



## INTERNATIONAL PRODUCTION & PROCESSING EXPO

### For Immediate Release

### International Production & Processing Expo

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## Learn About the Food Safety Implications of Whole Genome Sequencing at IPPE

TUCKER, Ga. – Dec. 8, 2016 – Whole genome sequencing is one of the latest advancements when it comes to tools being used to identify and address food safety threats. The North American Meat Institute (NAMI) and the U.S. Poultry & Egg Association (USPOULTRY) are co-sponsoring a free session on the technology, how it is used and how it might affect your business at the 2017 IPPE.

This program will be held from 8 a.m. to 10 a.m. on Thursday, Feb. 2, 2017. Dr. John Besser, deputy chief, enteric diseases for the Center for Disease Control and Prevention; Dr. Matthew Wise, outbreak response team lead for the Center for Disease Control and Prevention, and Haley Oliver, associate professor of food science from Purdue University, will be presenting.

Specific topics covered include: Understanding Whole Genome Sequencing; Whole Genome Sequencing as an Advance for Public Health Surveillance; Whole Genome Sequencing Use in Outbreak Investigations and Industry Implications for Whole Genome Sequencing.

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 USPOULTRY, the American Feed Industry Association and NAMI.

For more information about the “Whole Genome Sequencing – Food Safety Implications” program, click [here](#). For more information about IPPE, including registration details, lodging and other education offerings, go to [www.ippexpo.org](http://www.ippexpo.org).

### Whole Genome Sequencing – Food Safety Implications

Thursday, Feb. 2, 2017

Room B409, 8 a.m. – 10 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.