



For Immediate Release **International Production & Processing Expo**

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***Food Evolution* Documentary Featured at 2018 IPPE**

TUCKER, Ga. – Jan. 15, 2018 – The 2018 International Production & Processing Expo (IPPE) will feature the documentary, *Food Evolution*, from 8:30 – 10 a.m. on Tuesday, Jan. 30, in the C102 Auditorium of the Georgia World Congress Center. The documentary will also be shown from 8 – 9:30 a.m., followed by a 30-minute panel discussion, on Wednesday, Jan. 31. The documentary is free for viewing to all registered IPPE attendees.

The documentary, [*Food Evolution*](#), explores food-related challenges we face globally, the critical role that science plays in addressing them, and the misperceptions involving the science of food. The documentary is set amid a brutally polarized debate marked by fear, distrust and confusion: the controversy surrounding genetically modified organisms (GMOs) and food. Traveling from Hawaiian papaya groves to banana farms in Uganda to the cornfields of Iowa, *Food Evolution* wrestles with the emotions and the evidence driving one of the most heated arguments of our time. The film features commentary from scientists, university researchers, bloggers, nongovernmental organizations, industry and more, including Mark Lynas, Alison Van Eenennaam, Jeffrey Smith, Andrew Kimbrell, Vandana Shiva, Robert Fraley, Marion Nestle and Bill Nye. It is narrated by esteemed science communicator Neil deGrasse Tyson.

Following Wednesday’s screening of the documentary, IPPE will host a panel discussion to discuss the documentary. Panelists will include Joel Newman, president and CEO of the American Feed Industry Association; Lee Hall, vice president, Hallway Feeds; and Angela “Annie” Dee, soybean farmer and United Soybean Board Director member.

Watch the [trailer](#) to see how the documentary inspires discussion and shows the critical role science and innovation play in building a safe, nutritious and sustainable food supply. The film is being promoted by the U.S. Farmers & Ranchers Alliance, of which U.S. Poultry & Egg Association (USPOULTRY) is a charter member.

The 2018 IPPE, the world's largest annual poultry, feed and meat industry trade show, will be held from Jan. 30 – Feb. 1, at the Georgia World Congress Center in Atlanta. IPPE 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

USPOULTRY, the American Feed Industry Association and the North American Meat Institute. For more information about IPPE, including registration details, lodging and other education offerings, visit www.ippexpo.org.

Food Evolution Documentary

2018 International Production & Processing Expo

C102 Auditorium

Tuesday, Jan. 30, 8:30 – 10 a.m.

Wednesday, Jan. 31, 8 – 9:30 a.m.; Panel discussion from 9:30 – 10 a.m.

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.

About USFRA

U.S. Farmers & Ranchers Alliance (USFRA) consists of more than 100 farmer and rancher led organizations and agricultural partners representing virtually all aspects of agriculture, working to engage in dialogue with consumers who have questions about how today's food is grown and raised. USFRA is

committed to continuous improvement and supporting U.S. farmers and ranchers' efforts to increase confidence and trust in today's agriculture. To learn more, visit www.fooddialogues.com. You can also find USFRA on Twitter, Facebook, Instagram and YouTube.