



**For Immediate Release**

**International Production & Processing Expo**

Contact: Gwen Venable, [gvenable@uspoultry.org](mailto:gvenable@uspoultry.org)  
November 4, 2013

## **Animal Agriculture Sustainability Summit to Focus on Sharing the Poultry Industry's Sustainability Story at 2014 IPPE**

TUCKER, GA –The sixth annual *Animal Agriculture Sustainability Summit* will be held during the International Production & Processing Expo (IPPE) at the Georgia World Congress Center in Atlanta, Ga. Sponsored by U.S. Poultry & Egg Association, this timely program will provide viewpoints from top industry experts on sustainability and on sharing our sustainable story, as well as how to engage consumers and the public. The two-day program is \$150 for all registered Expo attendees.

“The *Animal Agriculture Sustainability Summit* continues to be a popular program on the Expo schedule. This year’s program is designed to keep industry leaders up-to-date on industry sustainability initiatives by providing a variety of information from a diverse panel of speakers,” said Joe Miller, General Counsel for Rose Acre Farms and *Animal Agriculture Sustainability Summit* planning committee member.

This year's *Animal Agriculture Sustainability Summit* will include a presentation by Paul Helgeson, GNP Company, on *Feed Ingredient Sourcing: A Hot Spot of a Life Cycle Analysis*. Jeff Potent, George Washington University and Environmental Protection Agency, will discuss *Corporate Responsibility*, and Jim Fallon, Center for Food Integrity, will present on *What Have We Learned in the Last Twelve Months?* There will also be a topic discussing *Consumer/Public Engagement: What Drives Your Message with A PR Firm's Perspective, An Industry Customer Perspective and A Blogger's Perspective*. The Summit will conclude with a ceremony to recognize and present honors to winners of USPOULTRY's 2014 Family Farm Environmental Excellence Award.

The IPPE, the world's largest annual poultry, feed and meat industry event, will be held Jan. 28-30, 2014. The *Animal Agriculture Sustainability Summit* is scheduled for Monday and Tuesday, Jan. 27-28. For more information on the program, click [here](#). To register for the event, go to [www.ippexpo.org](http://www.ippexpo.org).

### **Animal Agriculture Sustainability Summit**

Room A-411

Monday, Jan. 27: 1 p.m. – 5 p.m.

Tuesday, Jan. 28: 9 a.m. – 11:45 a.m.

[www.ippexpo.org](http://www.ippexpo.org)

###

#### **About IPPE**

The International Production & Processing Expo is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), and the American Meat Institute (AMI), and U.S. Poultry & Egg Association (USPOULTRY).

#### **About USPOULTRY**

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication, and technical assistance. Founded in 1947, U.S. Poultry & Egg Association is based in Tucker, GA.

#### **ABOUT AFIA**

AFIA is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

#### **ABOUT AMI**

AMI represents the interests of packers and processors of beef, pork, lamb, veal and turkey products and their suppliers throughout North America. Together, AMI's members produce 95 percent of the beef, pork, lamb and veal products and 70 percent of the turkey products in the United States. The Institute provides legislative, regulatory, public relations, technical, scientific and educational services to the meat and poultry packing and processing industry.