



For Immediate Release **International Production & Processing Expo**

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Poultry Market Intelligence Forum to Examine Industry Market Trends and Challenges for 2021

TUCKER, Ga. – Dec. 14, 2020 – U.S. Poultry & Egg Association (USPOULTRY) will host its annual Poultry Market Intelligence Forum during the 2021 International Production & Processing Expo (IPPE) Marketplace. This year's Forum will be held from 9 a.m. to 12 p.m. on Wednesday, Jan. 27, 2021, and is free for all registered IPPE Marketplace attendees. To access the virtual education program platform, sign-up in advance at <https://uspoultry.swoogo.com/ippemarketplace/registration>.

Leading industry economists, Dr. Paul Aho, Poultry Perspective, and Will Sawyer, CoBank, will provide insight into the global markets for chicken, turkey and egg products, as well as discuss the factors that may affect these markets in 2021. Christian Richter, The Policy Group, will provide a Washington update. Participants will be able to engage in a live Q&A session at the end of presentation.

The digital IPPE Marketplace will take place Jan. 25-29, 2021. Through the IPPE Marketplace, more than 1,000 exhibitors will be connected with IPPE's worldwide audience of 30,000-plus invited participants. The IPPE Marketplace will also include live and on-demand, free and paid education programs, on-demand TECHTalks and innovative products through the Innovation Station/New Product Showcase. More information on the IPPE Marketplace can be found at 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 nearly 700 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's members manufacture more than 75% of the feed and 70%

of the non-whole 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.