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Media Advisory

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FOR IMMEDIATE RELEASE

Aidan Connolly to present “Flocking to Digital: The Future of Poultry Technology” at Alltech IPPE breakfast

WHAT: Join Alltech at its annual breakfast meeting at the International Production & Processing Expo as Aidan Connolly, chief innovation officer and vice president of corporate accounts at Alltech, presents “Flocking to Digital: The Future of Poultry Technology.”

Connolly’s presentation will cover topics such as:

- Is artificial intelligence really the backbone of digital technology?
- Did you know that specialized robots can increase feed efficiencies, lower mortality rates and alert the producer to potential disease concerns?
- Discover a whole new reality with these emerging technologies and learn how to be the front-runner in the digital race.

WHEN: Wednesday, Jan. 31, 2018
8:00–9:00 a.m. EST

WHERE: Reserve a spot to hear the Alltech breakfast speaker [here](#).

OTHER: Connolly’s presentation will be followed by a live question-and-answer session. Follow Connolly on Twitter [@AJConnolly1](#).

About the speaker:

Aidan Connolly has been with Alltech for more than 25 years, initially in Ireland and afterward in France, Brazil and the United States. From 2002 to 2008, he held the position of vice president of Europe for Alltech.

Having moved from Washington, D.C., Connolly is now based at Alltech's corporate headquarters near Lexington, Kentucky, USA, as Alltech's chief innovation officer and vice president of corporate accounts. Connolly is responsible for the commercialization of Alltech's global research, in addition to corporate account strategy within the company. His expertise is in branding, agriculture and international marketing.

Connolly is an adjunct professor of marketing at University College Dublin and China Agricultural University. He is an executive board member of the International Feed Industry Federation, the National Chicken Council and the National Turkey Federation. He is also a former board member of the European Union Association of Specialty Feed Ingredients and their Mixtures and the International Food and Agribusiness Management Association. Connolly is responsible for the highly anticipated Alltech Global Feed Survey, which is released annually. He led the implementation of the Pearse Lyons Accelerator, which received 184 applications representing over 30 countries.

He received a bachelor's degree in commerce from University College Dublin and a master's degree in international marketing from the Michael Smurfit Graduate Business School, University College Dublin.

MORE:

For more information about the Alltech IPPE breakfast meeting, please contact Anna Ledford at aledford@Alltech.com.

Visitors to the Alltech **booth C-2361** (SAME LOCATION AS 2017) will also have the opportunity to discuss Alltech's Antibiotic-Free program, which is designed to support producers as they transition their animals, aiding them in ensuring a healthy and profitable future for their operation.

Industry experts will also be available to discuss topics such as how to optimize feed efficiency and add flexibility to diets, improve gut health, incorporate Alltech Total Replacement Technology™ for minerals and reduce the risk of mycotoxins.

The Alltech booth will host Kentucky Ale® Happy Hours on Tuesday, Jan. 30, and Wednesday, Jan. 31, from 4 p.m. to 5 p.m. and entertainment by traditional Irish dancers and musicians.

Alltech® Café Citadelle espresso, part of the Alltech Sustainable Haiti Project, will also be available at the booth throughout the day. You can learn more about the Alltech Sustainable Haiti Project [here](#).

Attendees can stop by the Alltech booth and receive a souvenir chicken made on-site with a 3-D printer. Visitors can also experience virtual reality, inserting themselves into a state-of-the-art Canadian poultry farm and enter a drawing for a chance to win a new iPad Pro. For more information, visit <https://go.alltech.com/ippe>.

Photo Caption (download by copying this link into your browser):

http://photos.alltech.com/pf.tlx/xbjxl1xK3t._x



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<http://photos.alltech.com/pf.tlx/pwp0VpN-P1jH>



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Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech discovers and delivers solutions for the sustainable nutrition of plants, animals and people. With more than 100 manufacturing sites globally, Alltech is a leading producer and processor of yeast and organic trace minerals, and our flagship algae production facility in Kentucky is one of only two of its kind in the world.

Our guiding ACE principle seeks to develop solutions that are safe for the Animal, Consumer and the Environment. Our more than 5,000 team members worldwide put this purpose to work every day for our customers.

Alltech is a family-owned company, which allows us to adapt quickly to emerging customer needs and to stay focused on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. For further information, visit www.alltech.com/news. Join us in conversation on [Facebook](#), [Twitter](#) and [LinkedIn](#).