



For Immediate Release

International Production & Processing Expo

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IPPE Marketplace Week Brings Industries Together

TUCKER, Ga. – Feb. 3, 2021 – IPPE Marketplace Week brought the animal food, meat and poultry industries together with more than 1,100 exhibitors providing information on a variety of feed and animal protein technologies and services.

The IPPE Marketplace had visitor participation from 131 countries, and there were more than 81,000 Personal Guide page views. There were also more than 27 hours of TECHTalks presentations, 3 hours of Innovation Station / New Product Showcase videos and 34.5 hours of education programs available. This year's digital event saw the most exhibitor TECHTalks presentations and Innovation Station / New Product Showcase videos ever, with a combined 200-plus submissions.

The participation numbers and views will grow as engagement continues through Sunday, Feb. 28, with on-demand presentations, videos and select educational sessions remaining available in the IPPE Marketplace as resources for industry professionals.

"IPPE Marketplace Week allowed us to digitally connect our industries by offering engagement with exhibitors and interaction with participants in a completely different way," stated IPPE show management. "While we were able to offer a platform suitable for online engagement and deliver select on-demand features and educational content to keep industry professionals informed of the latest regulatory and policy changes and innovations that will impact their businesses this year, nothing can replace the networking and interaction achieved at an in-person event. We are really looking forward to next year's in-person IPPE."

The 2022 International Production & Processing Expo will be held Jan. 25 – 27, at the Georgia World Congress Center in Atlanta. Show updates and attendee and exhibitor information can be found at 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 Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.