



## NEWS RELEASE

*For immediate release*

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# *PEAK 2024: Where North American Poultry Connects* **Another Year of Growth + Long-Time Board Directors are Honored**

(Buffalo, Minn.) ... PEAK 2024 featured growth in its attendance and exhibit hall, as North America's poultry industry gathered in Minneapolis for a successful trade show, education program, and high energy networking events to help people connect with each other.

PEAK 2024 featured over 3,100 participants from around the United States and internationally, the third straight year of growth since coming out of the pandemic.

"Attendees and vendors from all over the world experienced a perfect mix of familiar show components and several new elements throughout the event that really gave PEAK a fresh, energized feel in 2024," said outgoing Midwest Poultry Federation (MPF) Board President Ross Thoreson of Best Veterinary Solutions.

In addition, PEAK's partnering events also reported successful events, with the Organic Egg Farmers of America experiencing another year of record attendance and organizers of the North Central Avian Disease Conference very pleased with the outcomes from their conference.

"It was fantastic to see so many of our industry friends, colleagues, and customers at PEAK 2024," said Thoreson.

The MPF Board honored five directors who transitioned to emeritus status after PEAK 2024:

- William Claybaugh, representing Nebraska Poultry Industries Association
- Bob Drake, representing South Dakota Poultry Industries Association
- Greg Nelson, representing Kansas Poultry Association
- Kim Reis, representing Iowa Turkey Federation
- Scott Waldner, representing North Central Poultry Association

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“These five directors have served on the MPF Board for decades and have been an integral part of MPF and PEAK’s success as a show and as a nonprofit organization,” said Thoreson. “We honor their service and we look forward to their continuing roles as emeritus directors.”

Replacing these five individuals on the MPF Board are:

- Julie Kelly, DVM, representing Nebraska Poultry Industries Association
- Jordan Woodbury, representing South Dakota Poultry Industries Association
- Brent Nelson, representing Kansas Poultry Association
- Sheila Larson, representing Iowa Turkey Federation

Additionally, MPF added an 11<sup>th</sup> state poultry association member, bringing Ohio Poultry Association into the fold. Justin Kremer will represent OPA on the MPF Board.

Finally, a new slate of officers was approved for the 2025 and 2026 show years:

- Lisa Henning moves up to President; she represents North Central Poultry Association
- Blake Van Denburgh moves up to Vice President; he is an allied director with Feliz
- Jason Luedtke steps into the Treasurer role; he represents Wisconsin Poultry and Egg Industries Association
- Ross Thoreson shifts to Past President; he is an allied director with Best Veterinary Solutions.

Show dates in 2025 are April 8-10 (Tuesday-Thursday) at the Minneapolis Convention Center in Minneapolis, Minnesota.

Watch for details coming soon at [www.midwestpoultry.com](http://www.midwestpoultry.com). You will also find PEAK on [LinkedIn](#), [Facebook](#) and [Twitter](#). You may contact MPF with any questions at [info@midwestpoultry.com](mailto:info@midwestpoultry.com) or 763/284-6763.

### **About PEAK and MPF**

PEAK is the largest trade show and convention in North America, held annually in Minneapolis, that focuses exclusively on the business and production of poultry.

In 2022, the Midwest Poultry Federation 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.

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.

All revenue (after expenses are paid) generated by PEAK and any other events MPF holds throughout the year is given back to MPF’s member organizations as well as donated to various poultry organizations for research and educational activities.

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