



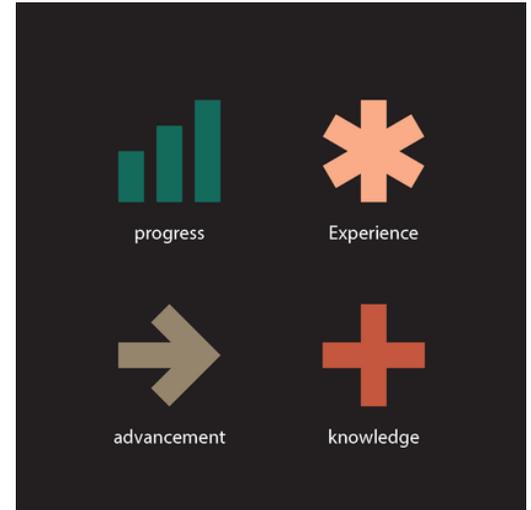
WHERE NORTH AMERICAN POULTRY CONNECTS:

Midwest Poultry Federation (MPF) presents PEAK, where knowledge, experiences, and connections collide in one highly-informative event to advance the profitability of poultry farms and businesses.

WHAT IS MPF AND PEAK?

The Midwest Poultry Federation (MPF), a 501(c)6 nonprofit organization, was founded in 1971 and held its first convention in Minneapolis in 1972. MPF's primary purpose is to host an annual 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.

In 2022, the MPF Board rebranded its show name to PEAK, which stands for Profitability, Experience, Advancement and Knowledge - our promise to attendees to always provide these four keys to unlocking success for their business.



WE GIVE BACK TO THE POULTRY INDUSTRY

MPF is a 501(c)6 nonprofit association. Revenue generated by the convention is donated to various poultry organizations for research, career, and educational activities as well as back to MPF's 10 state poultry member organizations:

- 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
- North Central Poultry Association
- 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.

FUTURE PEAK DATES

2023 - April 11-13

2024 - April 17-19

2025 - April 8-10

2026 - April 14-16

Location: Minneapolis Convention Center

OUR ATTENDEES

PEAK attendees typically travel from nearly 40 U.S. states and over 20 international countries (including 5 Canadian provinces) to attend.

Our attendees are **the decision-makers** in their poultry companies/farm businesses.

Nearly 75% of PEAK attendees want to see the newest products and technology **with the intent of buying within 12 months.**



OUR ATTENDEES KNOW THEY WILL INCREASE THEIR PROFITABILITY AND EXPAND THEIR KNOWLEDGE AT PEAK, THE LARGEST TRADE SHOW AND CONVENTION IN NORTH AMERICA FOCUSED EXCLUSIVELY ON THE BUSINESS AND FOOD PRODUCTION OF POULTRY.