



MPF CONVENTION FACT SHEET

[MORE INFO: MIDWESTPOULTRY.COM](http://MIDWESTPOULTRY.COM)

The Midwest Poultry Federation (MPF) Convention is the largest trade show in the U.S. that is **100% focused on the poultry industry**. MPF's primary purpose is to host an annual regional convention emphasizing on-farm poultry production for turkeys, egg layers, broiler chickens, gamebirds, and organic and specialty poultry.

MPF's goal is to offer innovative and compelling information to attendees through a balanced offering of exhibits and educational workshops. In 2019, a large trade show, 10 workshops, Student Careers Program, and several partnering events will be held March 12-14.

MPF was formed in 1971 and held its first convention in Minneapolis in 1972.

MPF'S MISSION

To conduct and support those educational, promotional and policy advocacy issues that will enhance the viability and growth of the poultry industry in the Midwest.

DID YOU KNOW?

MPF is a nonprofit association. Revenue generated by the convention goes back to MPF's members (comprised of 11 poultry associations in the Midwest) and to supporting various poultry programs.

MEMBER ORGANIZATIONS

MPF's membership consists of 11 state poultry organizations, representing 9 midwestern states:

- ★ Chicken & Egg Association of Minnesota
- ★ Iowa Poultry Association
- ★ Iowa Turkey Federation
- ★ Illinois Poultry Industries Council
- ★ Indiana State Poultry Association
- ★ Kansas Poultry Association
- ★ Michigan Allied Poultry Industries
- ★ Minnesota Turkey Research Promotion Council
- ★ Nebraska Poultry Industries
- ★ South Dakota Poultry Industries
- ★ Wisconsin Poultry & Egg Industries Association

Each of the member organizations has a representative serving on the MPF Board of Directors. In addition, the Board has three Allied Representatives which are appointed by the Board.

OFFICERS, 2018-2019

- ★ Greg Nelson, President (Kansas Poultry Association)
- ★ Ben Thompson, Vice President (Illinois Poultry Industries Council)
- ★ Scott Waldner, Treasurer (Chicken & Egg Association of Minnesota)
- ★ Bruce Eastlund, Past President (Allied Representative)

OVER 3,400 ATTENDEES IN 2018!

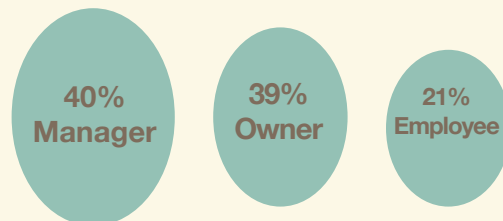
MPF attendees hailed from 37 states and 21 international countries (including 5 Canadian provinces).

The top states for attendance are:

- ★ Minnesota
- ★ Iowa
- ★ South Dakota
- ★ Wisconsin
- ★ Missouri

WE GET THE DECISION-MAKERS WHO WANT TO PURCHASE

71% of MPF attendees in 2018 indicated they wanted to see the newest products and technology with the intent of buying within 12 months.



OUR FOCUS IS ON-FARM PRODUCTION

Live Production ... 67% of attendees



Processing ... 28% of attendees



Hatchery ... 5% of Attendees

FUTURE SHOW DATES

Location: Minneapolis Convention Center
Minneapolis, Minnesota

March 12 - 14, 2019
March 17 - 19, 2020
March 23 - 25, 2021
March 22 - 24, 2022