



NEWS RELEASE

For immediate release

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Midwest Poultry Federation Debuts Revamped Web Site

(Buffalo, MN – October 20, 2009) ... Midwest Poultry Federation (MPF) is pleased to announce a completely revamped and retooled Web site that highlights the 2010 MPF Convention at www.midwestpoultry.com.

The Web site received a much needed makeover this fall with new graphics, layout and color scheme, according to Lara Durben, MPF Communications Director. "The Web site was in need of an update and we're very happy with the results. We feel the new site will make it even easier for people to find the information they are looking for on the upcoming MPF Convention."

The 39th annual MPF Convention will be held March 17-18, 2010 at the Saint Paul RiverCentre in St. Paul, MN. Several special events will be held prior to the show, including: Pre-Show Nutrition Symposium and MPF Welcome Reception, March 16; North Central Avian Disease Conference, March 14-16; and a Turkey Breeder Symposium (date to be determined).

In addition to informational sections geared specifically for attendees and exhibitors, the Web site features an easy email sign-up function, which allows people to automatically send their email address to MPF to receive more information about the convention.

The Web site also includes handy links to restaurants and local happenings/events in St. Paul as well as links to many of MPF's 14 member poultry organizations.

MPF expects approximately 1,800 attendees at its 2010 convention, which will feature an exhibit hall with over 340 booths and education sessions for the turkey, egg layer, broiler and organic and specialty poultry production industries.

For more information on MPF and its 2010 convention, please visit www.midwestpoultry.com or contact Lara Durben at lara@midwestpoultry.com or 763/682-2171.

ABOUT MPF

MPF was founded in 1971 and held its first convention in Minneapolis in 1972. MPF'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's members are 14 state poultry associations in eight Midwest states: Illinois, Iowa, Michigan, Minnesota, Nebraska, Kansas, South Dakota and Wisconsin.

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