

NEWS RELEASE

Contact:

Emily Anderson, Digital Communications & Marketing Specialist
e. eanderson@wattglobal.com

FOR IMMEDIATE RELEASE

WATT Global Media to host new Feed Mill of the Future conference, showcase latest edition of World Poultry Trends at IPPE 2023

70th continuous year as an exhibitor at one of poultry's largest trade shows

Rockford, IL – December 30, 2022 – At the upcoming [International Production & Processing Expo \(IPPE\)](#), WATT Global Media will host a live event and showcase its current publications, and upcoming events scheduled for the 2023 year. IPPE will take place on January 24-26, at the Georgia World Congress Center (GWCC) in Atlanta, GA.

IPPE is the world's largest annual display of technology, equipment, supplies and services used in the egg, meat and poultry industries as well as in feed manufacturing. In 2023 the event looks forward to hosting over 1,100 exhibitors and attendees from over 120 countries.

WATT Global Media's booth, #B6839, will feature the Executive Guide to World Poultry Trends for exclusive access to data charts and analysis. Additionally, attendees can pick up a free Top Poultry Companies poster or stop by to meet WATT agrifood editors and sales staff.

Feed Mill of the Future Conference "How efficiency, innovation and sustainability will shape the feed industry of tomorrow," hosted by WATT on January 24, is a paid half-day conference that will examine emerging feed mill technologies and processes that will impact animal feed manufacturing in the years ahead. [Registration](#) is available with IPPE registration, as a paid program.

"At IPPE, the industry's producers, supply chain and business partners will once again join together to grow their knowledge, share new technology advancements, and make connections with leaders from around the globe," says Greg Watt, President/CEO. "We are proud that this is our 70th year as an exhibitor, it continues to be an honor for us to participate in this event."

All segments of the industry are represented: feed milling, hatchery, live production, processing, further processing, marketing, and all support activities.

About WATT Global Media



401 East State Street | 3rd Floor | Rockford, Illinois 61104 USA | t. +1.815.966.5400 | f. +1.815.966.6416

WATT Global Media has grown agrifood and pet food businesses with proven results for over 100 years. WATT's brands and product portfolio provide access to market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets. With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels. www.WATTGlobalMedia.com

###