

MEDIA ADVISORY  
JANUARY 23, 2024



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## Leading experts to share perspectives on innovating in animal health at IPPE 2024

**PARSIPPANY, N.J., — January 23, 2024** — The UN Food and Agricultural Organization (FAO) estimated in 2012 that overall food production needs to increase by an estimated 70% to meet increasing global demand by 2050. For poultry companies, innovating on bird health and management will help meet this need and contribute to the overall productivity of the poultry industry. At the 2024 International Production & Processing Expo (IPPE) in Atlanta, Ga., Zoetis experts will discuss innovation through various lenses.

We invite you to explore these topics in depth by scheduling time to interview our experts.

### When:

Experts will be available Jan. 30 – Feb. 1, 2024

### Where:

IPPE Booth #A1521

Virtual interviews can also be arranged upon request.

### Topics:

*Dr. Kalen Cookson, DVM, MAM, director of clinical research, Zoetis*  
Importance that even late infectious bursal disease virus challenge can have on  
infectious bronchitis virus control (IPSF topic)

*Dr. Josh Deines, Ph.D., technical services device lead, Zoetis*  
Hatchery hygiene and biosecurity and their impact on  
chick hatchability, quality and performance

*Dr. Doug Fulnechek, senior public health veterinarian, Zoetis*  
Successful strategies to reduce *Salmonella* in flocks  
in anticipation of a more strict regulatory environment

\*Please share any additional topics or questions you have and  
we will try to accommodate your request.

**Contact:**

Reserve interviews by Friday, January 26 for in-person or virtual meetings by reaching out to the media contacts listed above.

**About Zoetis**

As the world's leading animal health company, Zoetis is driven by a singular purpose: to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide - from veterinarians and pet owners to livestock farmers and ranchers. The company's leading portfolio and pipeline of medicines, vaccines, diagnostics, and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$8.1 billion in 2022 with approximately 13,800 employees. For more, visit [www.zoetis.com](http://www.zoetis.com).

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