



INTERNATIONAL PRODUCTION & PROCESSING EXPO

For Immediate Release

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2018 IPPE Offers Free Attendee Activities, Networking Opportunities

TUCKER, Ga. – Jan. 3, 2018 – The International Production & Processing Expo (IPPE) is planning a variety of free activities and networking opportunities for attendees. IPPE will be held at the Georgia World Congress Center in Atlanta, Ga., from Jan. 30 – Feb. 1.

The documentary film, *Food Evolution*, will be screened in the C102 Auditorium from 8:30 – 10 a.m. on Tuesday, Jan. 30, and from 8 – 9:30 a.m. on Wednesday, Jan. 31, followed by a 30-minute panel discussion Wednesday. *Food Evolution* explores global food-related challenges, the critical role science plays in addressing them and the misperceptions involved in the science of food.

IPPE attendees are encouraged to stop by Event Zones, B8715 and C1007, for daily TECHTalks. These short, educational presentations by exhibitors address operations and technical issues critical to all aspects of the feed, meat and poultry industries. The presentations will be offered from 10:30 a.m. to 5 p.m. on Tuesday, Jan. 30; 9:30 a.m. to 5 p.m. on Wednesday, Jan. 31; and 9:30 a.m. to 12 p.m. on Thursday, Feb. 1.

A Poultry History Museum/Hall of Fame display can be viewed in the C-Lobby. The display takes attendees back to the beginnings of the American poultry industry and describes how the industry became the world's largest producer of poultry products.

Stop by Booth C305 in the C-Hall to see firsthand the iconic Oscar Meyer Wiernermobile. Dating back to 1936, the vehicle has evolved through several generations of design to reflect the style of the times.

IPPE is again welcoming back Steve Olson and Xan Payton, former instructor from Cordon Bleu, for a “Beef and Pork Cutting and Cooking” presentation as they demonstrate and prepare the latest trends in cuts of meat products for creating convenient meals. Join them from 11 a.m. to 12:30 p.m. at the Event Zone, Booth B8973, on Tuesday, Jan. 31.

The 6th annual chili cook-off contest is planned for 2:30 p.m. on Tuesday, Jan 30. A group of highly competitive Atlanta chefs will prepare their favorite chili recipes featuring beef, pork and poultry. Attendees can sample and vote for their favorite chili at the Event Zone, Booth B8973. The “Best Chili” award will be presented at 4 p.m. to the winning chef.

The Welcome Reception at the Georgia Aquarium, sponsored by the USPOULTRY Foundation in honor of FFA, will be held at 5:30 p.m. on Tuesday, Jan. 30. Supporting FFA supports our future! Complimentary tickets will be available on a first-come, first-serve basis to all IPPE attendees. Tickets will be distributed at a special desk in the B-Building and C-Building lobbies on Monday and Tuesday of the Expo and in the FFA booth, B6212.

IPPE will be hosting a “Chicken and Turkey Cutting and Cooking Demo” at the Event Zone, Booth B8973, from 11 a.m. to 12:30 p.m. on Wednesday, Jan. 31. Aliza Catz, corporate executive chef and director of culinary innovation for West Liberty Foods, will showcase healthy and convenient ideas on how to cook poultry.

IPPE is debuting its first BBQ contest and is bringing together a group of chefs from local Atlanta BBQ restaurants to present their best BBQ recipes featuring beef, pork and poultry. Attendees can sample and vote for their favorite BBQ at the Event Zone, Booth B8973, from 2:30 – 4 p.m. on Wednesday, Jan 31. The “Best BBQ” award will be presented at 4 p.m. to the winning chef.

IPPE is expected to attract more than 30,000 attendees and 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. More information about IPPE, including registration details, lodging and education offerings, is 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

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.