



NEWS RELEASE

For immediate release

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PEAK 2023: Where North American Poultry Connects **Registration & Hotel Reservations for Attendees Open November 8**

(Buffalo, Minn.) ... Registration and hotel reservations for attendees to PEAK 2023 – formerly called the Midwest Poultry Federation Convention – will open Tuesday, November 8, 2022 at www.midwestpoultry.com.

Earlier this summer, the Midwest Poultry Federation (MPF) Board of Directors announced that after 51 fabulous years known as the Midwest show, the MPF Convention is changing its name to PEAK.

“We’re excited to debut our new name and branding at PEAK 2023,” said current MPF Board President Ross Thoreson of Best Veterinary Solutions. “Attendees will still find the same great focus on education and exhibits intended to increase producers’ profitability and connect the poultry industry in North America.”

Show dates are April 11-13, 2023 at the Minneapolis Convention Center in Minneapolis, Minnesota. As you make your plans to attend the nation’s largest trade show and convention in North America focused exclusively on the business and food production of poultry, here are the general schedule details for 2023:

- 1) The Pre-Show Nutrition and Poultry Health Symposium will be held Tuesday afternoon, April 11.
- 2) Education tracks for turkeys, egg layers, and broilers (all species) will take place across all three days of the show (April 11-13).
- 3) Watch for a new “Business Track” focused on leadership development and focusing on the success of your employees and your business.
- 4) The Welcome Reception and PEAK Unhatched: An Evening of Eats and Entertainment will combine to offer a huge opening night at PEAK – Tuesday, April 11 starting at 5:30 pm.
- 5) We continue to expand our Exhibit Hall, which will run 10am-5pm on Wednesday, April 12 and 9am–12pm on Thursday, April 13.

PEAK Unhatched (combined in 2023 with the Welcome Reception) will kick off opening night of the convention on Tuesday, April 11 from 5:30pm– 10pm at the Hilton Minneapolis Hotel. The event continues its casual vibe perfect for networking and meeting up with colleagues and friends. Tickets are \$50 each and feature a variety of food stations, an open bar throughout the evening, and fabulous music.

Partnering events include the North Central Avian Disease Conference (April 10-11), the Organic Egg Farmers of American Symposium (April 11), and the Purina Animal Nutrition Symposium (April 11) – all events will be held at the Minneapolis Convention Center.

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Details on all MPF Convention events, education program, and the list of exhibitors are available at www.midwestpoultry.com. You can also find MPF on [Facebook](#) and [Twitter](#). You may also contact MPF with any questions at info@midwestpoultry.com or 763/284-6763.

About the PEAK and MPF

The PEAK is a name change for the convention *only*; the Midwest Poultry Federation as an organization, founded in 1971, will continue as it always has. MPF's [website](#), social media accounts ([Facebook](#), [Twitter](#), and [LinkedIn](#)), email addresses, phone number, and office location will remain the same.

Visit www.MidwestPoultry.com to stay up-to-date. You may contact MPF with any questions at info@midwestpoultry.com or 763/284-6763.

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