



## **For Immediate Release**

### **U.S. Poultry & Egg Association**

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## **American Meat Institute to Co-Locate With IPE/IFE in 2013**

ATLANTA, GA - January 24, 2012 – U.S. Poultry & Egg Association (USPOULTRY) and the American Feed Industry Association (AFIA) have signed an agreement with the American Meat Institute (AMI) to co-locate the AMI tradeshow with the IPE/IFE in Atlanta, annually in January, starting in 2013.

The three shows will operate under one umbrella creating one of the largest 50 shows in the United States. It is expected that the entire show will include more than 1,000 exhibitors and close to 1,000,000 square feet of exhibit space. The meat and poultry exhibits will be combined on one large show floor, and the IFE will be held in the adjacent hall. One badge will allow all attendees into any exhibit.

“We are very excited about this partnership with AMI, and the co-location is something our exhibitors have asked about for a long time. The consolidation of the tradeshow will allow our respective organizations to build on the synergies of the poultry, feed, and meat sectors, as well as provide a benefit to our exhibitors and members who produce or exhibit across multiple protein sectors,” commented John Starkey, President of USPOULTRY.

All three associations will continue to operate independently, serving their respective constituents and will offer targeted education and networking opportunities that meet the customer needs and compliment the expo. The operations of the show will be handled out of the USPOULTRY offices, and AMI and AFIA will be instrumental in driving attendance promotion and exhibit sales efforts.

“We are very pleased about the co-location with AMI. The consolidation will provide a more diverse event for our members and allow for more educational opportunities for attendees,” remarked Joel Newman, President of AFIA.

“This partnership will enhance the value of our trade shows to exhibitors and attendees alike,” said AMI President, J. Patrick Boyle. “Now we have one show that provides more education, networking and hands on demonstration of equipment and supplies from farm through distribution. Our entire industry will benefit from the reduction in travel expenses, exhibit costs and see an undeniable increase in value.”

The 2012 International Poultry Expo / International Feed Expo is being held this week at the Georgia World Congress Center. The next show will be held January 28-31, 2013.

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#### **ABOUT USPOULTRY**

U.S. Poultry & Egg Association 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. Founded in 1947, U.S. Poultry & Egg Association is based in Tucker, GA.

#### **ABOUT AFIA**

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.

#### **ABOUT AMI**

AMI represents the interests of packers and processors of beef, pork, lamb, veal and turkey products and their suppliers throughout North America. Together, AMI'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.