



## INTERNATIONAL PRODUCTION & PROCESSING EXPO

### **For Immediate Release**

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

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## **Poultry Market Intelligence Forum to Discuss Domestic and Global Drivers at 2017 IPPE**

TUCKER, Ga. – Nov. 29, 2016 – Domestic and global markets have changed over the last year. The Poultry Market Intelligence Forum, held during the 2017 International Production & Processing Expo (IPPE), will provide insight on economics, performance and how animal rights activists are all impacting the poultry and egg industry. The Forum, sponsored by the U.S. Poultry & Egg Association and the National Poultry & Food Distributors Association (NPFDA), will be held on Wednesday, Feb. 1, 2017, and is free to all registered IPPE attendees and NPFDA meeting attendees.

“The Market Intelligence Forum is a popular recurring program on the Expo schedule, and we are pleased to again include it in the 2017 education line-up. It is important to stay on top of current conditions and projections for the future that could affect the poultry and egg industry. This program assists in keeping industry leaders current on the various factors that affect financial performance,” said Paul Hill, West Liberty Foods, Ellsworth, Iowa, and USPOULTRY chairman.

The program will feature a leading economist, an agriculture communications specialist and an industry performance analyst. Dr. Paul Aho, Poultry Perspectives, will discuss “Domestic and Global Drivers for 2017.” Hannah Thompson, Animal Agriculture Alliance, will provide a presentation on “Securing the Poultry Industry’s Future: Responding to Animal Rights Activists Threats,” and Mike Donohue, Agri Stats, will provide insight into “Performance Trends for the Poultry & Egg Industry.”

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—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 Poultry Market Intelligence Forum, click [here](#). For more information about IPPE, including registration details, lodging and other education offerings, go to [www.ippexpo.org](http://www.ippexpo.org).

## **Poultry Market Intelligence Forum**

Wednesday, Feb. 1, 2017

Room B207/208, 9 a.m. – 11:30 a.m.

[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.