

## International Production & Processing Expo Draws 25,000-plus to Atlanta

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The 2013 International Production & Processing Expo attracted more than 25,000 attendees Jan. 29-Jan. 31 to the Georgia World Congress Center, exceeding the goal established by the three associations that run the show, according to show management.

In addition, IPPE had 1,189 exhibitors with more than 430,000 net square feet of exhibit space.

The show was sponsored by the U.S. Poultry & Egg Association, the American Feed Industry Association and the American Meat Institute.

"We are extremely pleased with the number of exhibitors and attendees on the exhibit floor for IPPE," said show officials.

They added, "We have had a great turnout this year, and the energy and excitement on the floor has been apparent all week."

Exhibitors presented the latest innovations in equipment, supplies and services utilized by industry firms in the production and processing of poultry, eggs, feed products and meat.

All phases of the poultry, feed, and meat industry were represented, from live production and processing to further processing and packaging, and several companies utilized the annual event to highlight their new products.

There also was an expanded education program that also ran alongside the exhibits. This year's education lineup featured 15 programs, ranging from an antibiotic conference on current issues for the poultry and egg industry to an international feed education program to international regulatory topics for meat.

The College Student Career Program attracted more than 400 students from 26 universities throughout the United States, while the new International Student Career Program brought in an additional 13 students from four countries.

The graduating students interviewed for jobs and internships with 93 human resource representatives from 28 industry and allied firms.

They also were able to visit the exhibit floor to see the most current technology used in today's poultry industry.

"That IPPE continues to grow and thrive after 65 years in Atlanta is a testament to our city's hospitality industry and the pride we take in making our guests feel welcome," said William Pate, president and CEO, Atlanta Convention & Visitors Bureau.

He added, "We have a collaborative hospitality community, from our hotels and restaurants to our convention center, that work hand in hand to make sure each visitor to Atlanta has a great experience."

An emphasis on delegate engagement drove show attendance. IPPE, with support the ACVB, hosted multiple events, including "Meat Me in Atlanta," a chili cook-off on the showfloor featuring chili from more than 20 Atlanta restaurants. Attendees were able to vote for their favorite chef, with prizes awarded to top restaurants.

Also on the showfloor was a hamburger flipping contest in which attendees teamed up in friendly competition to flip and dress burgers.