



For Immediate Release
International Poultry Welfare Alliance

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IPWA Announces New Leadership, Approval of Strategic Plan

TUCKER, Ga. – Aug. 19, 2020 – The International Poultry Welfare Alliance (IPWA) held its 2020 Virtual General Assembly, where new leadership for the organization was announced and members approved the 2020-2023 IPWA Strategic Plan. Leading the organization as chairperson for 2021 will be Andrew Gomer of Nova-Tech Engineering. He replaces Kate Barger-Weathers of Cobb-Vantress who was integral in the formation and development of the organization. Barger-Weathers will be moving into the immediate past chair role for the organization.

Officers elected include Ken Opengart of Tyson Foods, who will serve as vice chairperson. Angela Baysinger of Merck was elected as secretary, and Bernie Beckman of Hy-Line North America was elected to director-at-large. New representatives on the board of directors include Ken Martin of Fieldale Farms as the Live Production – Broilers representative; Mohamed Mousa of Herbruck's Poultry Ranch as the Live Production – Eggs representative; Aaron Stephan of Once as the Supplier – Equipment representative; and Jon Hixson of Yum! Brands as the Foodservice representative. Committee chairs were also announced, which include Richard Griffiths of the British Poultry Council as chair of the Communications Committee; Janet Helms of Ikea as the chair of the Membership Growth and Engagement Committee; Darrell Stoner of Elanco as the chair of the Poultry Health and Welfare Committee; and Nick Wolfenden of Cargill as chair of the Education Committee.

Members approved the 2020-2023 strategic plan that outlines the goals and initiatives for the Alliance over the next three years. IPWA seeks to provide a balanced and progressive approach to poultry welfare that is focused on improving trust, knowledge, awareness and communication throughout the poultry supply and value chain. The three primary strategic objectives for achieving this include ensuring organizational growth and success, building and enhancing communication, and promoting a science-based, progressive approach to poultry welfare.

For more information about the strategic plan, please visit the IPWA website (poultrywelfare.org) or contact Ryan Bennett, IPWA executive director, at rbennett@poultryegg.org.

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About IPWA

The International Poultry Welfare Alliance (IPWA) is a multi-stakeholder initiative that supports sustainable poultry production that is ethically, socially, scientifically and economically responsible. Its

mission is to advance global poultry welfare standards by engaging diverse stakeholders in open dialogue, transparent communication and through the support of research.