



For Immediate Release

International Production & Processing Expo

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Registration Now Open for the 2017 International Production & Processing Expo

TUCKER, Ga. – Aug. 1, 2016 – Attendee and exhibitor registration and housing for the 2017 International Production & Processing Expo (IPPE) is now open. IPPE has secured more than 1,060 exhibitors with more than 507,000 net square feet of exhibit space already booked. The Expo is expecting to attract more than 30,000 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, 2017, 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 availability and reservations and a schedule of 2017 educational seminars and activities offered during IPPE. The annual global feed, meat and poultry industry trade show is scheduled Tuesday through Thursday, Jan. 31 – Feb. 2, 2017, at the Georgia World Congress Center in Atlanta, Ga., USA.

Resuming for 2017 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 Arm & Hammer, Aviagen, Biomin, Ceva Animal Health, Cobb-Vantress, Diamond V, Elanco Animal Health, Heat and Control, Huvepharma, Incubation Systems, Inc., Jamesway Incubator Co., Kemin, Soybean Meal Information Center, Watt Global Media and Zoetis.

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

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. 30 – Feb. 3, 2017, will feature dynamic education programs focused on 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 Talks programs will also be offered on Tuesday and Wednesday. In addition, the Animal Agriculture Sustainability Summit, Worker Safety Conference for the Meat & Poultry Industry, Poultry Market Intelligence Forum and the International Rendering Symposium education programs will return for 2017.

The 2017 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 2017: Worker Safety Conference for the Meat & Poultry Industry; *Listeria monocytogenes* Prevention & Control Workshop; Meat Quality Workshop: Know Your Muscle, Know Your Meat; FSMA Hazard Analysis Training; Pork 101; Family Businesses Strategies for Success; Beef 101; Feed Production Education Program; U.S. Employment Law Regulatory Update; Meat Industry Regulatory Update and Compliance Session; Setting Up for Success: Processed Meat Product Introductions; Get the Facts with Meat Mythcrushers; Whole Genome Sequencing 101; Understanding and Achieving Operational Excellence; and Toxic Release Inventory Reporting Guidance Workshop.

For more information about the 2017 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.