

Chewing the fat

For the first time IPPE will be held in Atlanta, USA this coming January. The IPPE (International Processing and Production Expo) has been created by combining the International Poultry Expo and International Feed Expo (which partnered each other) with AMI's International Meat Expo, previously held in Chicago.

The new IPPE will have over 1,000 exhibitors and is expecting 25,000 visitors. In 2012 the old IPE attracted over 4,000 international exhibitors from over 100 countries with just under half of these coming from South America and the Caribbean. Many of these visitors were from poultry integrators – many of whom also have swine interests and processing and further processing activities.

Bringing these events together makes good sense because it gives senior management more key opportunities for meetings, thereby allowing better time utilisation.

Integral to IPPE is an education programme that focuses on issues such as Meat and Poultry Processing: A Global Perspective;

Consumer Trends; and Plant Operation and Management.

In addition, there will be various conferences, some of which will be of interest, such as Recalls and Public Health Investigations; Improving Food Safety; Sanitation and Maintenance; Antibiotics; and Meat and Poultry Research.

On top of that, there is Atlanta itself and among its tourist attractions are the Coca Cola Museum, the CNN Centre and, out of town, Stone Mountain.

This year is an important year as it will give us an indication as to whether the logical idea of bringing together the old IPE (including IFE) and the AMI Expo has been a success or not. One hopes that it is, because, if nothing else, it reduces the costs of two trips to the USA into those of one!

If the future lies in unity, then both organisations must listen to the views of exhibitors and attendees and act on what they hear.

The USA is big enough to hold a major global event, but it does not have a given right to do so! It has to prove itself a worthy host! ■