



## **For Immediate Release**

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

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## **2021 Latin American Poultry Summit Program Announced**

TUCKER, Ga. – December 1, 2020 – The 2021 Latin American Poultry Summit will be held virtually Monday, Jan. 25, and Tuesday, Jan. 26, 2021 from 10 a.m. – 12:30 p.m. each day, with a Q&A session after each presentation. This year’s theme, “Examining Key Growth Parameters for the Future,” will be explored through an online platform, making it accessible for participants from all over North and South America. The Latin American Poultry Summit is sponsored by the International Poultry Expo (IPE), part of the International Production & Processing Expo (IPPE), WATT Global Media and the Asociación Latinoamericana de Avicultura (ALA).

The Latin American poultry market is experiencing disruptions in its supply chains and changes in consumer buyer behaviors. Poultry industry professionals need to know how to respond and prepare to successfully react to these changes. The Latin American Poultry Summit will provide a learning platform that focuses on key market growth information including supply chain development, ingredient purchasing, animal health management and technological upgrades.

The program will be presented entirely in Spanish, and no translation services will be provided. Registration will open Dec. 14 and will be complimentary for all participants. Please visit [latinamericanpoultrysummit.org](http://latinamericanpoultrysummit.org) for program and registration information. If you are interested in sponsorship opportunities please contact Jeff Miller ([jmiller@wattglobal.com](mailto:jmiller@wattglobal.com)).

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 2021 IPPE Marketplace Week can be found at [www.ippexpo.org](http://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 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.

#### **ABOUT WATT GLOBAL MEDIA**

WATT Global Media grows agrifood and pet food businesses with proven results for over 100 years. Access the market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets. With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels.  
[www.WATTGlobalMedia.com](http://www.WATTGlobalMedia.com)

#### **ABOUT ALA**

The Latin American Poultry Association (ALA) is the organization of Latin American poultry, which has 24 member countries from Latin America and the Caribbean region. It contributes to the strengthening of efficient and responsible production, providing food security, representation in international forums and promoting businesses that generate employment and wealth in the region.