



## **For Immediate Release**

### **International Production & Processing Expo**

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## **2017 IPPE Offers Free Attendee Activities/Networking Opportunities**

TUCKER, Ga. – Dec. 22, 2016 – The International Production & Processing Expo (IPPE) is planning a variety of free activities and networking opportunities for IPPE attendees. IPPE will be held at the Georgia World Congress Center in Atlanta, Ga., from Jan. 31 – Feb. 2, 2017.

IPPE attendees are encouraged to stop by Event Zone, C1305, for daily TECHTalks presentations. These short, educational presentations by exhibitors address operations and technical issues critical to all aspects of the feed, meat and poultry industries. The presentations will be offered from 10:30 a.m. to 5 p.m. on Tuesday, Jan. 31, 2017, 9:30 a.m. to 5 p.m. on Wednesday, Feb. 1, 2017, and 9:30 a.m. to 12 p.m. on Thursday, Feb. 2, 2017.

A Poultry History Museum/Hall of Fame display can be viewed in Booth C60 in the C-Lobby. The display takes attendees back to the beginnings of the American poultry industry and describes how the industry became the world's largest producer of poultry products.

Stop by Booth C305 in the C-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 will be hosting a Chicken and Turkey Cutting and Cooking Demo at the Event Zone, Booth C1309, from 11 a.m. to 12:30 p.m. on Tuesday, Jan. 31. Aliza Catz, corporate executive chef and director of culinary innovation for West Liberty Foods, will showcase healthy and convenient ideas on how to cook poultry.

The 5th Annual Chili Cook-off contest is planned for 2:30 p.m. on Tuesday, Jan 31. A group of highly competitive Atlanta chefs will prepare their favorite chili recipes featuring beef, pork and poultry. Attendees can sample and vote for their favorite chili at the Event Zone, Booth C1309. The “Best Chili” award will be presented at 4 p.m. to the winning chef.

The Welcome Reception at the Georgia Aquarium will be held at 5:30 p.m. on Tuesday, Jan. 31, with Big Dutchman 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 B-Building and C-Building lobbies on Monday and Tuesday of the Expo.

IPPE is again welcoming back Steve Olson and Chef Francesco Abbinanti, C.E.C., for an encore Beef and Pork Cutting and Cooking presentation as they demonstrate and prepare the latest trends in cuts of meat products for creating convenient meals. Join them from 11 a.m. to 12:30 p.m. at the Event Zone, Booth C1309, on Wednesday, Feb. 1.

IPPE is inviting attendees to see if they can stand the heat by hosting a Hot Wing Eating Contest where the winners of each "Heat" go on to compete eating sequentially hotter wings. The Hot Wing Eating Contest is scheduled for 2:30 p.m. on Wednesday, Feb. 1, at the Event Zone, Booth C1309. Winners will receive Visa gift cards, and other souvenirs will be distributed.

IPPE is expected to attract more than 30,000 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](http://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.