



## **For Immediate Release**

### **International Production & Processing Expo**

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## **New AFIA Educational Program Focuses on Sow Health and Nutrition at 2019 IPPE**

TUCKER, Ga. – Nov. 19, 2018 – From ongoing research that has improved the industry’s understanding of sow health and nutrition to advancements in technology, the feed industry has made great strides in recent years in improving sow performance. To showcase some of these advancements, the American Feed Industry Association’s (AFIA) Nutrition Committee has developed a new educational program, “[The High-Performance Sow – Rethinking Nutrition and Health Interactions](#),” in conjunction with the 2019 [International Production & Processing Expo](#), taking place Feb. 12-14 in Atlanta, Ga.

“This educational program provides a new opportunity to bring monogastric nutrition and management expertise together to discuss current research and best practices when it comes to managing sow health and nutrition,” said Paul Davis, Ph.D., AFIA’s director of quality, animal feed safety and education. “AFIA’s Nutrition Committee pulled together a terrific agenda with some of the leading researchers in pork production.”

The [2.5-hour program](#) includes discussions on maximizing the lifetime production of sows through highly efficient feed; understanding the challenges that today’s production systems present to sow health; and how mycotoxins and the gut microbiome can impact the productivity of sows and their progeny. The program will take place from 9:30 a.m. to noon on Wednesday, Feb. 13. The cost to register is \$35 before Jan. 15, 2019, and \$55 onsite. IPPE attendees can add the program to their show [here](#).

AFIA is looking for sponsors for this new program. Companies can find sponsorship information in [AFIA’s brochure](#).

[Online registration for IPPE](#) is open. Interested individuals are encouraged to register by Jan. 14 to receive the early-bird rate of \$50. After that, the registration increases to \$100.

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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 680 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.