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Brent Cator
President & CEO, Cardinal Meats

Brett Parker
Multimedia Specialist, National Provisioner

# INTERVIEW WITH CARDINAL MEATS CEO BRENT CATOR

The National Provisioner sits down with Brent Cator, president and CEO of Cardinal Meats, as we discuss their recent plant expansion. We highlight consumer trends that influenced their expansion, innovative business practices they've discovered in recent times, and what customers can look forward to from the future of the company.





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# TOP-VIEWED NEW CONSUMER PRODUCTS:

- 1. Sonic launches new Buffalo Chicken Dip Bites
- 2. Pilgrim's launches Garlic Parm Chicken Wings
- 3. First We Feast's Hot Ones, John Soules Foods and FoodStory Brands debut spicy chicken strips
- 4. Farm Rich launches three new meatball flavors
- 5. Country Archer Provisions launches Rosemary Turkey Mini Sticks and Beef Jerky Snack Packs



### **MOST-POPULAR FEATURES:**

- 1. 2022 Top 100 Meat and Poultry Processors
- 2. The Deli Report 2023: Manufacturers help energize the category
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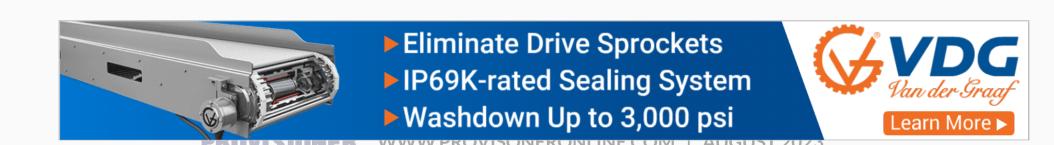
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BY FRED WILKINSON



# BACON

Have consumers forsaken bacon? July 2023 retail numbers show processed meat sales down nearly 4% from a year prior, and bacon was a laggard in the category with sales down more than 10% in the same time period.

While the bacon market has been enduring a cooling off following the past three years of strong dollar sales growth, the popular and versatile iconic meat product is still a foodservice favorite and vehicle for small processor creativity.

Check out the Bacon Report 2023 and learn more.



FRED WILKINSON



**EMAIL FRED WILKINSON** 







### THE SIGNATURE MEAT STILL ENJOYS POPULARITY AS A MENU ITEM AND A VENUE FOR FLAVOR CREATIVITY.

#### BY FRED WILKINSON **CHIEF EDITOR**

While bacon can boast enduring popularity — with broad consumer appeal including an almost cult-like status for some bacon fans as evidenced by National Bacon Lover's Day on Aug. 20 — deflation persists for the bacon marketplace. While July brought another month of single-digit food and beverage inflation across U.S. retail, according to Circana (formerly IRI), bacon saw a double-digit dollar sales contraction while pounds sold bumped up just over 3%.

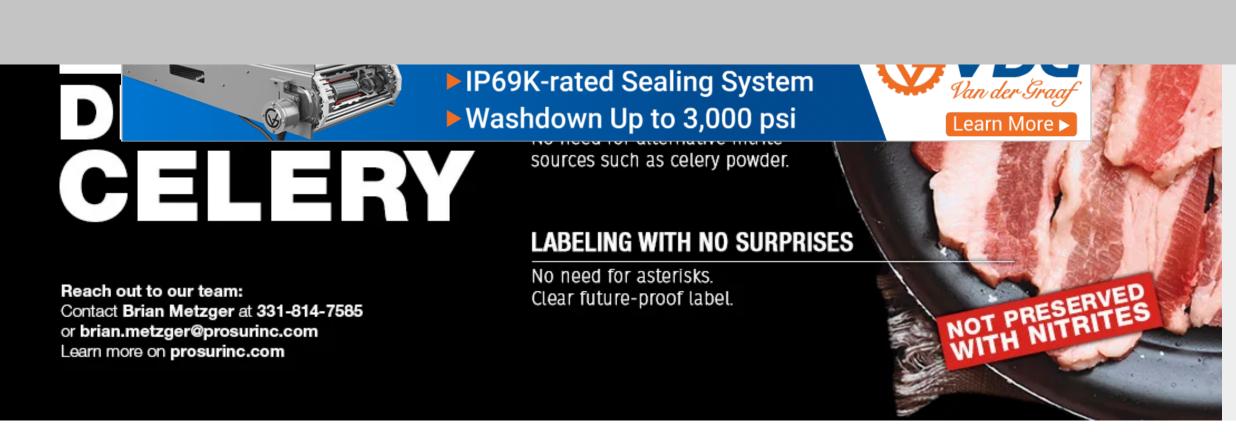
At retail, bacon's performance is lagging compared with other products in the meat case.

Compared to other cuts of meat, bacon is in decline while other meats are growing including beef and pork cuts (3.6%), other breakfast meats (6.1%) and dinner sausage (3.6%), said Haleigh Resetar, communication specialist with retail market data analysis firm SPINS.

"Looking at flavors, most of them are in decline, but one of the trends that could be influencing bacon sales is the growth of the keto diet where people eat foods higher in fat and lower in carbohydrates," Resetar said. "Bacon is high in fat and is used as a low carb breakfast alternative for consumers following the keto diet."

The enduring popularity of keto eating styles aside, some marketers bank on their proven signature flavor profile to set their bacon





Bacon marketer Daily's Premium Meats recently expanded its retail presence, and leveraging its product's flavor profile will play a key role in differentiating the product in a crowded market.

"Our process of using natural hardwoods for smoking, premium ingredients for curing and slow smoke cycles really set our brand apart," said Emma Pierce, brand manager for Seaboard Foods, producer of Daily's Premium Meats. "Our team's priority is to partner with retailers and equip them with resources that provide consumers with the opportunity to experience the Daily's difference for themselves. In seeing this trend to have a more quality, butcher-like experience at home, Daily's now offers shoppers thick cut bacon in three flavors ranging from The Original Hickory, Black Pepper and Applewood."

For the past five years, thick cut bacon has continued to outperform other varieties, according to Circana Primary Research.

"Daily's premium stack packs give a butcher-quality experience to thick-cut bacon without sacrificing case-ready convenience," Pierce said. "Daily's premium L-boards bring a refreshed approach to an industry staple so consumers can expect the finest bacon available in convenient packaging."

With its retail expansion, Daily's is aiming to build on the consumer demand the brand has nurtured for more than 130 years of serving the foodservice industry.

"Chefs love our bacon, and we want to bring that to more people," Pierce said.

# Table 1

July 2023	Price/lbs	Change vs. YA	Latest 52 weeks	Price/lbs	Change vs. YA
Bacon	\$5.79	-12.9%	Bacon	\$6.25	-7.9%

Source: Circana, Integrated Fresh, Total US, MULO

# **FOODSERVICE FAVORITE**

At foodservice, quick-service chains including Sonic, Chick-fil A, Arby's, Checkers & Rally's and Freddy's have deployed bacon as a sure-thing wingman on their latest burger offerings joining their menus in summer 2023.

The name synonymous with 24-hour bacon and eggs - Denny's - recently brought back its Baconalia menu to all Denny's locations after a 10year absence, with the limited-time offer menu boasting seven bacon-centric menu items.

"Bacon is a great protein option that can make everyday meals extraordinary across breakfast, lunch, dinner, appetizers and even drinks," Pierce said. "The possibilities are endless when it comes to elevating any dish be it a breakfast grilled cheese, loaded Blood Mary or a bacon-wrapped pork loin. Bacon provides consumers with exceptional value and culinary versatility to elevate dishes that will satisfy every taste bud."

Food, Tableware, Ingredient, Recipe, Condiment, Spearmint

Bacon offers creative menu innovation possibilities, such as a Bloody Mary garnish.

Photo courtesy Daily's Premium Meats

# Table 2

	July 2023	July 2023			Latest 52 weeks			
	\$ sales	\$ vs. YA	Lbs vs. YA	\$ sales	\$ vs. YA	Lbs vs. YA		
Processed meat	\$2.2B	-3.8%	-1.9%	\$28.9B	+1.0%	-2.9%		
Bacon	\$434M	-10.1%	+3.2%	\$6.0B	-7.6%	+0.2%		

Source: Circana, Integrated Fresh, Total US, MULO

packaging as well.

# SMALL PROCESSOR CONSIDERATIONS

During his "Fun with Flavors - Regional and International Flavors" presentation as part of the AAMP 2023 Convention in Charleston, S.C., presenter Bruce Armstrong of LifeSpice discussed how to modifying existing seasonings can create a winning flavor.

Responding to an audience member's question about whisky-infused bacon, Armstrong recommended one bottle poured in the tumbler per 50 or 100 pounds.

Also during AAMP 2023 at a presentation on equipment purchase considerations, presenter Mike Love, owner of Morgan's Meat Market, Matoon, III., shared some insights on his company's bacon program. Love said Morgan's Meat Market makes bacon in a number of flavors, including hickory smoked, black pepper, apple cinnamon, maple jalapeno, sugar maple and chipotle lime. All of the flavorings except the sugar maple are topical dressed, while the sugar maple is a dry rub.

The effort his company has put into its bacon has paid off, Love said. "We struggled for a long time trying to figure out bacon: Do we shingle it or do we stack it? You go to the grocery store, everybody shingles it because everybody wants to see how much fat is in it." Love said he finds bacon displays better stacked, and increased bacon sales at his meat shop suggest customers prefer the

"It used to be we'd do a batch of bacon about every three weeks and now we're doing bacon almost every week. So our volume has definitely picked up."





# HERMANN WURST HAUS OWNER EXPANDS TO SECOND LOCATION

### HERMANN, MO.-BASED THE HERMANN WURST HAUS MARKET BY SAMMY BREDAR AND RESTAURANT PRIORITIZES THE CUSTOMER EXPERIENCE.

ASSOCIATE EDITOR

Mike Sloan is one of the owners of the Hermann Wurst Haus Market and Restaurant, alongside his wife Lynette. These two have an extensive history in the meat processing industry.

After working for other employers, Mike and his wife started their business in the small town of Hermann, Mo., in September 2011.

"So now, 12 years later, we make 45 flavors of bratwurst, we make 12 flavors of bacon, 10 flavors of summer sausage ... along with many, many other products," Mike Sloan said.

"We're open seven days a week, and we have indoor/outdoor seating, and we do have an all-you-can-eat breakfast every Saturday and every Sunday," he said. The Sloans opened their deli at the same time as the Hermann Wurst Haus.

Sloan has won various awards for his work. "I've got state awards, regional awards, American Association awards, 29 awards from Germany, Frankfurt, and probably the ones that are the hardest to win are the ones from the American Association of Meat Processors," Sloan said.

He cited his German Bologna award as one of the awards he is most proud of, and he has won it around four or five times.

Sloan's business sees mail-order sales increases during the holidays, as well as after the send-out of their monthly e-newsletter, which goes out to about 15,000 subscribers.

Sloan also noted the tourist appeal of Hermann, Mo. During the first five months of the year, Sloan offers classes to tourists and any others who are interested. Those classes include Bacon 101, Summer Sausage 101, Wurst 101, and others.

Sloan emphasized the importance of the experience for the customer. "Most everybody has good products, but what they don't have is the experience for the customer," he said.

Sloan has recently expanded into a second location, which is open and located around an hour out from the Hermann Wurst Haus. "It was a existing 11-year-old business that was struggling, and it was built about 11 years ago, and it was modeled after the Hermann Wurst Haus," he said.

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He said he purchased the facility in January 2023 and changed the name to Fulton Wurst Haus and Butchery, which is quite similar to the Hermann Wurst Haus Market and Restaurant. "What is different there is we actually do the slaughtering and harvesting of livestock there," Sloan said.

Sloan emphasized the importance of passion in business. He also noted that that passion has to translate to sales. "Nothing happens until you sell it. Drive people to the cash register ... whether that's by the plate, by the pound or pallet. Or plane. I haven't done that one yet."

"I've always said that there's only one thing I like making better than brats and bacon, is selling brats and bacon," Sloan said.

He commented that although he thinks it's impossible to make the perfect bacon, he will keep trying to make it.

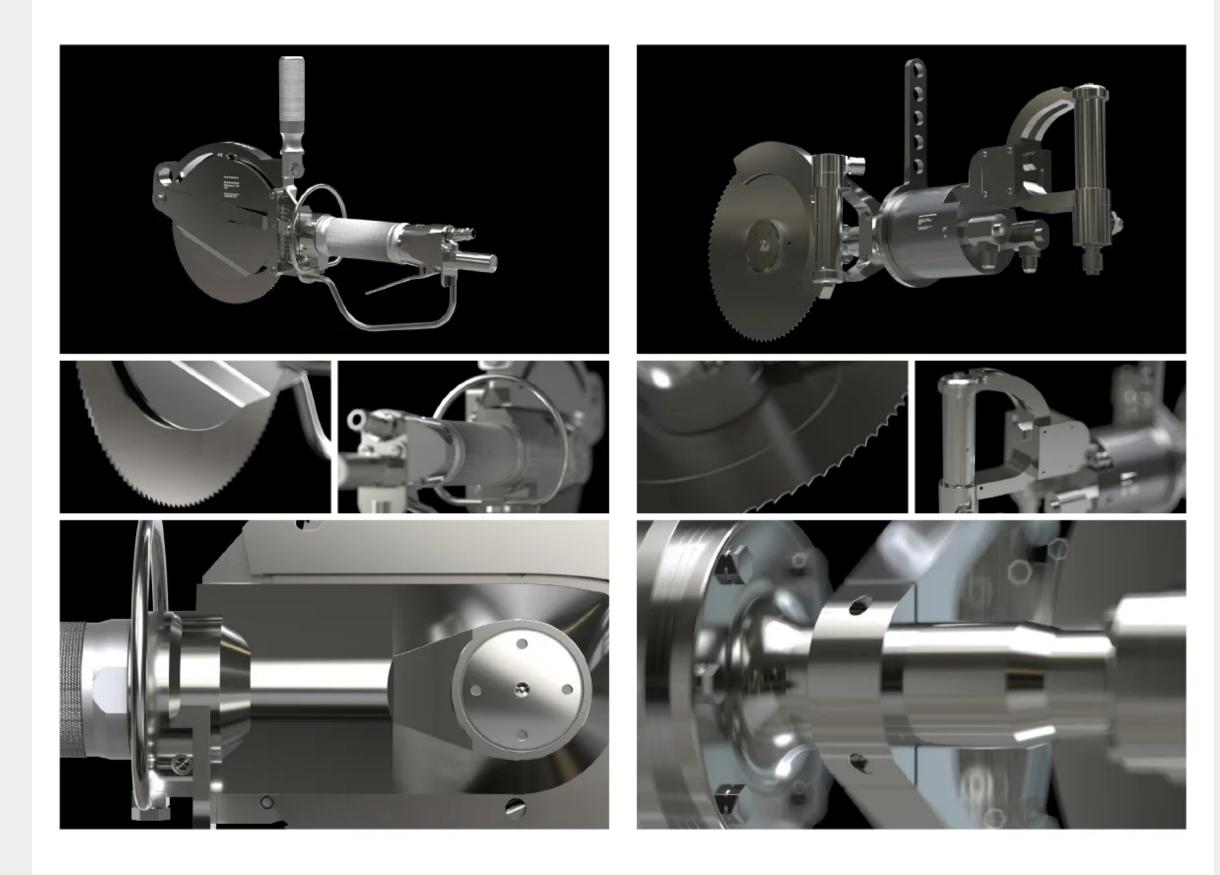
Photo credits: All photos rights belong to Hermann Wurst Haus.



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# THEMARKET

# AND MARKETERS AGREE ON SUSTAINABILITY

CONSUMERS AND CORPORATIONS ALIKE DEMAND SUSTAINABLE PACKAGING OPTIONS.

BY SAMMY BREDAR ASSOCIATE EDITOR

Demand for sustainable packaging is on the rise.

options.

recycle.

The 2023 Buying Green Report, released in conjunction with Earth Day, suggests that despite rising consumer prices, consumers say they are increasingly willing to pay more for products in sustainable packaging.

Mike Rosinski, marketing director of the Cryovac division of packaging company SEE, said that his company offerings focus on sustainability, automation, and digital connectivity. He noted that, although there is movement from plastic to paper packaging, some products require plastic packaging. Given this necessity, SEE is trying to create end-to-end sustainable plastic packaging.

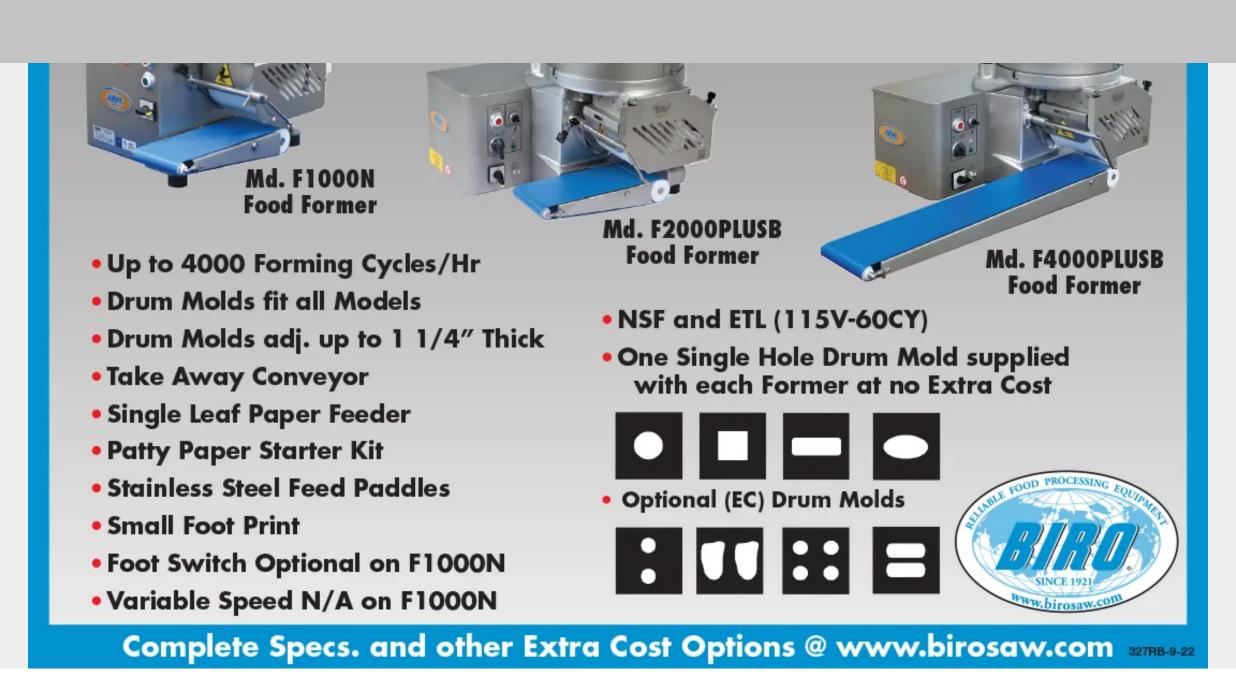
Rosinski sees sustainability initiatives as a current trend in the packaging industry, and his company is trying to meet the demand for more sustainable packaging options.

packaging.

Jimmy Herring, CEO of Clearly Clean Products, observed the consumer and corporate demand for more sustainable packaging

Clearly Clean Products LLC, a manufacturer of 100% recyclable food trays, is also working to provide sustainable options for

"Numerous citywide and countywide bans on polystyrene — combined with consumer pressure and corporate sustainability goals — are fueling the demand for eco-friendly packaging, like Clearly Clean's recyclable trays," Herring said.



His company recently launched a retail program, as well as their meatball and patty tray options, catering to this consumer and corporate demand for more sustainable solutions.

At the recent IFT First Annual Event & Expo, a session titled "What Solutions in Packaging Are Leading to the Reduction in Plastic Waste?" addressed this trending topic of sustainable packaging.

During this IFT First session, panelists emphasized the importance of recyclable packaging to meet consumer demand. At the same time, panelist Jamie Pero Parker noted the current lack of a global recycling system, which can make it difficult to

Rosinski noted similar complications. "Whether or not it actually can become recycled depends on your local recycling capabilities," Rosinski said.

He noted that, to accommodate for varying recycling capabilities, SEE can try to make their materials as compatible with those recycling processes as possible.

"And then again, we work with other stakeholders to try to establish those end of use recycling streams so that we can feed those materials back to our manufacturing processes and be able to reuse those materials again in a circular fashion," Rosinski said.

Eric Mittenthal, chief strategy officer of the North American Meat Institute, noted the many benefits of sustainable packaging. Aside from the direct environmental impact, sustainable packaging also cuts down on the resources required to make more packaging products, Mittenthal said.

Another benefit to sustainable packaging is food waste reduction, he said. "The more that packaging can contribute to food safety, longer shelf life, or encourage consumer use that minimizes food waste, the better," Mittenthal said. "These various reasons for adopting sustainable packaging aren't always aligned, which is why it is important to balance things like food safety and shelf life with reusability to minimize our overall impacts as best we can."

COMMENTARY



# WHOLE GENOME SEQUENCING

# COULD BECOME A WHOLE CAN OF WORMS

FDA AND USDA HAVE BEGUN TO DISCUSS HOW WGS CAN BE LEVERAGED TO IDENTIFY AND SOLVE FOOD SAFETY ISSUES.

**BY SHAWN K. STEVENS**FOOD INDUSTRY COUNSEL LLC

U.S, Department of Agriculture and the Food and Drug Administration are tasked with the responsibility of ensuring the safety of the U.S. food supply. These agencies do so by creating and implementing new guidance, policies, and rules, by conducting food facility inspections (whether continuous or periodic), by occasionally performing environmental or finished product sampling during those inspections, and then by performing Whole Genome Sequencing (WGS) on positive samples that they find. In turn, WGS will generate a precise genetic signature that is uploaded forever into the GenomeTrakr database, where it can be compared to other isolates collected over time from food processing facilities, food company products, and clinical patients.

In turn, FDA and USDA have begun to discuss how WGS can be increasingly leveraged by the agencies and food companies to identify and solve food safety issues. In FDA's New Era of Smarter Food Safety Blueprint, the agency acknowledges that "[it] wants to tap into new technologies [such as WGS] and integrate data streams to identify outbreaks and trace the origin of a contaminated food to its source in minutes, or even seconds, speeding our response when public health is at risk." USDA is also now using WGS while conducting its inspection and investigative activities. These efforts have and will also continue to identify possible ways to encourage industry to adopt WGS as a tool in its own root source investigations to find niche organisms when food facilities identify pathogens in the food processing environment or in finished products. By doing so, the regulators argue, the overall food supply can become more safe.

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So, should food companies actually consider employing WGS as a tool in their routine investigations of positive environmental or finished product samples? Well, there is a lot of debate surrounding this question. On the one hand, all honest food safety professionals would agree that the use of new and cutting-edge tools to identify the source of resident strains in any food processing environment should be embraced if it will help identify the underlying issue and eliminate the source. But, with that said, in today's current regulatory environment, without any accepted understanding or established rules regarding the consequences of finding positives and using WGS, companies could fear that they are exposing themselves to significant and unwanted regulatory or other exposure.

Imagine, for instance, if a company was using WGS to locate the source of a resident strain, but was not immediately successful because it is operating in a legacy facility with legacy equipment. Would the agencies use that data over time to penalize the company for not completely eliminating the resident strain? Alternatively, what if the strain cultured from the processing environment matched a clinical isolate in the GenomTraker database? Would the company be obligated to halt production, or inform the relevant agency with oversight of its products?

These are only some of the significant and nuanced questions that still need to be answered. If industry can be incentivized by the regulators to adopt WGS, and at the same time receive clear guidance with certain clear protections when it is employed, I do believe that it can be successful. In the absence of any rules or clear guidance with industry safeguards, however, strongly urging or forcing WGS upon industry could quickly become a whole can of worms.

Image courtesy Getty Images / kirstypargeter / iStock / Getty Images Plus





# UP TO DATE AT UC-DAVIS

THE ANIMAL SCIENCE DEPARTMENT IS COMMITTED TO PROVIDING STUDENTS WITH A COMPREHENSIVE EDUCATION IN ANIMAL SCIENCE AND RELATED FIELDS.

BY DR. CRYSTAL YANG

The entent at the University of California-Davis (UCD) has a well-earned reputation for excellence. It consistently ranks among the best animal science programs in the United States and is recognized for its emphasis on cuttingedge research, distinguished faculty, and advanced facilities. The department offers undergraduate majors in animal science and animal science and management, and is committed to providing students with a comprehensive education in animal science and related fields. The curriculum is diverse, offering specializations in various animal species such as livestock and dairy, equine science, laboratory animals, companion and captive animals, aquatic animals, avian and poultry science, as well as disciplines such as animal behavior, biochemistry, genetics, nutrition, and physiology. With the growth of the new meat science program, now students have the option of specializing in meat science as well.

The meat science program at UCD features a full-functioning meat lab facility, as well as a strong meat science research lab. The meat lab is housed within the Cole facility of the Department of Animal Science, and equipped with the latest technology and equipment for students to gain hands-on experience in meat science. This 5,000-square-foot facility is a federally inspected meat processing plant located on the UC-Davis campus. It is the only facility in the UC system that is approved by the USDA to harvest animals and collect different kinds of tissues and biological samples for teaching and research purposes. It contains two holding pens, a multi-species kill floor, carcass coolers, a processing room, a cutting room, an analytical lab, a classroom and freezers.

# ANIMAL SCIENCE

UNIVERSITY OF CALIFORNIA, DAVIS

NAME OF MEAT/ANIMAL SCIENCE PROGRAM: **DEPARTMENT OF ANIMAL SCIENCE** 

**DEPARTMENT CHAIR: ANNE TODGHAM** 

# **Fully Automated Bacon Production**



The entent at the University of California-Davis (UCD) has a well-earned reputation for excellence. It consistently ranks among the best animal science programs in the United States and is recognized for its emphasis on cutting-edge research, distinguished faculty, and advanced facilities. The department offers undergraduate majors in animal science and animal science and management, and is committed to providing students with a comprehensive education in animal science and related fields. The curriculum is diverse, offering specializations in various animal species such as livestock and dairy, equine science, laboratory animals, companion and captive animals, aquatic animals, avian and poultry science, as well as disciplines such as animal behavior, biochemistry, genetics, nutrition, and physiology. With the growth of the new meat science program, now students have the option of specializing in meat science as well.

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Sehnert.



The annual production level at the Meat Laboratory is approximately 600-800 total head of all four red meat species, which includes beef, hogs, sheep and goats that are all raised at UCD. The meat lab manager, Caleb Sehnert, has worked at the lab for almost 15 years, teaching students how to humanely slaughter and process animals for retail sales, as well as assisting with various research projects. The meat science research lab, as known as the Meat Quality and Safety Laboratory, was established by Dr. Crystal Yang when she started the faculty position as an assistant professor in 2017. The research lab mainly focuses on the evaluation of the effect of any pre- and post-harvest strategies on meat quality (shelf life, sensory attributes) and meat safety (foodborne pathogen and antimicrobial resistance) using traditional meat science methods and novel metagenomic approaches

combined with next-generation sequencing. Currently, the program offers five undergraduate courses centered around meat science at UCD. Four of these courses, including The Principles of Meat Science (ANS 120) and its accompanying lab (ANS 120L), HACCP (Hazard Analysis and Critical Control Points) and Meat Safety (ANS 113; FQ; odd years), Meat Quality and Safety Laboratory (ANS 138; FQ; even year), are taught exclusively by Dr. Yang. The Animal Management Practices - Meat course (ANS 49K; offered every quarter) is taught by Caleb

These courses are designed to provide advanced undergraduate students with a comprehensive understanding of the basic principles involved in the science, technology, and business of processing and marketing muscle-based foods, as well as hands-on experience in evaluating meat quality and safety. Students learn a variety of skills, including animal slaughtering, carcass fabrication, processing meat, conducting trained and consumer taste panels, performing proximate analysis, detecting foodborne pathogens, and determining meat shelf life. These courses have also sparked students' interest in meat science and motivated them to deepen their involvement in this field from both academic and career perspectives. In 2019, five students were encouraged to form the first Meat Science Quiz Bowl Team in UC- Davis history after they took the two main meat science courses. The team traveled to Colorado and competed with 27 teams from other universities at the American Meat Science Association 72nd in 2019 and the 73rd RMC in 2020 remotely.

The meat science research program and the meat lab have collaborated to involve students in various meat-related activities and events. Every year, they organize the Meat Judging Contest on the Annual Agriculture and Environmental Science Field Day, inviting around 90-120 FFA and 4-H students to compete. They also take turns with other universities in California to host the annual convention of the California Association of Meat Processors, which provides students with an opportunity to attend educational seminars, participate in the Cured Meats Competition, and visit table-top trade shows. To better educate the local community about where meat comes from and how to safely cook meat, the program organized a new event "Meat Me in Davis" on the annual UCD Picnic Day, engaging thousands of participants in the exhibit. The program has now expanded its collaborations beyond the state. Recently, they partnered with the American Meat Science Association to host the second West Regional Student Leaders Connection Conference, which included a fun charcuterie board contest for student participants.

Students who work in Dr. Yang's research lab also have unique opportunities to conduct both applied meat quality research and basic microbial metagenomics studies to address real-world issues, such as animal welfare, food sustainability, and public and environmental health associated with meat production.

The lab's study species have expanded beyond traditional livestock and poultry to include seafood, such as large finfish and shrimp. Lab members are encouraged to attend different regional, national and international conferences (Reciprocal Meat Conference, International Association of Food Protection annual conference, etc.), present their research projects, and build networks. Graduate students have provided very positive feedback about the program. Bakytzhan Bolkenove, a fifth-year Ph.D. candidate, and the recipient of Bolashak International Fellowship from Kazakhstan commented on the program, said "The UC-Davis Animal Biology program, renowned for its excellence and multidisciplinary research, along with Dr. Yang's Meat Quality and Safety Lab has been instrumental in shaping my academic career path. The lab's integrated approach and emphasis on meat quality, safety, and antimicrobial resistance have equipped me with essential skills and knowledge. The lab experience and the program's focus on

As a growing research program, Dr. Yang and her students are enthusiastic about collaborating with multidisciplinary scientific communities to address topics related to meat quality and safety. The program offers students opportunities to work with professionals from diverse research backgrounds, including those from the Western Regional Aquaculture Center, Western Center for Agricultural Health and Safety, California Department of Public Health, and the California Department of Food and Agriculture. The program has also built a strong relationship with industrial partners to assist to deliver highly safe, affordable meat with high quality and nutritional value to national and global consumers while reducing the environmental impact and risks to workers in the

organismal animal biology have offered valuable insights, preparing me for a successful career in academia."

production chain. The team believes that these partnerships are essential in driving progress and advancing knowledge in this field. The research program has received very positive feedback from its collaborators. Garth Hoffmann, the president of FREMONTA, has commented on this collaboration "FREMONTA had the pleasure of working with Dr. Yang's research team on several projects, and we can

confidently say that Dr. Yang's students and faculty are very knowledgeable and professional," Hoffmann said. "The resources and expertise offered by their team have been invaluable to our company's success. UC-Davis has been helpful in generating data that we have used in our research and development efforts, and we have seen firsthand how this has led to new and improved products. Additionally, we appreciate the support that UC-Davis provides us as we navigate new and changing environments in the industry. We have also benefited from increased recognition through our collaborations with UC-Davis. Dr. Yang's publications will help to

Crystal Yang is an associate professor and assistant meat scientist at the University of California-Davis.

raise awareness of our brand and the innovative work that we are doing in the industry."

**Photos courtesy UC-Davis** 



USPOULTRY



# YOUR FIRST LOOK AT IPPE 2024

THE EVENT WILL PRESENT TIMELY AND IMPORTANT INFORMATION TO HELP PRODUCERS AND PROCESSORS TO FIND SOLUTIONS TO ENHANCE THEIR OPERATIONS.

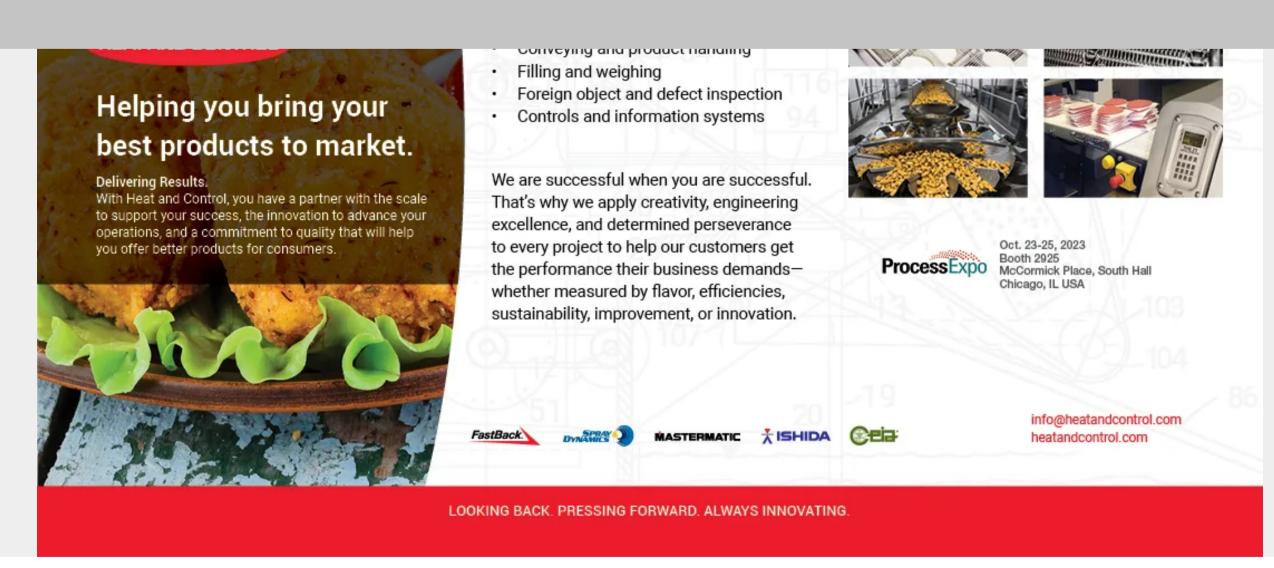
BY GWEN VENABLE

USPOULTRY

The 2024 International Production & Processing Expo (IPPE) is only six months away and will be here before you know it! The 2024 IPPE will be back at the Georgia World Congress Center in Atlanta from Jan. 30 to Feb. 1 to provide the latest innovations, research, processes and products that the global animal food, meat, and poultry and egg industries have to offer.

As the only annual exposition highlighting the best of all three industries, the 2024 IPPE will provide timely and important information and an efficient way for producers and processors to find solutions to enhance their operations. Here is your first look at what the 2024 IPPE will offer:

- Already, 1,070-plus exhibitors with more than 570,000 square feet of booked exhibit space are ready to highlight the latest technology, equipment and services used in the production and processing of animal food, meat, and poultry and egg products.
- An expanded trade show floor will include exhibitors showcasing products and services in Feed Equipment, Feed Ingredients and Animal Health in Building A. Live Production, Egg Production, Genetics, Incubation, Animal Health, Meat & Poultry Processing/Packaging, Rendering, Worker Safety and Food Safety exhibits will be in Buildings B, BC & C.
- TECHTalk Theaters will provide a platform for exhibitors to present technical talks on operational and technical topics, from process efficiencies to technology and sustainability.
- The New Product Showcase will display exhibitor video submissions highlighting the newest technology and services, offering solutions for your business.
- Attendees can benefit from Fee-Based and Free Education Programs that will feature world-class presenters and thought leaders discussing industry trends, timely topics and updates to improve your business. Look for a list of programs on the IPPE website.
- There will be more connections with numerous opportunities for networking and rekindling business relationships with your community, including the Welcome Reception that will be at the end of the opening day of IPPE.
- The Discovery Zone will host award presentations and other fun attendee activities.
- IPPE's participation in the U.S. Department of Commerce Trade Event Partnership Program will help bring in international poultry, meat and feed buyers recruited from around the world.



With more than 570,000 sq. ft. of exhibit space and 1,070-plus exhibitors already secured, IPPE is the "show to go to" in 2024! Be sure to hold Jan. 30 – Feb. 1, 2024, on your calendar to attend. Visit the IPPE website, www.ippexpo.org for more information and to link directly to attendee registration and housing opening on Oct. 16.

On behalf of IPPE's three organizing sponsors – U.S. Poultry & Egg Association, American Feed Industry Association and North American Meat Institute – we look forward to seeing you in Atlanta!

Gwen Venable is executive vice president, Expo & Communication Services, for U.S. Poultry & Egg Association.

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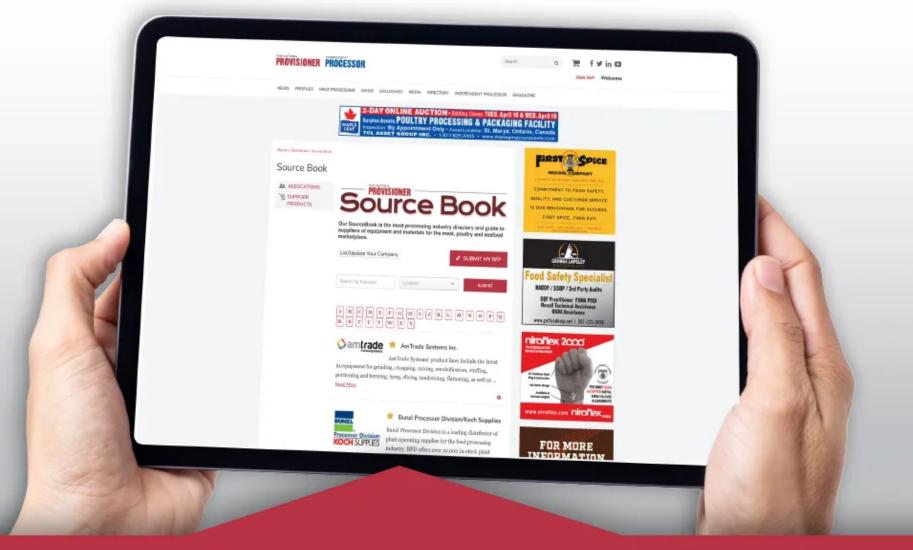
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# SOURCEBOOK PREMIUM SPONSORSHIPS

Our SourceBook is the meat processing industry exclusive directory and guide to suppliers of equipment and materials for the meat, poultry and seafood marketplace. It includes resources for conveyors, mixers, processing and packaging systems as well as information on consultants. *The National Provisioner* Sourcebook is designed to provide you with sources for these important products & resources. Below is a sampling of some of the companies featured in this year's directory. We invite you to reference the supplier logos below and click on them to learn more about each company's offerings. Plus, be sure to visit (and bookmark!) our easy-to-use online directory here. link to <a href="https://www.provisioneronline.com/sourcebook">www.provisioneronline.com/sourcebook</a>





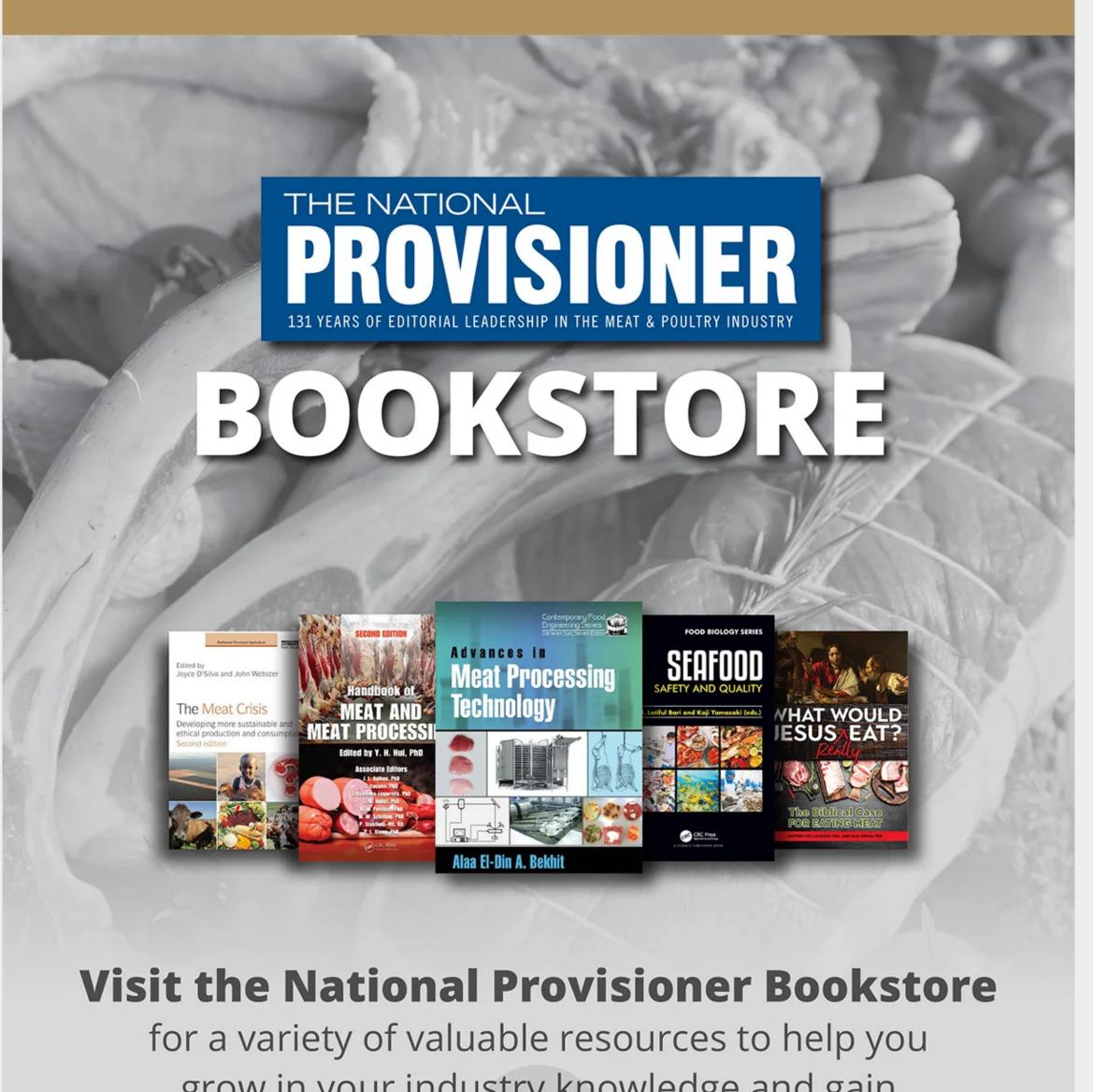








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