



For Immediate Release

International Production & Processing Expo

USPOULTRY Contact: Gwen Venable, 678.514.1971, gvenable@uspoultry.org

AFIA Contact: Victoria Broehm, 703.558.3579, ybroehm@afia.org

NAMI Contact: Michael Schumpp, 202.587.4251, mschumpp@meatinstitute.org

U.S. Secretary of Agriculture Sonny Perdue Scheduled to Appear at Poultry Market Intelligence Forum during 2018 IPPE



TUCKER, Ga. – Jan. 10, 2018 – U.S. Secretary of Agriculture Sonny Perdue is scheduled to be the capstone speaker at 11 a.m. on Wednesday, Jan. 31, during the Poultry Market Intelligence Forum, sponsored by the U.S. Poultry & Egg Association (USPOULTRY), at the 2018 International Production & Processing Expo (IPPE) in Atlanta. Secretary Perdue will address his plans for advancing agriculture in America.

Secretary Perdue will visit the trade show floor and is looking forward to meeting with some of the 100-plus FFA students that the USPOULTRY Foundation sponsors to attend IPPE each year, as well as visiting the National FFA Foundation booth, B6212. “We’re thrilled Secretary Perdue will be visiting with the future of American agriculture represented by these bright FFA students, whom we will be truly entrusting with leading our companies and producers to feed a growing world over the next three to four decades,” said John Starkey, president of USPOULTRY and its Foundation, and a member of the National FFA Sponsors Board.

The Poultry Market Intelligence Forum is open to all registered IPPE attendees. Media personnel attending the forum will need credentials and should contact Gwen Venable, vice president of communications, USPOULTRY, for media badges at gvenable@uspoultry.org.

Prior to Secretary Perdue’s address, from 9 – 10:30 a.m., a leading economist and an industry expert will provide insights on how the domestic and global economies and improvements in performance are impacting the poultry and egg industries. They will identify challenges facing the industry and discuss how the U.S. and international poultry industries are positioned to move forward in 2018.

IPPE, the world's largest annual poultry, feed and meat industry trade show, will be held Jan. 30 – Feb. 1. 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 the Poultry Market Intelligence Forum, click [here](#). For more information about IPPE, including registration details, lodging and other education offerings, go to www.ippexpo.org.

Poultry Market Intelligence Forum

Wednesday, Jan. 31

Room: C202/204, 9 – 11:45 a.m.

U.S. Secretary of Agriculture Sonny Perdue

Room: C202/204, 11 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.