For Immediate Release
International Production & Processing Expo

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VIV International Pork Production Summit Roundtable Discussion to Address Porcine Epidemic Diarrhea Virus

ATLANTA, GA – Watt Global Media is sponsoring a roundtable discussion on Porcine Epidemic Diarrhea Virus (PEDv) at the VIV International Pork Production Summit to be held in conjunction with the 2014 International Production & Processing Expo (IPPE). Dr. Matthew Turner, swine veterinarian with Prestage Farms, and Dr. Mary Battrell, swine veterinarian with Murphy-Brown LLC, will be the featured speakers for the discussion. Both veterinarians are on the front lines of the PEDv crisis for their respective companies and pig production facilities across the country. The panel will be moderated by Terrence O’Keefe, editor for Egg Industry magazine.

The VIV International Pork Production Summit will be held from 1 – 5 p.m. on Wednesday, Jan. 29. This important program will bring together industry and academic representatives to review technical best practices related to pig health, farm management and feed and nutrition. The program is $100 for registered IPPE attendees.

In addition to the roundtable discussion and a variety of parallel, 25-minute walk-in seminars, a plenary session on the Challenges in the U.S. Pork Sector is also planned that would appeal to all protein sectors. James Kenwood, managing director and coverage banker for Rabobank International, will present on The Future Position of the U.S. Pork Sector in a Global Perspective, and Ma Chuang, vice-secretary general for the Chinese Association of Animal Science and Veterinary Medicine and partner at Boyar Communication, will provide a Chinese Perspective.

IPPE, the world's largest annual poultry, feed, and meat industry event, will be held Jan. 28 – 30, at the Georgia World Congress Center in Atlanta, Ga. The VIV International Pork Production Summit agenda can be viewed at www.ippexpo.org or by clicking here.

VIV International Pork Production Summit
International Production & Processing Expo
Wednesday, Jan. 29, 2014
1 – 5 p.m.
www.ippexpo.org

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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.

About VIV
VNU Exhibitions Europe is owner of VIV, the world’s leading brand for Business-to-Business events for animal protein production, From Feed to Meat. Within the VIV Headquarters in the Netherlands, a dedicated team is responsible for the development and the organization of VIV trade shows, mainly in Asia and Europe.