



For Immediate Release

International Production & Processing Expo

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2022 Latin American Poultry Summit Announces Keynote Speakers

TUCKER, Ga. – Nov. 9, 2021 – The Latin American Poultry Summit is pleased to announce Hector Motta, founding partner of Grupo Motta, and Osler Desouzart, owner of OD Consulting, as keynote speakers. Reconnect with the entire Latin American poultry industry at the Summit, held in conjunction with the International Production & Processing Expo (IPPE) in Atlanta, Ga., USA.

The Latin American Poultry Summit will address the Latin American socio-political issue and the role the poultry industry plays in improving these conditions in the communities it impacts. From his perspective as an entrepreneur, Motta's keynote presentation will focus on the public's impressions of the poultry industry and demonstrate the opportunities the poultry industry offers to address social inequality while supplying nutritional product at an affordable price.

Desouzart will provide recommendations for managing the challenges of market regulations on the poultry industry. There are regulations, despite good intentions, that add restrictions to poultry companies, since they do not conform to the economic and cultural realities of the region. This keynote will discuss what hinders the implementation of these market regulations and offer strategies on how to overcome them.

The 2022 IPPE show dates are Jan. 25-27, and the event will be held at the Georgia World Congress Center in Atlanta. More information about the 2022 IPPE can be found at ippexpo.org, and information about the Latin American Poultry Summit can be found at lacumbreavicola-latinoamericana.org.

Sponsored by the International Poultry Expo, part of IPPE, and the Latin American Poultry Association (ALA), the Latin American Poultry Summit will be held from 8:30 a.m. – 7 p.m. ET on Monday, Jan. 24, 2022. Attendees who register early will receive a discounted price of \$250 USD to attend through Jan. 7. Beginning Jan. 8, registration for the Summit will be \$350.

If you are interested in sponsorship opportunities, please contact Kris Carroll at kcarroll@uspoultry.org.

WATT Global Media is a supporting partner of the Latin American Poultry Summit.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of more than 650 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75% of the feed and 70% of the non-whole grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the All Feather Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.

ABOUT ALA

The Latin American Poultry Association (ALA) is the organization of Latin American poultry, which has 24 member countries from Latin America and the Caribbean region. It contributes to the strengthening of efficient and responsible production, providing food security, representation in international forums and promoting businesses that generate employment and wealth in the region.