



NEWS RELEASE

For immediate release

Contact: Lara Durben

Phone: (763) 284-6763

E-mail: ldurben@midwestpoultry.com

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PEAK 2024: Where North American Poultry Connects **Registration & Hotel Reservations for Attendees Open Now**

(Buffalo, Minn.) ... Registration and hotel reservations for attendees to PEAK 2024 – formerly called the Midwest Poultry Federation Convention – is now open at www.midwestpoultry.com.

Show dates are April 17-19, 2024 at the Minneapolis Convention Center in Minneapolis, Minnesota. PEAK is the nation's largest trade show and convention in North America focused exclusively on the business and food production of poultry. In 2024, the show days shift to Wednesday-Friday and include a variety of education, networking and trade show activities:

- The Pre-Show Nutrition and Poultry Health Symposium will be held Wednesday afternoon, April 17.
- Education tracks for turkeys, egg layers, broilers, and feed technology and manufacturing will take place across two days of the show (April 17-18).
- The Business and Leadership Track focuses on leadership development and the success of your employees and your business and will run all three day of the show (April 17-19).
- PEAK Unhatched: An Evening of Eats and Entertainment will run opening night at PEAK – Wednesday, April 17 starting at 5:00 pm. at the Minneapolis Convention Center (new location in 2024).
- PEAK's Exhibit Hall will be open 10am-5pm on Thursday, April 18 and 9am–12pm on Friday, April 19.

“PEAK is the ideal place to connect with professionals, researchers, and industry experts to exchange ideas with others in the poultry industry,” said Ross Thoreson, President of MPF. Thoreson's company, Best Veterinary Solutions, is a long-time exhibitor at the show. “PEAK attendees stay informed about industry trends, scouring the trade show floor for the latest innovations, technologies, and trends in the industry that will benefit their farm businesses and help them stay competitive.”

Partnering events include the North Central Avian Disease Conference (April 16-17), the Organic Egg Farmers of American Symposium (April 17), and the Devenish Nutrition Symposium (April 17 by invitation only) – 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 may also contact MPF with any questions at info@midwestpoultry.com or 763/284-6763.

About the PEAK and MPF

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 – MPF’s promise to attendees to always provide these four keys to unlocking success for your business.

All revenue (after expenses are paid) generated by PEAK is donated to various poultry organizations for research and educational activities as well as back to MPF’s member state poultry organizations.

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