

FOR IMMEDIATE RELEASE

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**INSTA-PRO INTERNATIONAL® PARTNERS WITH BELL & EVANS
TO LAUNCH CONSUMER LABELING PROGRAM AT IPPE**

Grimes, IA, (January 16, 2018) – Insta-Pro International® (insta-pro.com) is pleased to announce its launch of the trademarked Consumer Labeling Program in partnership with Bell & Evans (bellandevans.com) at the International Production & Processing Expo, January 31, 2018 – February 2nd, 2018.

“Insta-Pro has been a leader in providing chemical-free, mechanical processing solutions to the world for nearly 50 years. In-line with recent consumer driven trends towards food transparency, the goal of the Consumer Labeling Program is to build consumer awareness and preference toward meat, milk, and eggs produced by feeding hexane-free, extruded protein.” Kevin Kacere, President, CEO Insta-Pro International

The Consumer Labeling Program allows producers to inform consumers of their use of hexane-free soy protein by labeling their products as “hexane-free, fed with extruded soy”. Bell & Evans is the first company to obtain a licensing agreement through Insta-Pro and is the exclusive launch partner.

“100% of Bell & Evans soybean meal is hexane-free and has been for over two decades. We partnered with Insta-Pro early on to achieve that commitment and we’re happy to support them now in promoting hexane-free, extruded soy.” Scott Sechler, Owner Bell & Evans

Learn more about this program and other services at Insta-Pro booth B6345.

About Insta-Pro International: As the inventor of high-shear dry extrusion technology, Insta-Pro International® is a global leader in providing chemical-free oilseed and grain processing solutions to customers since 1969. Today, Insta-Pro provides medium and high-shear dry extrusion technology for a variety of food and feed processing solutions to customers in over 100 countries. www.insta-pro.com

About Bell & Evans: *Bell & Evans* is the oldest branded chicken company in America, dating back to 1894. We are the industry pioneer in chicken Raised Without Antibiotics and the leader and influencer of humane animal welfare standards. From our World's First Organic Certified Animal Welfare Focused Chicken Hatchery to Slow Induction Anesthesia and 100% Air Chilled methods, *Bell & Evans* is passionate about raising chickens responsibly and innovating every step of the way to produce the highest quality, premium natural chicken for its customers. To learn more, visit <https://www.bellandevans.com/>.

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