

Midwest Poultry Federation

www.midwestpoultry.com or www.facebook.com/midwestpoultry

NEWS RELEASE

For immediate release

Contact: Lara Durben

Phone: (763) 682-2171

E-mail: ldurben@midwestpoultry.com

Date: April 1, 2015

Midwest Poultry Federation Convention Sees a Bright Future Ahead

(Buffalo, MN) ... The Midwest Poultry Federation (MPF) brought together attendees, exhibitors and poultry experts from around the world to its annual 2015 convention, held last month in Saint Paul, MN.

Despite attendance being down just under 18 percent - due almost exclusively to the highly-pathogenic avian influenza confirmations announced just prior to the show in poultry flocks in Minnesota, Missouri, Arkansas and Kansas - the mood was upbeat and attendees heard from a variety of experts on the latest avian influenza information and how flocks can be protected.

"MPF has a history of providing excellence in poultry education and this couldn't have been more clear at last month's convention," said MPF Executive Director Steve Olson. "We brought in a number of avian influenza experts and rearranged some of our workshops so that our attendees would be able to take home valuable information about flock health and welfare."

Pre-registration for the 2015 MPF Convention was at 2,250, a sizeable increase over last year, so until avian influenza broke, attendance was on pace to beat last year's record. Actual attendance topped out at just over 2,000.

"This decrease in attendance was due to farm owners, managers and their workers staying back on their farms to keep an eye on their flocks and take care of their businesses in light of the highly-pathogenic avian influenza confirmations announced in Minnesota, Missouri, Arkansas and Kansas just prior to the MPF Convention," according to Steve Olson, MPF Executive Director.

Olson also indicated that MPF is looking at further expansion of its exhibit halls in 2016 as company interest in attending the show has never looked brighter. "We are receiving excellent feedback from those who attended and we're already moving forward with plans for the show in 2016, including ways we can continue to improve the experience for all involved," said Olson.

The MPF Convention, held annually in March in Saint Paul, MN, offers cutting-edge information to attendees through a balanced offering of exhibits and educational workshops for the turkey, egg layer, broiler and organic/specialty poultry industries.

All revenue generated (after expenses are paid) from the convention goes back to its member organizations and to support poultry programs.

The 45th annual Midwest Poultry Federation (MPF) Convention will be held March 15-17, 2016 at Saint Paul RiverCentre in Saint Paul, Minn. The show will feature a Pre-Show Nutrition Symposium and Welcome Reception on March 15 and exhibits and educational sessions on March 16-17.

Also held in conjunction with the 2016 MPF Convention will be the North Central Avian Disease Conference, scheduled for March 14-15 at Saint Paul RiverCentre.

Further details on the 2016 show will be available later this year. For more information, visit MPF's Web site, www.midwestpoultry.com. You will also find MPF on Facebook (www.facebook.com/MPFConvention) and on Twitter - @MPFConvention.

- more -

Potential exhibitors may contact Teresa Sorenson at the MPF office at any time to inquire about booth space: tsorenson@midwestpoultry.com or 763/682-2171.

Suggestions regarding educational workshop content are always welcome. Please direct all suggestions, feedback, questions and requests for information to MPF Program Director Lara Durben at 763/682-2171 or e-mail ldurben@midwestpoultry.com.

About MPF:

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

MPF was formed in 1971 and held its first convention in Minneapolis in 1972. The MPF's membership consists of state poultry organizations, representing eight states. As a nonprofit organization, all of MPF's revenue generated from the convention goes back to its member organizations and to support poultry programs.

www.midwestpoultry.com

###