and events. This year’s educational line-up featured 25 programs, ranging from a conference on challenges and opportunities in meat product traceability, to a program on the Veterinary Feed Directive, to a technical seminar on maximizing the efficiency of the poultry industry conducted entirely in Spanish.

Other featured events included the International Poultry Scientific Forum, Pet Food Conference, Pork 101 Workshop, Tech XChange program, Meat Me in @LANTA activities and publisher-sponsored programs, all of which have made the 2016 IPPE the leading annual protein and feed event in the world.

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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.