



For Immediate Release
International Production & Processing Expo

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IPPE Does It Again: Sets Three New Records for 2017

ATLANTA, Ga. – Feb. 14, 2017 – The 2017 International Production & Processing Expo (IPPE) had a great year with 31,649 poultry, meat and feed industry leaders from all over the world in attendance, setting a new record. There were also 1,273 exhibitors with more than 533,000 square feet of exhibit space, another new record. The Expo is the world's largest annual feed, meat and poultry 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 8,018 international visitors, a third new record, from 129 countries represented at the Expo. The largest group from a single country outside the U.S. was Canada with 1,383 visitors. The largest region represented was the Caribbean, Latin America, Mexico and South America with 3,226 visitors.

“We are very excited about this year’s record-breaking exhibit space floor and attendance numbers. The turnout for the 2017 IPPE was exceptional, and the feedback from attendees has been extremely positive regarding time spent on the trade show floor and in education sessions. We expect next year will be even more valuable for attendees and exhibitors alike,” 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 *Listeria monocytogenes* prevention and control, to a program on FSMA hazard analysis training, to a program on whole genome sequencing and food safety implications.

Next year’s International Production & Processing Expo will be held Jan. 30 – Feb. 1, 2018, 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.