

INFOGRAPHIC:

A 100-Year History of WATT Publications

Incorporated July 6, 1917

1917



Purchased **Poultry Tribune** – September 1917
first WATT issue



Title changed to **Egg Industry** – October 1987
(see also 1977 below)

1927

Established **Hatchery Tribune** – February 1927



- Title changed to **Hatchery & Feed** – July 1948
- **Feed and Farm Supplier** – February 1961
- **Farm Supplier** – June 1961
- Sold to Miller Publishing Co. – June 1988
- Merged into **Farm Store Merchandising** – August 1988

1934



Purchased **Turkey World** – November 1934

- Merged into **Poultry Meat** – September 1964
- Changed back to **Turkey World** – May 1968
- Merged into **WATT PoultryUSA** – January 2000



1950

Established **Broiler Growing** – September 1950



- Title changed to **Broiler Business** – June 1960
- Merged into **Poultry Meat** – September 1964
- Changed back to **Broiler Business** – November 1975
- Merged into **Broiler Industry** – August 1977

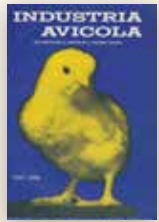
1952

Purchased **U.S. Egg & Poultry** – July 1952

- Title changed to **Poultry Processing & Marketing** – January 1953
- Merged into **Poultry Meat** – September 1964
- Revived as **PPM-Poultry Processing & Marketing** – August 1977
- Discontinued June 1978



1957

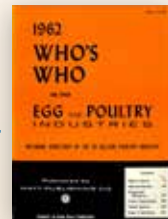


Purchased **Industria Avicola** – August 1957

1961



Established **Poultry International** – January 1962



Purchased **Who's Who in the Egg & Poultry Industries** – December 1961
• Merged into **WATT PoultryUSA** – July 2009

1962

1971

Established **Pig International**

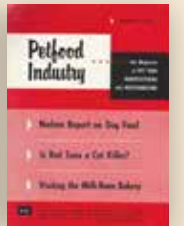


- **Broiler Industry**
- **Egg Industry** – Merged into Poultry Tribune – August 1977
– Names reversed – Egg Industry (formerly Poultry Tribune) – October 1987

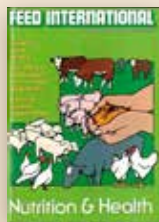
1977

Purchased Garden State Publications – June 1977

- **Poultry Digest** – Discontinued after December 1999 issue
- **Feed Management**
- **Petfood Industry**



1980



Established **Feed International** – April 1980

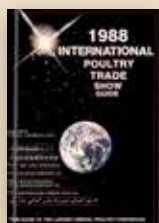
1981

Established **Industria Porcina** – January 1981
• Discontinued after October 1998 issue



Established **Poultry International China Edition**
• Discontinued 2001
• Relaunched 2005 – October issue

1984



Established **International Poultry Trade Show Guide**

- Renamed **International Poultry Exposition Guide** – 1992
- Renamed **WATT Global Media IPPE Directory** – 2015

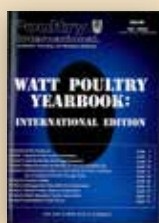
1986

Established **Pig International China Edition**



- Discontinued after November 1997 issue
- Relaunched December 2013

1991



Established **WATT Poultry Yearbook: International Edition**
• Renamed **Executive Guide to World Poultry Trends** – 2000