



NEWS RELEASE

For immediate release

Contact: Lara Durben

Phone: (763) 682-2171

E-mail: ldurben@midwestpoultry.com

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MPF Fellowship Breakfast

MPF Welcomes Andy Vance as Featured Speaker

(Buffalo, MN) ... Midwest Poultry Federation (MPF) is pleased to announce that Andy Vance will be the 2016 MPF Fellowship Breakfast speaker.

Vance will speak on *"First World Problems: Feeding a world where emotion trumps science"*: Blog entries, Facebook updates, Tweets, Instagram pics, Pins, and Vines – there are countless ways for farmers and food marketers to interact with consumers directly via the internet. While staring down the barrel of a rapidly growing and increasingly affluent population, Andy sets the stage for effectively conveying agriculture's story, focusing on how to communicate with the 95% of consumers open to dialogue and ignoring the 1% of consumers opposed to everything. Avoiding the dreaded "Martyr Complex," Andy reveals strategies to maximize your influence online, and teaches you when and how to engage consumers productively.

Andy Vance communicates today's issues in the agriculture and food retail industries through powerful storytelling. A compelling speaker and expert commentator, Andy helps audiences understand how to understand the often distinct perspectives of farmers and consumers.

He has presented to hundreds of groups in agriculture and related professions, and been called upon to moderate discussion panels for the Animal Agriculture Alliance, the National Association of Farm Broadcasting and several land-grant universities.

Andy began his career in farm media as a college intern in Columbus, Ohio, and spent ten years as a broadcast journalist at WRFD-AM, the Buckeye Ag Radio Network and ABN Radio. Andy earned the Horizon Award from the National Association of Farm Broadcasting in 2005, and with his team won multiple newscast and news service awards. During his time behind the microphone, he became a noted authority on the use of digital and social media in agriculture.

In 2010, Andy made the transition to print media when he joined Feedstuffs as a contributor and blogger. Today, in addition to writing, podcasting and speaking, Andy designs multi-platform campaigns for advertisers reaching an agricultural audience via Feedstuffs, National Hog Farmer and BEEF Magazine. Andy has served on the boards of directors of the National Agri Marketing Association, Ohio Cattlemen's Association, and Ohio FFA Foundation. He lives outside Columbus, Ohio, with his wife and daughter.

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 17, 2016 at the Saint Paul RiverCentre. Tickets are \$35 and include a full breakfast. Preregistration is available online at <http://midwestpoultry.com>.

The MPF Convention runs March 15-17, 2016 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 or e-mail, info@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 #mpf16.

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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.