



FOR IMMEDIATE RELEASE

Lara Durben: ldurben@midwestpoultry.com

Blake Van Denburgh Steps into President Role Following Strong PEAK 2026 Turnout

MINNEAPOLIS, MN. — April. 24, 2026— Following a highly successful PEAK 2026, the Midwest Poultry Federation (MPF) is proud to announce Blake Van Denburgh as its new president.

Van Denburgh, founder of Feliz Inc., steps into the role focused on continuing the growth, energy, and real impact that PEAK has become known for across the industry.

Joining Van Denburgh on the MPF executive committee is Jason Luedtke, representing the Wisconsin Poultry and Egg Association on the board, as vice president; and Steve Walcott, an allied director with Big Dutchman, as treasurer. Lisa Henning, who represents North Central Poultry Association on the board, will serve as past president. Henning was honored at the MPF Board meeting in Minneapolis for her two years heading up the organization as president.

“PEAK had a fantastic turnout last week and our organization is grateful for the partnerships and the people that make PEAK so special,” said Van Denburgh.

The officers lead strategic planning and direction for the MPF Board of Directors. The directors represent the organization’s 11 members from its state poultry organizations as well as allied directors from exhibiting companies.

At its PEAK board meeting, the group talked at length about future years and unanimously approved a commitment to Minneapolis through 2035. This decision was based on a variety of factors, including PEAK’s show size, hotels, walkability, and fiscal responsibility to its member associations.

“Minneapolis is the right home for PEAK,” said Van Denburgh.

PEAK’s officers serve two-year terms. For more information on the MPF Board of Directors and to view all show dates, 2026 – 2035, please visit <https://midwestpoultry.com/about/>.

About the Midwest Poultry Federation

The Midwest Poultry Federation is a nonprofit organization dedicated to supporting the poultry industry through education, collaboration, and events, including the PEAK convention, the largest

trade show 100% dedicated to the poultry in North America. Its members are 11 state poultry associations in nine states.

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. From 2001-2025, the organization has donated over \$900,000.

###