

NEWS RELEASE

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FOR IMMEDIATE RELEASE

WATT Global Media to host exclusive events, showcase new publication at IPPE

2018 marks the company's 65th year exhibiting at one of the world's largest trade shows

Rockford, IL – January 17, 2018 – WATT Global Media will host two exclusive live events and showcase its newest publication at the International Production & Processing Expo (IPPE), taking place January 30-February 1, 2018, at the Georgia World Congress Center in Atlanta, Ga.

IPPE is the world's largest annual display of technology, equipment, supplies and services used in the production and processing of eggs, meat and poultry and those involved in feed manufacturing. The 2017 event attracted 31,649 attendees and 1,273 exhibitors from more than 129 countries around the world, placing the show in the top 50 in the United States. 2018 marks WATT Global Media's 65th year exhibiting at IPPE.

On January 31, WATT Global Media will host the [Feed Strategy Roundtable](#), a one-hour panel discussion featuring suppliers, researchers and end-users sharing their experiences with using phytogetic feed additives (PFAs) and other antibiotic growth promoter (AGP) alternatives.

The Feed Strategy Roundtable event supports the launch of [Feed Strategy](#) magazine. This new animal feed processing resource is uniquely positioned to address critical nutrition, health and manufacturing issues impacting livestock and poultry diets on a global scale aimed at driving best outcomes across sustainability, food safety and farm profitability for today's consumer-driven needs. The first issue of Feed Strategy magazine is available now at www.feedstrategy-digital.com.

On February 1, WATT Global Media will host the [Broiler Welfare Panel](#), a one-hour roundtable event featuring animal welfare researchers and live production professionals discussing what welfare indicators can be easily measured and the husbandry methods that can lead to improved bird welfare.

"We are thrilled to be celebrating our 65th year exhibiting at the International Production & Processing Expo," says Greg Watt, President/CEO. "The event always presents a great opportunity to interact face-to-face with our readers and partners, and provide exclusive educational content to a wide audience."

WATT Global Media is exhibiting at IPPE 2018 in Hall B, Booth #7239. Attendees can stop by to pick up the latest issues of its various agribusiness publications, including the first edition of Feed Strategy, and sign up for complimentary subscriptions.

About WATT Global Media

WATT Global Media provides exceptional business content and solutions to the agribusiness industry. As an industry innovator, WATT Global Media has connected buyers and sellers in the poultry, animal feed and pet food industries through its media channels for more than 100 years. www.WATTGlobalMedia.com