

CONTACT:

Candace Bergesch
cbergesch@poultryegg.org
573-470-4300

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Poultry Organizations Announce Candace Bergesch as Director of Communications

U.S. Roundtable for Sustainable Poultry and Eggs and International Poultry Welfare Alliance Hire New Director of Communications

Tucker, Ga., January 11, 2021 — The [U.S. Roundtable for Sustainable Poultry and Eggs](#) and [International Poultry Welfare Alliance](#) announced Candace Bergesch as the new director of communications for both organizations, beginning January 11, 2021. The move aims to strengthen the collaboration between the organizations as well as promote individual success in addressing issues related to poultry welfare and sustainability.

“I was inspired from my very first conversations with the IPWA and US-RSPE board members,” said Bergesch. “The poultry and egg industries are crucial to the global food supply, and I am honored to join this dedicated team and contribute to their vision for poultry welfare and sustainability.”

Bergesch brings a wealth of experience as the sixth generation of a family farm in Missouri, with a proven record of success in agriculture communications. Most recently, she was employed by OBP Agency (Osborn Barr) out of St. Louis. There, she supported accounts including the United Soybean Board and CommonGround, specializing in issue and organizational communications, and consulted with poultry industry expertise for Pilgrims’ Just Bare chicken products. She gained that expertise at Novus International, Inc. as the public relations specialist in their global marketing function and from her service in the Missouri Senate as a legislative assistant staffing the agriculture and natural resources committee.

“Candace brings the experience and energy to match our dedicated volunteers that are moving quickly on initiatives that will advance sustainability and animal welfare throughout the entire poultry value chain,” said Ryan Bennett, executive director of US-RSPE and IPWA.

Both organizations look forward to Bergesch’s leadership and contributions to their efforts to connect diverse stakeholders and leaders in the poultry and egg value chains and beyond. In her new role, Bergesch will execute communications work to advance the strategic plans for each organization.

IPWA and US-RSPE have a joint structure and shared goals, which include helping to shape the global discussion for poultry welfare and increasing both knowledge and understanding of science and production systems that will result in better outcomes for poultry and the customers and other stakeholders in the sector.

“US-RSPE and IPWA have made great strides in sharing their advancements in poultry welfare and sustainability, due in large part to a very committed group of members representing all facets of the

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value chain,” said Bergesch. “It is my commitment to build on their hard work with impactful communications that will bring the story of poultry and egg sustainability forward in a meaningful and transparent way.”

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About US-RSPE and IPWA: The U.S. Roundtable for Sustainable Poultry & Eggs (US-RSPE) and International Poultry Welfare Alliance (IPWA) both aspire to advance, support and communicate continuous improvement in sustainability and animal welfare through leadership, innovation, multi-stakeholder engagement and collaboration. The groups will evaluate current and emerging concerns related to animal welfare and sustainability with the aim of advancing tangible outcomes through research, education and outreach initiatives.

