



For Immediate Release

NAMI Contact: Michael Schumpp, 202.587.4251, mschumpp@meatinstitute.org

AFIA Contact: Miranda McDaniel, 703.558.3579, mmcdaniel@afia.org

USPOULTRY Contact: Gwen Venable, 678.514.1971, gvenable@uspoultry.org

NAMI Announces Details for Four Free Education Programs at 2017 IPPE

Washington, DC – Jan. 9, 2017– The North American Meat Institute (NAMI) announced details for four additional free education programs at the 2017 International Production & Processing Expo (IPPE), scheduled to take place Jan. 31 – Feb. 2, at the Georgia World Congress Center in Atlanta, Ga.

The [Get the Facts With Meat Mythcrushers](#) session will introduce attendees to NAMI's [Meat Mythcrushers video series](#), which uses referenced facts and industry experts in the areas of affordability, animal welfare, antibiotics, environment, food safety, meat processing, nutrition and livestock handling to crush some of the most common myths to help consumers make informed choices. The session will feature NAMI Senior Vice President of Public Affairs Janet Riley and will focus specifically on meat and meat processing and animal production and slaughter myths to provide attendees with the tools needed to talk to consumers and customers about food production practices. The session will take place Wednesday, Feb. 1, from 2 to 4 p.m.

The [Setting Up for Success: Processed Meat Product Introductions](#) session, scheduled from 8 to 10 a.m. on Wednesday, Feb. 1, will cover consumer trends and potential growth areas in the ready-to-eat product arena. Attendees will learn about the most important factors and challenges in new product introductions, including packaging, product appearance, product texture, product consistency and effective use of line extensions. The workshop will feature Patrick Fleming, director of market intelligence and innovation at the National Pork Board; Joe Cordray, Ph.D., professor at Iowa State University; and Gustavo Gonzalez, Ph.D., senior associate at GUSTA Food Safety and Quality Consultants, LLC.

The [Whole Genome Sequencing – Food Safety Implications](#) session, scheduled from 9 to 10 a.m. on Thursday, Feb. 2, will provide an overview regarding the use of whole genome sequencing (WGS) technology to address public health threats and enhance food safety. The workshop will include presentations from Haley Oliver, Ph.D., associate professor of food science at Purdue University; John Besser, Ph.D., deputy chief, Enteric Diseases Laboratory Branch at the Centers for Disease Control and Prevention (CDC); and Mathew Wise, Ph.D., outbreak response team lead, Outbreak Response and Prevention Branch at CDC. In addition, NAMI and U.S. Poultry & Egg Association staff will discuss the implications of WGS technology for the meat and poultry industry.

The [Understanding and Achieving Operational Excellence](#) workshop will examine the manufacturing strategies leading companies employ and how these strategies help those companies build a framework for systems of operational excellence. Specifically, attendees will learn how workforce management strategies and technology trends can deliver value, cost savings and productivity improvements in their organizations. Bill Marion, vice president of organization excellence at Land O'Frost, will speak at the session, which will take place Thursday, Feb. 2, from 8 to 10 a.m.

For more information about any of the above sessions and to register to attend IPPE, visit www.ippexpo.org.

###

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 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 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 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.