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Press Release

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Midwest Poultry Federation Shifts to 100% Virtual Event

50th Anniversary Focus: Community Through Connection

In light of ongoing developments with COVID-19 and after thoughtful discussions with its Board of Directors, the Midwest Poultry Federation has made the decision to shift its 2021 MPF Convention to a fully online, virtual experience May 18-21.

"We were so hopeful that we might be able to bring attendees, exhibitors, and speakers together safely in-person in May but after careful consideration of all the factors, it became clear that this was the best decision we could make for everyone involved," said MPF President Scott Waldner of Purina Animal Nutrition. Waldner represents the Chicken and Egg Association of Minnesota on the MPF Board.

The Board reviewed all the current, science-based information, looked at vaccination rates for the country, reviewed travel policies (both nationally and internationally), and collaborated closely with its vendor partners. In the end, an in-person show in May simply would not allow the kind of show experience MPF attendees and exhibitors have come to expect.

"The safety of our attendees is paramount and there are simply too many unknowns at this point, especially with the national and international nature of our meeting," said Waldner. In a typical year, MPF draws well over 3,000 attendees and exhibitors from across the U.S., nearly every province in Canada, and several other international countries.

"We believe this is the safest approach for the well-being of our global audience," said Waldner. "COVID-19 has changed the way the world connects, and with one virtual convention already under its belt, MPF is excited to expand upon the engagement and connection opportunities available within its virtual platform."

Where Poultry Meets.

What to expect in 2021

MPF is 100% committed to provide a safe and effective way for everyone to participate and network at the convention. Attendees and exhibitors will recognize the same, robust, 3-D virtual platform that MPF utilized for its 2020 virtual event last August.

Several exciting enhancements are in the works including:

- An expanded schedule over four days, offering much more flexibility and more on-demand sessions to fit your busy schedule.
- All exhibitors in one virtual exhibit hall, with enhanced search functions by both company names and product categories to quickly and easily find who and what you are looking for.
- Video chats enabled for all booths so that companies can easily connect in real-time with potential customers. (Text chats will continue to be available as well.)
- A flexible education program with a mix of livestream and taped presentations, offering more flexibility.
- Fun upgrades to the Networking Lounge to enrich the virtual social atmosphere and help people make better connections. (Stay tuned for more details!)

Attendees can also expect live Q&A opportunities with speakers; a new product showcase highlighting all the new products and services available to the poultry industry; a resource center with job postings and other information; and on-demand access to the entire convention through May 31, 2021.

Multi-State Poultry Feeding & Nutrition Conference Added to Schedule

MPF is proud to welcome the Multi-State Poultry Feeding & Nutrition Conference to its program on Wednesday, May 19. This event is a longstanding cooperative effort between the poultry industries and Michigan State University, The Ohio State University, Purdue University, the University of Illinois, and the University of Kentucky. Due to the pandemic, the conference will be held within MPF's virtual platform instead of in person and will replace the MPF's Poultry Health & Nutrition Symposium this year.

"We're really excited to welcome the Multi-State Poultry Feeding & Nutrition Conference to MPF this year and give this group a virtual place for all of its excellent content for the poultry industry," said Waldner.

Partnership with NCADC Continues

MPF is pleased to announce its partnership with the North Central Avian Disease Conference (NCADC) will continue virtually. NCADC will be held May 18-19, 2021 directly within MPF's virtual platform. (For NCADC registration details, please visit https://2021ncadc.eventbrite.com.)

MPF Registration opens March 1

Registration will open for the 2021 MPF Virtual Convention on March 1 via www.midwestpoultry.com.

Show Information

Visit www.midwestpoultry.com for all the latest details or contact MPF:

- General questions – info@midwestpoultry.com or 763/284-6763
- Book exhibit space - Teresa Sorenson at tsorenson@midwestpoultry.com
- Sponsorship opportunities - Lara Durben at ldurben@midwestpoultry.com

About MPF

MPF is a 501(c)6 nonprofit association and its annual convention is the nation's largest poultry trade show and convention dedicated 100% to the poultry industry. In 2019 more than 3,100 attendees and exhibitors attended the show in Minneapolis. In 2020, MPF hosted its first-ever successful virtual trade show and convention.

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

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