



For Immediate Release

International Production & Processing Expo

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Market Analysis, Animal Health and Welfare Focus of the 2021 Latin American Poultry Summit During IPPE Marketplace Week

TUCKER, Ga. – Jan. 27, 2021 – “If a country wants to develop export capacity, they need to pay attention to the southeast Asia region. Today, this region has a significant portion of the growing world population that is requiring more animal protein,” remarked Ricardo Santín, president of the Brazilian Association of Animal Protein, during his keynote address on “Redeveloping of Poultry Export Capacity in Latin America with the Reopening of the Market” at the la Cumbre Avícola Latinoamericana (Latin American Poultry Summit) program held during the 2021 IPPE Marketplace Week. La Cumbre Avícola Latinoamericana is sponsored by the International Poultry Expo (IPE), part of the International Production & Processing Expo (IPPE), WATT Global Media and the Asociación Latinoamericana de Avicultura (ALA).

Santín also emphasized the importance of having many factors converge to have a robust industry within your country. He noted that understanding ingredient markets, disease prevention, integration, and the development of value-added products becomes very important when planning to expand capacity and efficiency.

As part of his keynote address on the “Poultry Health Status in Latin America: What, How, Where and When There Will be Solutions,” Dr. Rafael Fernandez, consulting poultry veterinarian from Aves, LLC, discussed how biosecurity plays an integral part of any poultry health program. He observed that biosecurity is key to allowing vaccination programs to work effectively, and without it, an operation will be wasting resources. Fernandez also remarked that diagnostic laboratories are essential to identifying infectious agents and that Latin America needs to strive to have rapid testing for diseases. This will reduce the reliance of using U.S. laboratories for diagnostics, further delaying timely action to manage diseases.

The Latin American Poultry Summit also featured the results of two research projects sponsored by ALA and the U.S. Poultry & Egg Association. Dr. Rebeca Zamora from the University of Costa Rica presented on the “Development and Validation of Commercial Broiler Chicken Welfare Programs” and discussed her research on implementing outcome-based programs and how the programs improve overall welfare in commercial broiler production systems. Marconi Italo Lourenço da Silva from the State University of São Paulo presented on “Welfare and Productivity of Broiler Chickens in Enriched Environments,” where

he discussed his research observations on how environmental enrichment can improve measurable outcomes in poultry welfare.

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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 nearly 700 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's members manufacture more than 75% of the feed and 70% of the non-whole 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 Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.