

PRESSRELEASE

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**Aviagen Promotes “Breeding for Welfare and Sustainability” at
IPPE 2023**



Jan. 4, 2023 – HUNTSVILLE, Ala. – The Aviagen® global team looks forward to welcoming customers and visitors from around the world to booth #B4239 at the 2023 International Production and Processing Expo (IPPE), taking place Jan. 24-26 in Atlanta.

Aviagen experts will be on hand to engage with poultry producers on getting the best from their Arbor Acres®, Indian River®, Ross® and Rowan Range® broiler breeding stock. They will also highlight Aviagen’s commitment to “Breeding for Welfare and Sustainability,” underscoring Aviagen’s ongoing improvement in traits that promote bird health and well-being, as well as efficiencies that enhance economic and environmental sustainability.

“Transparency, communication and engagement” is another top Aviagen commitment. The company understands that the exchange of vital information is

essential to the success of Aviagen customers and the wider poultry community. At IPPE, Aviagen will have several specialists presenting who will share their knowledge on diverse topics:

- On Wednesday, Jan. 25, in Hall B, Booth B3646, at 11 am, Mia Oh, Senior Data Scientist on the Global Technical Services team will speak on “Machine learning application in outlier screening for chicken performance data.
- On the same day and in the same location at 3 pm, Wouter Lassauw, Marketing and Commercial Support Manager, along with Fabio Carvevale, Latin America Marketing Manager, and Greg Hit, Regional Technical Manager, Asia Pacific, will address the topic, “Utilizing technology to support customers and internal teams for in-person and remote support.”

“Aviagen will be excited to visit with our valued customers and industry colleagues at this year’s IPPE. As the world’s largest annual poultry event, IPPE presents the ideal forum for exchanging ideas, discussing current relevant topics, and strengthening our common bonds,” commented Marc de Beer, President of Aviagen North America.

About Aviagen

Since 1923, Aviagen® has been a preferred global poultry breeding company with a mission to help its customers -- the world’s chicken meat producers -- supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of “Breeding Sustainability,” Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

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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