



Fact Sheet

Where Poultry Meets.

MORE INFO: 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 were held at the Minneapolis Convention Center. In 2020, the MPF Convention was cancelled in-person because of COVID-19 and the organization, instead, offered its first-ever 100% virtual trade show and convention in August.

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.

MPF Gives Back to the Poultry Industry

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.

MPF's Member Organizations

- 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.

MPF Went Virtual in 2020

MPF provided a successful virtual platform for a full education program (on-demand), Exhibit Hall, sponsor branding opportunities, and real-time video and text chat engagement.

Over 3,000 attendees in 2019!

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

MPF Gets the Decision-Makers

Approximately 70% of MPF attendees want to see the newest products and technology with the intent of buying within 12 months.



Our Focus: Farm Production

Live Production - 67% of attendees
Processing - 28% of attendees
Hatching - 5% of attendees



Future Show Dates

2021 - March 23-25
2022 - March 22-24
2023 - April 11-13
2024 - April 17-19
2025 - April 8-10
2026 - April 14-16

2021-2026 Location:
Minneapolis Convention Center