For Immediate Release
U.S. Poultry & Egg Association

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USPOULTRY Debuts 360° Virtual Reality Experience at 2019 IPPE

TUCKER, Ga. – Feb. 11, 2019 – U.S. Poultry & Egg Association (USPOULTRY) is debuting a 360° virtual reality video at the 2019 International Production & Processing Expo (IPPE). The virtual reality experience shows how young turkeys are raised and the care they are given by the farmer who is raising them. The video is a resource to consumers to obtain information on how turkeys are raised in the United States.

Attendees will be able to watch the virtual reality video using goggles that will allow a 360° view all around them as if they were actually on the farm in person - looking up, down, side-to-side, front and back from the original starting point. The virtual reality experience will take place in USPOULTRY Booth C12005 from Tuesday, Feb. 12 through Thursday, Feb. 14.

“USPOULTRY and our members recognize the importance of providing consumers with the information they are seeking about how poultry is raised. We are pleased to be able to provide this video that allows them to see and experience the turkeys in their own environment,” remarked John Starkey, USPOULTRY president.

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U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today’s poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.