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**For Immediate Release**  
**May 5, 2016**

## **World Poultry Foundation launches New Website**

**STONE MOUNTAIN, Ga.** – The World Poultry Foundation launched its new website this week, as part of its rebranding initiative.

The rebranding initiative was implemented in 2015 as World Poultry Foundation (WPF) was re-named from the USAPEEC International Poultry Development Program (UIPDP). WPF also hired Randall Ennis, former CEO of Aviagen, as its new CEO.

The organization began its rebranding effort in 2015, acting on recommendations from a strategic planning retreat for its board of directors. The board's first action was to change its name from the unwieldy USAPEEC International Poultry Development Program (UIPDP) to the shorter World Poultry Foundation (WPF). Next, the board hired former Aviagen CEO Randall Ennis as its chief executive and adopted a new logo.

“We are excited to launch the new WPF website,” said Ennis. “Prior to this re-branding initiative, there was no information available on the web about our efforts to provide poultry education and technical training in emerging markets.”

The website provides information about the WPF's history, management committee, and its current projects in Angola, China, Ghana, Myanmar, Vietnam, and others. The site also links to the WPF's new Facebook page.

For more information, head to [worldpoultryfoundation.org](http://worldpoultryfoundation.org).

### **About World Poultry Foundation (WPF)**

The World Poultry Foundation is a non-profit organization committed promoting economic development in emerging markets outside of the U.S. by providing education and technical training on poultry production. For more information, visit [worldpoultryfoundation.org](http://worldpoultryfoundation.org).

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