



INTERNATIONAL PRODUCTION & PROCESSING EXPO

For Immediate Release

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Register Now for the 11th Annual AFIA Pet Food Conference at IPPE



ATLANTA, Ga. – Dec. 5, 2017 – From modernizing pet food labels to evaluating new pet food ingredients, the American Feed Industry Association’s (AFIA) upcoming conference is sure to give industry leaders the information they need to be effective in a changing marketplace. The 11th annual Pet Food Conference will be held Jan. 30, 2018, in conjunction with the International Production & Processing Expo (IPPE) in Atlanta, Georgia.

“The annual AFIA Pet Food Conference is an affordable conference that brings together nearly 400 of the top experts and leaders in the ever-growing and changing pet food industry,” said Leah Wilkinson, AFIA’s vice president of legislative, regulatory and state affairs. “Happening alongside the largest event of its kind representing the animal food and ingredients industry, this year’s lineup of diverse speakers will cover everything from regulatory issues to technical aspects to benefit everyone in this unique animal food manufacturing sector.”

Experts in the field will discuss emerging industry issues, including domestic and global industry trends, challenges and opportunities in the ingredient supply, modernization of the American Association of Feed Control Officials (AAFCO) pet food label, animal health, and more. Speakers will represent associations, private entities and universities. The [full agenda](#) is available on the [conference’s website](#).

Online registration for IPPE and the Pet Food Conference is open. Interested individuals are encouraged to register by Dec. 31 to receive the early-bird rate of \$75. On-site registration will also be available at a cost of \$95.

IPPE is expected to attract more than 30,000 attendees and 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 AFIA, the U.S. Poultry & Egg Association and the North American Meat Institute. More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.com.

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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

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of more than 670 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

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.