



## NEWS RELEASE

*For immediate release*

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*Powered by Midwest Poultry Federation*

### **PEAK 2023 Announced Reboot of its Student Careers Program**

(Buffalo, Minn.) ... Midwest Poultry Federation (MPF) is proud to announce an exciting reboot of its Student Careers Program, a one-day event on April 12 held in conjunction with PEAK 2023, the largest trade show and convention that is 100% exclusive to the poultry industry in North America.

The Student Careers Program - in partnership with its sponsor, Cargill – is now geared toward students and instructors at technical and community colleges (although students in four-year universities and high school are welcome) who want to learn more about the poultry industry, find out what internship and career opportunities are available, and meet and network with poultry companies and other vendor companies.

“This shift in focus allows us to start building the connections between the poultry industry and these important student audiences, who may not know about all the career opportunities in the poultry industry,” said MPF President Ross Thoreson, who heads up long-time exhibiting company Best Veterinary Solutions. “We believe it’s important to focus on the instructors, as well, as these are the individuals who can help our industry bridge the knowledge and awareness gap with students who have a variety of career interests – such as IT and technology, engineering, trucking and transportation, marketing, and more.”

Registration is complimentary for students and instructors.

The program will be held Wednesday, April 12 and will include a morning program of speed networking and a poultry careers panel discussion, which will provide a peek into various companies in the poultry industry, including how they are structured internally, how they connect with their customers and consumers, and the wide variety of career opportunities available.

Said Thoreson about the panel: “If students and instructors think career opportunities in the poultry industry are only about farming, we’re about to change their minds.”

**-more-**

After the morning program, instructors and students will have plenty of time to visit the PEAK Exhibit Hall with a Poultry Ambassador from the industry who will introduce them to the vendors and truly give a bird's eye view of what the poultry industry is all about. This will be a great opportunity to make new connections and learn even more about internship and career opportunities.

If you work in the poultry industry and are interested in becoming a Poultry Ambassador at PEAK 2023, please [visit this link](#) for details.

Details on the Student Careers Program along with all other PEAK events, education, and the list of exhibitors are available at [www.midwestpoultry.com](http://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](mailto:info@midwestpoultry.com) or 763/284-6763.

### **About PEAK**

PEAK is the new show name for the Midwest Poultry Federation (MPF) Convention. The letters represent all that the MPF Convention has provided to the poultry industry over the past five decades plus gives a nod to the exciting future ahead for the organization and its annual event – including Progress, Experience, Advancement and Knowledge.

The new show name is reflective of MPF's rich history in the Midwest and provides a solid foundation from which to build the PEAK's future as the show where North American poultry connects.

The PEAK show will continue to be powered by the Midwest Poultry Federation, a 501(c)6 nonprofit organization, whose members are [11 state poultry organizations in 9 states](#), including Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Nebraska, South Dakota and Wisconsin.

### **About Midwest Poultry Federation**

MPF is a nonprofit organization with the primary purpose of hosting an annual convention and trade show emphasizing on-farm poultry production. The organization is proud to donate revenue from the show to various poultry organizations for research and educational activities as well as back to MPF's member organizations in nine U.S. states. Since 2000, MPF has given back over half a million dollars to support a variety of worthy poultry causes.

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