



## **For Immediate Release**

### **International Production & Processing Expo**

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## **No IPPE 2021 In-Person Event; Exhibitor Engagement and Education Opportunities to Be Offered Jan. 25 - 29**

TUCKER, Ga. – Oct. 9, 2020 – The health and safety of all IPPE participants is paramount. After thoughtful and thorough consideration, show management for the International Production & Processing Expo (IPPE) has made the difficult decision to not hold the in-person component of IPPE 2021 in Atlanta, scheduled for Jan. 26-28. The decision was based on numerous factors, including extensive surveys, direct feedback from our industries and other stakeholders, as well as the expected decrease in participation due to the challenges presented by the COVID-19 pandemic.

“For many decades, our industries have engaged in an in-person event to serve and connect leaders in networking, learning opportunities and experiencing new technology. However, we concluded that due to the challenges of the pandemic and safety concerns, we could not offer the type of experience the industries have come to expect by bringing key decision-makers from across the globe to Atlanta,” said IPPE show management.

To ensure the essential industries remain connected, IPPE show management will offer exhibitor marketplace engagement and a slate of educational programs for attendees and exhibitors during the week the event is scheduled and beyond. Further details regarding the education programs and engagement opportunities are forthcoming.

“We are replicating the elements that can deliver the most value in a digital environment. While we know we cannot simply transfer the live, in-person experience of IPPE to an online offering, we will provide buyer engagement through an exhibitor marketplace showcase with direct communication options with industry suppliers in addition to online educational opportunities,” stated IPPE show management. “Even though we cannot offer an in-person event in 2021, we look forward to the global poultry, egg, meat and animal food industries returning to Atlanta for what is expected to be a much anticipated IPPE, scheduled Jan. 25-27, 2022.”

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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 Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.