



## Midwest Poultry Federation

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## NEWS RELEASE

*For immediate release*

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### **Bruce Eastlund Elected 2015-16 President of Midwest Poultry Federation**

(Buffalo, MN) – Bruce Eastlund of Fairmont, Minn., has been named the 2016-17 President of Midwest Poultry Federation (MPF). Eastlund is one of three allied industry positions on the MPF Board of Directors and he represents his company, ILC Resources, based in Urbandale, Iowa.

Eastlund replaces outgoing president Dr. Darrin Karcher of Michigan State University. Karcher assumes the Past President position and continues to represent Michigan Allied Poultry Industries on the MPF Board.

“I am honored to lead MPF into the coming year,” said Eastlund. “Our 2016 convention was extremely successful all the way around – from record attendance to the continued expansion of our exhibit space. I am excited to capitalize on the momentum we experienced this year and build upon our successes for the 2017 convention.”

MPF Board elections were held during the 2016 MPF Convention, March 15-17, in Saint Paul, Minn. Other officers elected during this same time were:

#### ***1<sup>st</sup> Vice President***

Greg Nelson, Nelson Poultry Farms Inc., Manhattan, Kansas, was elected Secretary-Treasurer. Nelson represents the Kansas Poultry Association on the Board.

#### ***Secretary / Treasurer***

Ben Thompson, Pearl Valley Eggs in Pearl City, Ill., was elected Secretary-Treasurer. Thompson represents the Illinois Poultry Industries on the Board.

Also at the March 15 MPF Board meeting, Ross Thoreson of Best Veterinary Solutions, Ellsworth, Iowa, as an Allied Director on the Board. Best Veterinary Solutions is a long-time exhibitor at the convention; Thoreson is one of three Allied Directors who represent all exhibiting companies on the Board.

Thoreson replaces Glenn Schulz, who recently retired from Zoetis and was honored for his years of service as an Allied Director on the Board.

Attendance for the 2016 MPF Convention reached 3,147 people – a 56% increase over last year’s show!

The show continued its exciting expansion into three sold-out exhibit halls with 523 booths (288 exhibiting companies) as well as educational workshops - which were jam-packed with interested attendees - with over 40 speakers from across the world.

The 46th annual Midwest Poultry Federation (MPF) Convention will be held March 14-16, 2017 at Saint Paul RiverCentre in Saint Paul, Minn. The show will feature a Pre-Show Nutrition Symposium and Welcome Reception on March 14 and exhibits and educational sessions on March 15-16.

2017 will mark the last year the MPF Convention will be held in Saint Paul for the foreseeable future. MPF has signed a five-year contract to move the show to the Minneapolis Convention Center beginning in 2018 and through 2022.

As a nonprofit organization, all of MPF's revenue generated (after expenses are paid) from the convention goes back to its member organizations and to support poultry programs.

**About MPF:**

The Midwest Poultry Federation's primary purpose is to host an annual regional 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.

MPF was formed in 1971 and held its first convention in Minneapolis in 1972. The MPF's membership consists of state poultry organizations, representing eight states. [www.midwestpoultry.com](http://www.midwestpoultry.com)

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