



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

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New High-Performance Sow Educational Program Debuts at IPPE



Eric van Heugten, Ph.D., presents on high efficient nutrition for maximal lifetime production at AFIA's High-Performance Sow program.

ATLANTA, Ga., Feb. 13, 2019 – The American Feed Industry Association debuted its first nutritional program focused on sow health today in conjunction with the International Production & Processing Expo (IPPE) in Atlanta, Ga. The event, “High-Performance Sow – Rethinking Nutrition and Health Interactions,” brought together nearly 100 industry leaders to discuss everything from sow productivity to gut health.

“It is encouraging and rewarding to see such a strong interest in novel information on sow nutrition and health,” said Paul

Davis, Ph.D., AFIA’s director of quality, animal food safety and education. “AFIA’s Nutrition Committee put together an outstanding scientific program with industry-leading speakers. We look forward to fostering more educational programs like today’s in future years.”

The program included four academicians who discussed a variety of topics, including: understanding sow health challenges in today’s production systems, high efficiency nutrition for maximal lifetime production, mycotoxins: a subtle catalyst of sow productivity challenges, and nutrition and the gut microbiome interaction on sow and progeny productivity.

IPPE is a collaboration of three shows – the International Feed Expo, International Meat Expo and International Poultry Expo – representing the entire chain of protein production and processing. The annual event is sponsored by AFIA, the North American Meat Institute and the U.S. Poultry & Egg Association.

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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.