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PEAK 2026 Addresses Biosecurity, Regulation and Industry Change Facing Poultry Producers

MINNEAPOLIS, MN. — Feb. 23, 2026, As poultry producers face heightened biosecurity scrutiny, evolving regulatory requirements and continued operational complexity, PEAK 2026 will bring the industry together April 14–16 at the Minneapolis Convention Center to address today's most pressing challenges.

Produced by the Midwest Poultry Federation, PEAK, representing Progress, Experience, Advancement and Knowledge, is an annual conference and trade show designed to strengthen poultry production through practical education, meaningful collaboration and forward-looking industry dialogue.

Progress

The poultry industry is facing heightened challenges, particularly around Highly Pathogenic Avian Influenza response protocols, biosecurity compliance and workforce readiness. PEAK 2026 is focused on protecting and strengthening producer profitability in a rapidly changing market while embracing progress.

Workforce development takes center stage with The Coop of Leaders: Building Business Savvy in Poultry, scheduled for Wednesday, April 15. The session will explore aligning workforce readiness platforms for key poultry-sector positions, including front-line supervisors and mid-level managers. Attendees will examine the real costs of mis-hires and turnover, review case studies from companies that strengthened hiring practices and discuss why alignment and fit are essential to long-term business success.

By pairing operational insight with leadership development, PEAK is equipping poultry professionals to move their organizations forward.

Experience

PEAK delivers more than information, it provides a focused industry experience. The multi-day event balances education, exhibits and networking, offering dedicated time to engage with experts and explore innovations across the poultry supply chain. The exhibit floor features companies representing animal health, nutrition, housing, processing and workforce solutions, providing hands-on exposure to technologies shaping the future of poultry production.

On Tuesday, April 14, PEAK Unhatched: An Evening of Eats & Entertainment returns as the event's signature networking event. The State Fair–inspired gathering brings attendees and

exhibitors together in a relaxed setting designed to encourage authentic conversation and lasting professional relationships.

Advancement
In response to growing demand for deeper discussion around egg production and regulatory complexity, PEAK 2026 is pleased to announce that the Egg Industry Forum programming is expanding thanks to a new partner.

Held Thursday, April 16, from 11:30 a.m. to 4:30 p.m., the forum will provide focused dialogue on regulatory developments, market dynamics and emerging challenges impacting the U.S. egg industry. As producers navigate evolving compliance requirements and increased oversight, the forum creates space for more in-depth conversation around policy and operational pressures directly affecting egg producers.

PEAK's advancement of the industry also extends beyond the show floor. Revenue generated by the event is shared with state member organizations and reinvested into grower education, biosecurity preparedness and workforce development initiatives. By redistributing over $900,000 in funds back into the industry, PEAK reinforces its commitment to strengthening poultry production at every level.

"Our organization is incredibly proud to be able to grow our support to our state member organizations as well as other student-focused poultry initiatives," said MPF President Lisa Henning, who represents North Central Poultry Association on the Board of Directors. "Giving back and supporting the poultry industry is ultimately what our PEAK mission is all about."

Knowledge
At its core, PEAK is built around education that reflects the real-world needs of poultry operations. Sessions span key topics impacting the industry and are led by experts with firsthand experience in poultry production. Educational programming addresses disease mitigation, biosecurity strategy, operational efficiency, workforce management and emerging industry research.

Featured sessions include "Inside the Egg Industry Center: Who We Are and Research Highlights" with Brett Ramirez and "Responding to the Threat of Highly Pathogenic Avian Influenza: Wildlife Biosecurity Assessments and Mitigation" with Keith Wehner. These classes provide practical insight that attendees can apply immediately within their own operations.

Through in-depth classes, issue-focused forums and leadership development programming, PEAK 2026 delivers the knowledge poultry professionals need to navigate a changing landscape with confidence.

Registration for PEAK 2026 is open. Poultry professionals are encouraged to secure their place and join the industry April 14–16 in Minneapolis. Credentialed media can receive complimentary registration upon request. Email info@midwestpoultry.com to learn more.

About PEAK and MPF
PEAK is the largest trade show and convention in North America, held annually in Minneapolis, that focuses exclusively on the business and production of poultry.

In 2022, the Midwest Poultry Federation Board rebranded its show name to PEAK, which stands for Progress, Experience, Advancement and Knowledge – MPF's promise to attendees to always provide these four keys to unlocking success for your business.

The Midwest Poultry Federation (MPF), a 501(c)6 nonprofit organization, was founded in 1971 and held its first convention in Minneapolis in 1972. MPF's primary purpose is to host an annual 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.

All revenue (after expenses are paid) generated by PEAK and any other events MPF holds throughout the year is given back to MPF's member organizations as well as donated to various poultry organizations for research and educational activities.

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