



For Immediate Release

International Production & Processing Expo

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Communicating Sustainability with Consumers, Suppliers and Stakeholders Focus of Animal Agriculture Sustainability Summit at 2017 IPPE

TUCKER, Ga. – Nov. 16, 2016 – The ninth annual Animal Agriculture Sustainability Summit will be held during the 2017 International Production & Processing Expo (IPPE) in Atlanta. The Summit, sponsored by the U.S. Poultry & Egg Association, will focus on communicating the animal agriculture sector’s sustainability efforts with consumers, suppliers and industry stakeholders. The Summit is a half-day program and will be held Tuesday, Jan. 31, 2017. The program is free for all registered IPPE attendees.

Topics to be covered include: What is Sustainable Agriculture and How Do You Demonstrate It?; Collaborating with Famers to Advance the Sustainability of Their Farm; An Industry Success Story on Achieving Zero Landfill Status; Striving to Become More Sustainable - Establishing Value Chain Partnerships to Grow Purina’s Sustainability Culture; and Agriculture and the Chesapeake Bay: Working Together for Profitable Agriculture and Healthy Waters. The Summit will end with a ceremony announcing the winners of USPOULTRY’s Family Farm Environmental Excellence Awards for 2017.

IPPE, the world’s largest annual poultry, feed and meat industry trade show, will be held Jan. 31 – Feb. 2, 2017. IPPE is a collaboration of three trade shows— the 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 U.S. Poultry & Egg Association, American Feed Industry Association and the North American Meat Institute.

For more information about the Animal Agriculture Sustainability Summit, click [here](#). For more information about IPPE, including registration details, lodging and other education offerings, go to www.ippexpo.org.

Animal Agriculture Sustainability Summit

Tuesday, Jan. 31, 2017

Room B207/208, 9 a.m. – 12 p.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

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.