



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

Two New Records Set for 2016 IPPE

ATLANTA, Ga. – Feb. 22, 2016 – The 2016 International Production & Processing Expo (IPPE) had another great year with 30,277 poultry, meat and feed industry leaders from all over the world in attendance. There were also 1,301 exhibitors, a new record, with more than 464,750 square feet of exhibit space. The Expo is the world's largest annual poultry, meat and feed industry event of its kind and is one of the 50 largest trade shows in the United States. IPPE is sponsored by the U.S. Poultry & Egg Association, American Feed Industry Association and North American Meat Institute.

There were 7,280 international visitors from 141 countries represented at the Expo, setting another new record for international attendance. The largest group from a single country outside the United States was Canada with 1,041 visitors. The largest region represented was Latin America and the Caribbean with 2,805 visitors.

“This year’s attendance numbers were on par with last year. The feedback from attendees has been extremely positive regarding the time spent on the trade show floor and in the education programs. We anticipate next year will be even more valuable for attendees and exhibitors alike as we move to the B and C Halls,” the three organizations said.

A week-long schedule of education programs, which updated industry professionals on the latest issues and complemented the exhibit floor, helped drive attendance. 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.

Next year’s International Production & Processing Expo will be held Jan. 31 – Feb. 2, 2017, at the Georgia World Congress Center in Atlanta, Ga. Show updates and attendee and exhibitor information will be available at 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.