

**PRESSRELEASE**

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## **Aviagen Celebrates 70 Years of Industry Engagement at IPPE**



**Jan. 11, 2024 – HUNTSVILLE, Ala.** – Aviagen® is proud to celebrate 70 consecutive years of engaging with the global poultry industry at the International Production and Processing Exhibition (IPPE), which will take place this year from Jan. 30-Feb. 1 in Atlanta. Aviagen will be recognized for this milestone at the Chairman’s Reception, hosted by show organizer USPOULTRY, on Jan. 29 at 5:30 pm at the Georgia Aquarium.

### **Breeding Success Together**

Aviagen’s show theme is “Breeding Success Together,” which captures its commitment to fostering collaboration among stakeholders in the global poultry supply chain. Their collective aim is to provide a secure, sustainable, and nutritious protein source for communities worldwide. Aviagen global representatives will be on hand at booth B7033 to extend a warm welcome to customers and visitors, discussing Aviagen’s balanced breeding progress that simultaneously promotes bird welfare and performance, along with environmental sustainability.

## **Farming data**

On Jan. 30 at 12:30 pm in Hall B, Booth B48027, Sergio Guerra, Global Head of Technical Systems, will offer his insight on this topic, “From raw data to rich insights: Mastering data management in poultry.”

“To achieve the highest level of breeding success for the global industry, we must not only farm chickens but also data. The capture of data and its analysis enables us to understand the cause and effect of different management practices in our poultry production,” commented Guerra.

## **To breed the best, we need the best**

Aviagen recognizes that to breed the best, they need the best. Essential to “Breeding Success Together” is the company’s commitment to encouraging the next generation of poultry professionals. During IPPE, the Aviagen team will take various opportunities to engage with university students and discuss the rewarding career prospects within Aviagen and the broader poultry industry.

Aviagen CEO Jan Henriksen expressed the importance of this annual event to his company. “Each year IPPE holds a significant spot on our Aviagen calendar. It represents a chance to connect with our global poultry community and exchange innovative ideas on ways to strengthen food safety and security, all while continually improving bird welfare.”

## **About Aviagen**

Since 1923, Aviagen® has been recognized as a preferred global poultry breeding company. Its mission is to “Breed Success Together” with its valued customers, supporting these global chicken producers in their crucial endeavor to supply sustainable, affordable and nutritious protein to communities worldwide. Committed to driving positive change in the poultry industry, Aviagen implements efficiencies that not only make commercial chicken production environmentally and socially responsible, but also economically beneficial to producers. Their holistic approach focuses on simultaneously enhancing bird performance, health and welfare, while ensuring food safety and security by upholding the highest biosecurity standards.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males® target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

For more information, please visit [Aviagen.com](https://www.aviagen.com), or follow Aviagen on [LinkedIn](https://www.linkedin.com/company/aviagen).

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