



NEWS RELEASE

For immediate release

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Powered by Midwest Poultry Federation

Website Debuts New Look for PEAK: Where North American Poultry Connects

(Buffalo, Minn.) ... PEAK 2023, the convention and trade show powered by Midwest Poultry Federation (MPF), debuts a brand-new look to its website at www.MidwestPoultry.com.

Earlier this summer, the Midwest Poultry Federation (MPF) Board of Directors announced that after 51 years known as the Midwest show, the MPF Convention changed its name to PEAK. With that change came all new branding, including a new logo, which now carries over to the redesigned website.

"We are thrilled with the new look of our website," said current MPF Board President Ross Thoreson of Best Veterinary Solutions. "Along with a website that is visually appealing, we also took the important steps of reorganizing all of our important information behind-the-scenes so that it is easier for attendees and exhibitors to find what they need."

Visitors to MidwestPoultry.com will find quick links on the home page for attendee information, exhibitor information, show schedule, and our partners, NCADC and the Organic Egg Farmers of America. As always, the site will contain links to the Exhibit Hall, our full list of sponsors, and, of course, details on how to register and book hotel rooms for PEAK 2023.

Show dates are April 11-13, 2023 at the Minneapolis Convention Center in Minneapolis, Minnesota

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. 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.

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

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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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