



# USPOULTRY Update and IPPE Overview

GPF Poultry Leadership  
Conference

July 2022



# 2022 AVIAN INFLUENZA OUTBREAK LESSONS LEARNED

SPONSORED BY:  
**USPOULTRY**  
U.S. POULTRY & EGG ASSOCIATION



August 30-31, 2022

WESTIN PEACHTREE PLAZA  
ATLANTA, GEORGIA

ROOM RATE: \$169 SINGLE/DOUBLE | CUT-OFF DATE: AUGUST 15

Reserve rooms [here](#) or call [404.659.1400](tel:404.659.1400)

[Register Today!](#)

The 2022 **Avian Influenza Lessons Learned** meeting will consist of an assessment of the current domestic and international situation with HPAI, epidemiological trends, virus evolution, biosecurity efforts and more. After-action discussions and evaluations of federal, industry and state responses and issues encountered will be discussed, as well as an overall dialogue to convey lessons learned this year in an effort to be better prepared to prevent and control HPAI in the future.

- There is limited seating. Registration is on a first-come, first-serve basis.
- In order to facilitate open discussion, the conference will be **CLOSED TO MEDIA**.

## REGISTRATION FEE & CONFERENCE INFO

### Sign-In

Monday, August 29, 5:00 - 7:00 p.m.  
Tuesday, August 30, 7:30 a.m.

### Session Schedule

Tuesday, 8:30 a.m. - 5:00 p.m.  
Reception, 5:00 - 6:30 p.m.  
Wednesday, 8:30 a.m. - 1:00 p.m.

**USPOULTRY**  
U.S. POULTRY & EGG ASSOCIATION

## AVIAN INFLUENZA OUTBREAK LESSONS LEARNED

AUGUST 30-31, 2022

ATLANTA, GA

Online preregistration will close **August 23, 2022 @ 11:59 p.m. EST**. After this date, you may register online at the **ONSITE** rate for your category. See above for general onsite pricing.

### Program Description

The 2022 Avian Influenza Lessons Learned meeting will consist of an assessment of the current domestic and international situation with HPAI, epidemiological trends, virus evolution, biosecurity efforts and more. After-action discussions and evaluations of federal, industry and state responses and issues encountered will be discussed, as well as an overall dialogue to convey lessons learned this year in an effort to be better prepared to prevent and control HPAI in the future.

**! THIS PROGRAM IS CLOSED TO PRESS / MEDIA.**

### Registration Categories

<b>Non-Member Company</b> \$150.00 Avian Influenza Outbreak Lessons Learned <a href="#">Register</a>	<b>Member Company of USPOULTRY</b> \$150.00 Avian Influenza Outbreak Lessons Learned <a href="#">Current Member List</a> <a href="#">Register</a>	<b>Government / University</b> \$75.00 Avian Influenza Outbreak Lessons Learned <a href="#">Register</a>	<b>Planning Committee</b> Complimentary Avian Influenza Outbreak Lessons Learned <a href="#">Register</a>
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### Lodging

Westin Peachtree Plaza  
Tel: [404.659.1400](tel:404.659.1400)  
Room Rate: \$169 Single or Double  
Cut-off Date: August 15  
[Reserve Your Room](#) | [Things To Do in Atlanta, GA](#)



[www.uspoultry.org/programs/education/seminar/#aio](http://www.uspoultry.org/programs/education/seminar/#aio)

— \$16.91B State | \$25B Federal —

TOTAL IMPACT: \$576,574,488,100

### WANT TO KNOW MORE ABOUT THE POULTRY INDUSTRY?

From the hatchery to the farm, chickens and turkeys follow quite a journey as they feed the demands of a hungry world.



One of the most common, and frustrating, questions for U.S. poultry producers is why hormones are used to grow birds bigger and faster. Of course, the actual simple answer is NO hormones are used.

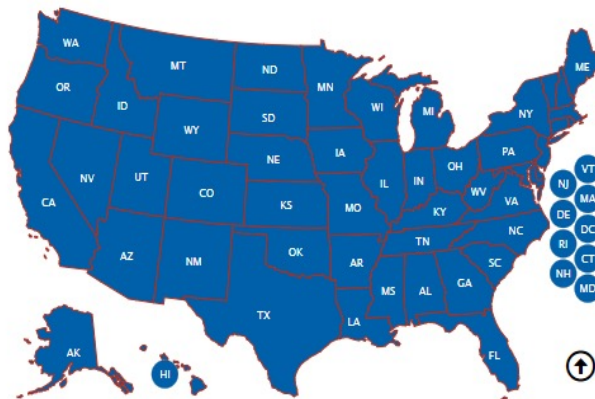


### WHAT IS THE POULTRY INDUSTRY'S IMPACT IN YOUR COMMUNITY?

Companies involved in the production and processing of poultry provide 2,139,617 jobs that pay \$121.1 billion in wages to families throughout the country, generate about \$576.6 billion in annual economic impact, and about \$41.9 billion in taxes.

This website provides detailed information on the economic contributions generated from the poultry industry in the United States.

To see how the industry creates jobs in your state or congressional district, click on the map. For more information on the methodology and a summary of the results click [here...](#)



NATION

Impact Data Table

Impact Report

view



## 2022 EDUCATION SCHEDULE

Feed Mill Management Seminar  
March 16-17  
Nashville, Tennessee

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Workforce Success and Engagement Seminar  
April 20-22  
Destin, Florida

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Poultry Processor Workshop  
May 18-19  
Nashville, Tennessee

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Financial Management Seminar  
June 27-29  
Clearwater, Florida

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Hatchery-Breeder Clinic  
July 20-21  
Nashville, Tennessee

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National Safety Conference for the Poultry Industry  
August 15-17  
Destin, Florida

Women's Leadership Conference  
August 18-19  
Destin, Florida

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Live Production, Welfare and Biosecurity Seminar  
September 21-22  
Nashville, Tennessee

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Environmental Management Seminar  
September 22-23  
Destin, Florida

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Poultry Protein & Fat Seminar  
October 5-6  
Nashville, Tennessee

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Air Cargo Seminars  
Dates and Locations TBD

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Grower Relations Seminars  
Scheduled Upon Industry Request

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Poultry Wastewater Operators Training  
Scheduled Upon Industry Request

# 2022 IPPE Summary

- 1,119 exhibitors, 512,096 sq ft
- 21,498 total registrants
- 17,295 (80%) domestic and 4,454 (20%) international registrants from 108 countries.
- Latin America represented 48% of international attendees.
- Extended “early bird” pricing until show opening to help drive attendance.
- Exhibitors and attendees were very appreciative of going forward with IPPE.
- Exhibitors commented “exceeded expectations”. “Quality over quantity” described attendee base.

# IPPE - January 24-26, 2023

- Booth Space and Exhibitors
  - 951 Exhibitors
  - 505,780 Total Square Feet
- Same segmentation in 3 halls with Processing/Packaging in B/C and C Halls and Live Production, Egg Production, Animal Health and Feed in B.
- Customer Invitation Program, register as attendees, not exhibitors
  - Provide Promo Code
  - Personal invitation to all 2018 – 2022 attendees with link to pre-filled registration page
- Complex shuttle bus program for growers and employees – Wednesday
  - Complimentary Registration with lunch coupon
- Poultry Market Intelligence Forum, IPSF, Sustainability/Environmental, Pet Food
- Attendee lounges and food courts in B/C and B Halls
- Food Safety and Worker Safety Pavilion
- CSCP in Georgia Ballroom, C Building
- TECHTalks in 3 on-floor theaters
- Welcome Reception on show floor

## IPPE Housing and Registration Seniority Selection Dates

August 1

Group 1

Exhibitors with 35+ years of seniority

August 15

Group 2

Exhibitors with 20 – 34 years of seniority

AFIA, NAMI, USPOULTRY M2A Member Companies

August 29

Group 3

Exhibitors with 10 – 19 years of seniority

September 12

Group 4

Exhibitors with 1 – 9 years of seniority

September 26

Group 5

Exhibitors with 0 years of seniority, new exhibitors, comp booths

October 3

General housing and registration opens

To ensure you receive all housing correspondence and take advantage of your seniority housing opportunity, please add [IPPEexh@maritz.com](mailto:IPPEexh@maritz.com) to your Safe Senders list. This will help prevent the email containing your Seniority Housing access from going to your Spam folder!

Please contact Barbara Jenkins,  
IPPE Housing Coordinator, with any questions  
prior to August 1.

Direct: 770.635.9050 | Email: [bjenkins@uspoultry.org](mailto:bjenkins@uspoultry.org)





# Processing & Packaging

