



NEWS RELEASE

For immediate release

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Midwest Poultry Federation Convention is Where Poultry Meets *Grammy Winning Artist Jo Dee Messina to Headline MPF Unhatched Concert!*

(Buffalo, Minn.) ... The nation's largest regional poultry convention -- the Midwest Poultry Federation (MPF) Convention -- will be held March 12-14, 2019 at the Minneapolis Convention Center, Minneapolis, Minn.

"Our monumental growth over the past five years -- a 54% increase in exhibiting companies and a 28% increase in attendance -- has been inspiring to witness and we're looking forward to the 48th annual MPF Convention in Minneapolis," said MPF President Greg Nelson, who represents the Kansas Poultry Association on the Board of Directors. "Booth space has been sold out for several weeks and we've finetuned the education program to best fit with our schedule of all the events."

Approximately 40 speakers will cover a variety of topics for the turkey, egg layer, broiler and organic/specialty poultry industries. Plus, several key events will take place including:

- **MPF Student Careers Program** – Designed to connect the industry with 2- and 4-year college students who are activity interested and seeking internships and permanent employment.
- **Making Turkey Sandwiches for a Good Cause** – MPF is teaming up with Meet Minneapolis and the Allan Law Project to make turkey sandwiches on Thursday, March 15 on the show floor. The sandwiches will be delivered to people in need in downtown Minneapolis later that evening.
- **MPF Unhatched – An Evening of Eats and Entertainment** – A not-to-be-missed social and networking event on Thursday, March 15 that features a three-course gourmet meal and a private concert by Grammy, ACM, and CMA winning country artist Jo Dee Messina.

"If you didn't attend 'MPF Unhatched' last year, you definitely missed out on an awesome experience," said Nelson. "MPF Unhatched is a fabulous way to continue the conversations and networking after the show floor has closed and we heard many positive comments about how this event energized attendees and exhibitors!"

Attendees and exhibitors alike should review the overall convention schedule as this has changed since last year. "Your favorite workshops may be held on a different time or even a different day this year," said Nelson.

What hasn't changed is MPF's laser-sharp focus on everything poultry. "MPF is 100% focused on the poultry industry," said Nelson. "We are committed to providing the absolute best in knowledge, tools and opportunities for the poultry industry."

Pre-Show Events, Education, and MPF Welcome Reception

The convention kicks off on March 12 with a Pre-Show Nutrition and Poultry Health Symposium, which will be coordinated jointly by MPF and the North Central Avian Disease Conference (NCADC), and the annual MPF Welcome Reception.

Also bringing attendees in early will be the 70th annual North Central Avian Disease Conference (NCADC) and the 7th annual Organic Egg Farmers of America Symposium. (Separate registration fees apply for these events.)

Exhibits & Education

The three exhibit halls will offer expanded hours on March 13-14. Education will be held March 13 from 8:00 – 10 :00 a.m. and again on March 14 from 8:00-10:00 a.m. and 1:00-5:00 p.m. All events will be showcased at the Minneapolis Convention Center in Minneapolis, Minn.

“As was popular last year, our schedule of education workshops will not conflict too much with the Exhibit Hall hours, so attendees can take in all that MPF has to offer without having to pick and choose the areas they want to be,” said Nelson. “It’s also very important to note the schedule of workshops from March 13 and 14 has changed from last year so be sure to visit the website to check when your favorite workshops are being held.”

Turkey Taste-Off and Happy Hour on the Show Floor

MPF will host its 3rd annual Turkey Taste-Off in conjunction with Happy Hour on the Show Floor on Thursday, March 14 from 4:00-5:00 p.m. Five turkey appetizer stations will be spread throughout the exhibit halls for attendees and exhibitors to try and then vote for their favorites. Happy Hour will include free beer, pop, and juice while supplies last.

Student Careers Program

The primary focus of the 2nd annual MPF Student Careers Program (SCP) is two-fold: to connect the poultry industry with a focused talent pool and educate students on career opportunities in the industry.

The SCP provides a professional setting for two- and four-year college students to connect with industry professionals in a day-long event featuring a poultry industry overview, career panel, speed dating and time on the trade show floor. Sponsors have ample opportunity to meet with and interview qualified students for poultry specific internships/permanent positions.

Students may register for SCP on www.midwestpoultry.com and also inquire about the availability of a complimentary hotel room. Companies may participate in SCP through a sponsorship. Please contact Pam Debele or Rebecca Gross for more information – pdebele@midwestpoultry.com or rgroos@midwestpoultry.com.

MPF Unhatched

MPF had such an overwhelmingly positive response to last year’s ‘MPF Unhatched’ event and concert that the organization couldn’t wait to capitalize on the momentum for 2019. With Jo Dee Messina as the headliner in a private concert just for MPF attendees and exhibitors, the evening is sure to be full of memories made.

“This event is meant to connect exhibitors with their customers and also can be a great way to reward employees, as well,” said Nelson. “Contact MPF staff with any questions or ideas about how easy it is to get your company involved.”

Individual tickets are \$100/each and tables of 8 are available for \$800 via www.midwestpoultry.com. A ticket includes appetizers, a three-course gourmet meal with wine pairings, and the private Jo Dee Messina concert. (Cash bars will also be available.)

Full Details

Details on all MPF Convention events, the full education program, list of exhibitors and online pre-registration (through March 11) are available at <http://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 #midwestpoultry.

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.

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