



## **For Immediate Release**

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

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## **2019 IPPE Offers Free Attendee Activities, Networking Opportunities**

TUCKER, Ga. – Jan. 14, 2019 – The International Production & Processing Expo (IPPE) is planning a variety of free activities and networking opportunities for attendees. IPPE will be held Feb. 12 – 14, at the Georgia World Congress Center in Atlanta.

IPPE attendees are encouraged to stop by Booths A246, B8725 and C9123 for daily TECHTalks. These short, educational exhibitor presentations address operations and technical issues critical to all aspects of the animal food, meat and poultry industries. The presentations will be offered from 10:30 a.m. to 4:30 p.m. on Tuesday, Feb. 12; 9:30 a.m. to 4:30 p.m. on Wednesday, Feb. 13; and 9:30 a.m. to 12:30 p.m. on Thursday, Feb. 14.

A Poultry History Museum/Hall of Fame display can be viewed in Booth C11869. 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.

IPPE is hosting a “Chicken and Turkey Cutting and Cooking Demo” at the Event Zone, Booth B8635, from 11 a.m. to 12:30 p.m. on Tuesday, Feb. 12. Shaun O’Neale, Season 7 champion of MasterChef on FOX, will demonstrate cutting and preparing chicken and turkey products.

IPPE is debuting its first Ultimate Protein Omelet Cooking competition contest from 2:30 – 4 p.m. on Tuesday, Feb. 12, and is inviting attendees to prepare their version of the “Ultimate Protein Omelet” with a variety of protein and vegetables at their disposal. Shaun O’Neale, Season 7 champion of MasterChef on FOX, will decide who has the “Ultimate Protein Omelet,” and the winner will be announced at 4 p.m. at the Event Zone, Booth B8635.

The Welcome Reception at the Georgia Aquarium will be held at 5:30 p.m. on Tuesday, Feb. 12. 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.

IPPE is again welcoming back Chef Xan Payton, Levy, and a former instructor from Cordon Bleu, for a “Beef and Pork Cutting and Cooking Demo” demonstrating and preparing the latest trends in cuts of meat

products for creating convenient meals from 11 a.m. to 12:30 p.m. at the Event Zone, Booth B8635, on Wednesday, Feb. 13.

IPPE's first ever "Taste of IPPE" will be held at 2:30 p.m. on Wednesday, Feb. 13, and will bring together a group of highly competitive Atlanta chefs who will be preparing their favorite recipes featuring beef, pork and poultry. Attendees can try as many samples as possible and cast their vote for the "Taste of IPPE" at Event Zone, B8635. The "Taste of IPPE" award will be presented at 4 p.m. to the winning chef.

Several attractions in Atlanta are also offering discounts or special offers for attendees during the week of the 2019 IPPE. They are as follows.

Georgia Aquarium – Visit [www.georgiaaquarium.org/ippexpo](http://www.georgiaaquarium.org/ippexpo)

Atlanta Gladiators – Purchase tickets [here](#)

Atlanta Hawks – Visit [www.hawks.com/IPPE](http://www.hawks.com/IPPE)

The 2019 IPPE will have almost 600,000 square feet of exhibit space and is expected to attract more than 32,000 attendees. IPPE 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](http://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 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.