



**PRESSRELEASE**

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**Media Contact:**  
**Wendy Parker**  
**Tel:** 256.890.3800  
**Email:** wparker@aviagen.com

**Aviagen to Share Breeding Sustainability Messages with Global Poultry Industry Colleagues at IPPE 2022**



**Jan.13, 2022 – HUNTSVILLE, Ala.** – For nearly seven decades, global poultry breeding company Aviagen® has been participating in the International Production and Processing Expo (IPPE) in Atlanta, and this year looks forward to reuniting with customers and industry colleagues at this world-renowned poultry industry event, which will take place Jan. 25-27.

**Balanced breeding contributes to 3 Sustainability pillars**

Located in booth B4225, the international Aviagen team will engage with attendees on its theme and corporate value of “Breeding Sustainability.” This theme reflects the company’s ongoing breeding goal to promote the Environmental, Social, and

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Economic pillars of sustainability. This target is accomplished through a breeding program that balances production efficiency and performance with bird health and welfare, leading to benefits for the world's poultry producers, the people in the communities they serve, and the planet we all call home.

### **Sharing latest health, welfare and sustainability knowledge**

As the world's largest trade show for the poultry sector, IPPE presents a great opportunity for Aviagen to exchange ideas on the latest innovations in poultry breeding. On Jan. 26 in booth B3649, the following Aviagen experts will share their knowledge:

- Dr. Sara Reichelt, Aviagen Director of Animal Welfare and Sustainability, will discuss the topic, "There Aren't Any Finish Lines in Poultry Welfare."
- Director of Global Genetics Dr. Santiago Avendaño will present, "Poultry Breeding's Contribution to the Environmental Sustainability of the Meat Sector."
- Dr. Jose J. Bruzual, Senior Poultry Veterinarian, will discuss "Coccidiosis Vaccination Management in Broiler Breeders."

"This immense gathering of poultry professionals from around the globe is the ideal place to showcase our broad portfolio of Arbor Acres<sup>®</sup>, Indian River<sup>®</sup>, Ross<sup>®</sup>, Rowan Range<sup>®</sup> and Specialty Male<sup>®</sup> breeding stock, while sharing our Breeding Sustainability messages with others who have a passion for poultry and a common mission of ending hunger and achieving food security for people on every corner of the earth," remarked Aviagen CEO Jan Henriksen.

"We are happy to be back at IPPE 2022 in person and part of this exhibition that is important to the industry worldwide. While webinars and other virtual events have worked well over the past year and a half, nothing can replace the networking and interaction that takes place in person," added Dr. Marc de Beer, President of Aviagen North America.

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### **About Aviagen**

Since 1923, Aviagen<sup>®</sup> has been a preferred global poultry breeding company with a mission to help its customers -- the world's chicken meat producers -- supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of "Breeding Sustainability," Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres<sup>®</sup>, Indian River<sup>®</sup> and Ross<sup>®</sup> brand names. The Rowan Range<sup>®</sup> and Specialty Males<sup>®</sup> target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

For more information, please visit [Aviagen.com](https://www.aviagen.com), or follow Aviagen on [LinkedIn](https://www.linkedin.com/company/aviagen).

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