



For Immediate Release
International Production & Processing Expo

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Poultry Market Intelligence Forum to Examine Industry Market Trends and Challenges for 2020

TUCKER, Ga. – Nov. 25, 2019 – U.S. Poultry & Egg Association (USPOULTRY) will host its annual [Poultry Market Intelligence Forum](#) at the 2020 International Production & Processing Expo (IPPE) in Atlanta. The event provides insight into the current markets for chicken, turkey and egg products around the globe and factors that may affect these markets in 2020. This year’s forum will be held from 9 a.m. to 12 p.m. on Wednesday, Jan. 29, 2020, and is free for all registered IPPE attendees.

A leading industry economist will provide insights on the domestic and global markets for poultry and egg products, and other industry experts will address how the industry is continually improving its performance and managing regulatory issues impacting the poultry and egg industries. They will identify challenges facing the industry and discuss how the U.S. and international poultry and egg industries are positioned to move forward in 2020.

The 2020 IPPE will be held Jan. 28-30 and is a collaboration of three trade shows – the International Feed Expo, International Poultry Expo and International Meat Expo – representing the entire chain of protein production and processing. The event is sponsored by USPOULTRY, the American Feed Industry Association and the North American Meat Institute.

For more information about IPPE, including registration details, lodging and other education offerings, visit www.ippexpo.org.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) 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), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization’s membership is comprised of more

than 680 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

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, USPOULTRY is based in Tucker, Ga.