



For Immediate Release

International Production & Processing Expo

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Latin American Poultry Summit to Debut at 2019 IPPE

TUCKER, Ga. – Nov. 30, 2017 – The International Poultry Expo (IPE) and WATT Global Media are pleased to announce the debut of the first Latin American Poultry Summit during the 2019 International Production & Processing Expo (IPPE). This event will build upon and expand the “Poultry Seminar in Spanish” education program that has been conducted for several years, including the upcoming 2018 IPPE. The summit will address leading technical topics covering live production and processing issues of greatest priority to Latin American poultry and egg producers and processors.

The program will have simultaneous translation in Spanish, English and Portuguese for attendees. Along with speakers discussing relevant topics affecting the Latin American poultry sector, lunch and a reception and dinner will be offered. Special recognition will also be provided for the Latin American Hall of Fame during the summit, founded and presented by WATT Global Media and Industria Avícola magazine in 1987, to recognize people who have dedicated their lives to the advancement of the poultry industry in Latin America. Additionally, students and advisors participating in the USPOULTRY Foundation International Student Program will be recognized during the event. This program, created four years ago, brings approximately two dozen Latin American students, with their advisors, to the IPPE annually.

“We have received feedback from attendees of the “Poultry Seminar in Spanish” that the program needs to expand to allow for more topics and attendee interaction with speakers, as well as networking. Participants in our Foundation-sponsored International Student Program have also requested opportunities to network with Latin American industry professionals. We are pleased to offer the Latin American Poultry Summit during the 2019 IPPE to address these identified needs of such a vital component of our attendee base,” said John Starkey, president of U.S. Poultry & Egg Association, which produces the IPE.

“There is a need for deeper discussion of the topics that impact the Latin American poultry producers and processors,” stated Greg Watt, president of WATT Global Media. “We look forward to partnering with U.S. Poultry & Egg Association and the IPE to co-produce and expand on the programming to further broaden the education of this valuable market which we’ve collectively served for more than 60 years.”

In addition to fostering domestic attendance, IPPE actively seeks to bring in a diverse international audience from around the world. This was very apparent at the 2017 IPPE where a new international attendee record was set with 8,018 visitors from 129 countries, with the largest international representation from Latin America.

Also certain to provide a draw for Latin American poultry professionals is the well-established readership base for *Industria Avícola*. Founded in 1952, *Industria Avícola* is the main publication of the Latin American industry that has served commercial poultry. *Industria Avícola* is the only monthly poultry publication of the entire region that reaches an audience of more than 12,000 poultry professionals in 40 countries.

The 2018 IPPE will be held Jan. 30 – Feb. 1, 2018. With the Super Bowl coming to Atlanta in 2019, the IPPE show dates have been moved to Feb. 12 – 14, 2019. Mark your calendar to note this change in the IPPE trade show schedule for 2019 only.

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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 WATT GLOBAL MEDIA

WATT Global Media provides exceptional business content and marketing solutions to the agribusiness industry. As an industry innovator, WATT Global Media has connected buyers and sellers in the poultry, animal feed and pet food industries through its media channels for over 100 years.

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