

Midwest Poultry Federation

NEWS RELEASE

For immediate release

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MPF Fellowship Breakfast

MPF Welcomes Trent Loos as Featured Speaker

(Buffalo, MN) ... Midwest Poultry Federation (MPF) is excited to announce that Trent Loos will be the 2014 MPF Fellowship Breakfast speaker.

"We welcome back Trent Loos to our show," said MPF President William Claybaugh of the Nebraska Egg Council. "Mr. Loos will share with us some key messages about how agriculture must bridge the communication divide with consumers."

Trent is a sixth generation farmer with a passion for agriculture that started years ago, farming side-by-side with his father and grandfather. When anti-agricultural activists threatened the way of life he cherished, it was time to take a stand. Consumers, even individuals in other aspects of agriculture, were listening to and believing the lies being spread by celebrities and vegan zealots. Somebody needed to speak on behalf of the hard-working farmers and ranchers of America. Trent accepted the challenge.

Today Loos Tales – Trent's radion program started in 2011 - airs on over 100 stations nationwide and boasts 3 million listeners on-air and online. Sharing the message about the people and places in rural America is a step toward re-connecting consumers to their food.

In 2008, Trent was recognized as the "Voice of Rural America" by the West Quest organization for his ground-breaking work in advocating for agriculture and speaking on behalf of the folks who would rather stay home and tend to their crops and livestock than take on those attacking their life-sustaining industry.

In addition to the featured speaker, the Fellowship Breakfast Program also includes the recognition of exhibiting companies as MPF Longevity Honorees. (Exhibitors are recognized every 5 consecutive years.

The Fellowship Breakfast is scheduled for March 20, 2014 at the Saint Paul RiverCentre. Tickets are \$20 (if purchased by February 15) and \$25 onsite and include a full breakfast. Preregistration is available online at <http://midwestpoultry.com>.

In addition to Trent Loos, the Fellowship Breakfast Program also includes the recognition of many exhibiting companies as MPF Longevity Honorees. (Exhibitors are recognized every 5 consecutive years.)

The MPF Convention runs March 18-20, 2014 at the Saint Paul RiverCentre in St. Paul, MN. For more information on the MPF Convention or to receive registration and hotel reservation information, please visit <http://midwestpoultry.com>. Or contact the MPF at (763) 682-2171; fax (763) 682-5546; or e-mail, ldurben@midwestpoultry.com.

You can also find MPF on Facebook (www.facebook.com/MPFConvention) and Twitter (www.twitter.com/MPFConvention). The Twitter hashtag for the show is #mpf14.

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About MPF

Midwest Poultry Federation's (MPF) primary purpose is to host an annual regional convention emphasizing on-farm poultry production. The convention's goal is to offer innovative and compelling information to attendees through a balanced offering of exhibits and educational workshops.

MPF's mission is to conduct and support those educational, promotional and policy advocacy issues that will enhance the viability and growth of the poultry industry. Revenue generated by the convention goes back to MPF's members and to support various poultry programs.

Editor's Note: Photo available upon request.