

# Press Release

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Process Expo  
McCormick Place Convention Center  
Chicago, Illinois USA  
October 23- 25, 2023

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## Live pet treat production comes to Process Expo

This year's Production Line program at [Process Expo](#) (October 23-25, 2023, at Chicago's McCormick Place), will feature a full line producing and packaging pet treats during the three day show. Designed to highlight the latest advances in technology for the pet food segment, this line also includes an AI component that will help food manufacturers to improve efficiencies with production monitoring and predictive maintenance. During guided demonstrations of the line, a hostess will walk attendees through the entire process of manufacturing, packaging and palletizing dog treats, made with actual beef. These demonstrations will take place three times a day, and each participating company will be on hand to discuss with audience members how these technologies could be incorporated into the customer's production.

Participating exhibitors in this line include:

- GEA
- Handtmann, Inc.
- Provisur Technologies
- Parker Freeze Dry
- Mayfran International
- Ryson International

- Matrix Packaging
- Anritsu
- JLS Automation
- MontBlanc AI
- CRB Group

This line is being sponsored, organized, and installed by FPSA member and leading engineering firm, CRB Group, which is providing Project Management services for the line.

"At over \$20B a year and growing, the Pet Treat segment offers tremendous opportunity for the industry," said Patrick McGady, Chair of the FPSA Pet Foods Council and President of Handtmann USA. "That is why we build these production lines at PROCESS EXPO, as they are the perfect platform to highlight the latest advances in technology to food manufacturers so they can improve their efficiencies and further strengthen the bottom line. In addition, this year's line will feature an artificial intelligence component that will put more useful information in the hands of the user, enabling them to have a much better understanding of real time metrics to further maximize production."



"This line is essentially a year in the making, going back to the Pet Food Council's first discussions about industry trends and what manufacturers are looking for," said David Seckman, President & CEO of the Food

Processing Suppliers Association (FPSA). “These discussions considered a variety of products and applications and ultimately led to a production line of treats that will most clearly demonstrate the impressive capabilities in processing, packaging, and material handling. Furthermore, the addition of AI into this project will help our audience visualize how this cutting-edge technology functions in the production process and how it can be applied in their plant.

“The pet food market is growing on the back of demand for premium pet treats, personalized food products, and healthy alternatives, and increasing innovation by pet food manufacturers is positively influencing this. Pet food processors, suppliers, and retailers are ramping up efforts to capture this product segment which makes it a crucial feature to the show, enabling the industry to see the latest advancements.” added Kristy Meade, Vice President of Technology Shows for Messe Frankfurt, Inc

Attendees can see the production line technologies in action, meet over 350 suppliers from the food and beverage technology industry and access 30+ education sessions over the three-day show. Registration for the 2023 edition is open and industry professionals can register [here](#). For more information, visit [www.myprocessexpo.com](http://www.myprocessexpo.com).

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### **Background information on Food Processing Suppliers Association**

The Food Processing Suppliers Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support members' success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include PROCESS EXPO (industry leading trade show), electronic media marketing, education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the [Bakery](#), [Beverage](#), [Dairy](#), [Pet Food](#), [Prepared Foods](#) and [Meat](#) sectors.

## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)  
With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2022

## **Messe Frankfurt international trade fairs for the food industry**

With four trade fairs on four continents, Messe Frankfurt tracks the dynamic growth in the global food processing industry. These international trade shows give impetus to the sector, showcase innovations and connect experts from all over the world. In addition to Process Expo these are IFFA in Germany, Tecno Fidta in Argentina and Meat Pro Asia in Thailand. Further information at: [www.food-technologies.messefrankfurt.com](http://www.food-technologies.messefrankfurt.com)