



Urner Barry's Executive Conference and Global Protein Summit to be One Epic Online Experience in 2020

June 16, 2020, Toms River, NJ – Urner Barry, the leading provider of protein market news and information in the food industry, is excited to announce its two biggest events of the year will be merged into one online experience in 2020.

During this unprecedented time, our industry has been impacted like never before. We know you were looking forward to attending Urner Barry's Executive Conference and Global Protein Summit this year, but the safety of our customers and employees is the main priority. As Urner Barry is uniquely placed to provide you with vital information on the protein markets during this time of vast uncertainty, we remain committed to delivering the insights that you need to best navigate your business – and because of this, for 2020 only, we are combining our two events into one epic, online experience.

The wellbeing of our community and colleagues remains our number one priority so, while this decision has not been taken lightly, we feel that taking the event online this year provides the best possible opportunity for you to meet your business needs.

The event will take place **October 6-9** and will feature industry experts discussing the biggest issues across the egg, poultry, beef, pork, seafood, and plant-based protein markets. Through a combination of live discussions and on-demand presentations, we want to better equip our customers with the tools they need to make the best business decisions.

Ryan Downes, Vice President, Sales at Farbest Foods remarked, "Urner Barry made the right decision taking the Executive Conference online. Our team is looking forward to catching up with the impactful industry issues we may have been neglecting during these unprecedented times."

The program will be spread over four days and offer more than 16 hours of insightful and actionable content. There will be a convenient mixture of live and on-demand presentations made available to allow for consumption at your own pace. In addition, all slide decks will be available for download. The online format will allow us to deliver more content than ever before! Plus, the event platform will promote exclusive opportunities for networking.

"Our customers rely on us for market intelligence and these annual events are a vital part of bringing valuable insights to their business operations. While we are unable to meet in person this year, we still felt it was our duty to make it happen for the industries we serve so they don't miss out on the information they rely on," said Urner Barry COO Jim Kenny.

If you have already registered for one of the live events, we will be in contact shortly with additional details and to register you for the new event. This is also the perfect opportunity to introduce Urner Barry to your colleagues. Ask how we can accommodate groups! If you are interested in registering, please visit www.urnerbarry.com/events.

We look forward to welcoming you to our online event, and to shaking hands again in 2021.

About Urner Barry

Urner Barry is a business publisher specializing in the reporting of market quotations and news to clients in the poultry, egg, meat, seafood, and related segments of the food industry. Urner Barry offers market reports via fax, e-mail and internet, as well as books and other media intended to make you a more informed buyer or seller of food products.

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