

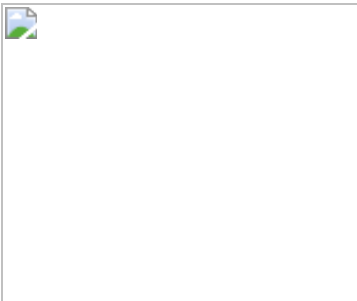


2021 Digital Exhibitor Engagement and Virtual Educational Opportunities

JAN. 25 - 29, 2021

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JAN. 25 - 29, 2021



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2020 IPPE WRAP-UP REPORT
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Introduction to the IPPE

The International Production & Processing Expo (IPPE) continues to evolve and grow to meet the needs of its attendees and exhibitors. 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 (Jan. 25-29, 2021) and beyond. Further details regarding the exhibitor engagement opportunities and education programs 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."

2020 IPPE Highlights!

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The International Production & Processing Expo (IPPE) continues to evolve and grow to meet the needs of its attendees and exhibitors.

The health and safety of all IPPE participants is paramount.

- USPOULTRY -

Recent News

Check back often to stay up to date with news that affects the IPPE.

Click [here](#) for the press release archive which includes press releases in Spanish.

9 Oct 2020

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

Posted By | Gwen Venable, Vice President of Communications | gvenable@uspoultry.org

24 Sept 2020

[Show Management Provides Update on the 2021 IPPE](#)

Posted By | Gwen Venable, Vice President of Communications | gvenable@uspoultry.org

1 Sept 2020

IPPE Launches Ninth Annual Young Leaders Under 30 Program

Posted By | Gwen Venable, Vice President of Communications | gvenable@uspoultry.org

Show Partners

U.S. Poultry & Egg Association

(USPOULTRY)

www.uspoultry.org

USPOULTRY is an all-feather organization representing the complete spectrum of today's poultry industry, with a focus on progressively serving member companies through research, education, communication, and technical assistance. Membership includes producers and processors of broilers, turkeys, ducks, eggs, and breeding stock, as well as allied companies. Founded in 1947, USPOULTRY is based in Tucker, GA.

American Feed Industry Association

(AFIA)

www.afia.org

AFIA is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

North American Meat Institute

(NAMI)

www.meatinstitute.org

NAMI represents the interests of packers and processors of beef, pork, lamb, veal and turkey products and their suppliers throughout North America. Together, NAMI's members produce 95 percent of the beef, pork, lamb and veal products and 70 percent of the turkey products in the United States. The Institute provides legislative, regulatory, public relations, technical, scientific and educational services to the meat and poultry packing and processing industry.

About IPPE

The International Production & Processing Expo is the world's largest annual poultry, meat and feed industry event of its kind. A wide range of international decision-makers attend this annual event to network and become

informed on the latest technological developments and issues facing the industry.

The 2020 IPPE featured more than 8,063 international visitors from 129 countries. The largest group from a single country outside the U.S. was Canada with 1,176 visitors. The largest region represented was the Caribbean, Latin America, Mexico and South America with 3,334 visitors.

Recent News

- [No IPPE 2021 In-Person Event; Exhibitor Engagement and Education Opportunities to Be Offered Jan. 25 - 29](#) October 9, 2020
- [Show Management Provides Update on the 2021 IPPE](#) September 24, 2020
- [IPPE Launches Ninth Annual Young Leaders Under 30 Program](#) September 1, 2020

Useful Links

- [Why IPPE?](#)
- [IPPE FAQs](#)
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