

**Animal Agriculture Advocacy
Council Report**

2011 NIAA Annual Conference

Wednesday, April 13, 2011



The Animal Agriculture Advocacy Council met on Wednesday, April 13, 2011 from 8:00 am to 11:30 am during the 2011 NIAA Annual Conference in San Antonio, Texas with 32 people present. Dr. Nevil Speer served as Chair.

The committee session focused on initiatives to communicate with consumers about food production practices. The following speakers presented relevant information pertaining to new and ongoing initiatives:

Mr. Hugh Whaley, General Manager, U.S. Farmers & Ranchers Alliance, presented “USFRA: Building trust in today’s agriculture.”

Mr. Rod Smith, Staff Editor & Writer, Feedstuffs, presented “Investigations of HSUS Investigations.”

Mr. Matt Sutton-Vermeulen, Unison Resource Company, representing Global Roundtable for Sustainable Beef (GRSB), presented “Food Plate Tectonics: Thriving on the fault line.”

Mr. David Schmidt, President & CEO, International Food Information Council, presented “The Alliance to Feed the Future Initiative.”

Old Business: None

New Business: As this was the first official meeting of the Animal Agriculture Advocacy Council (AAAC), discussion was held in regard to how to advocate on behalf of NIAA. Specific discussion was held regarding alliances NIAA should explore to better leverage what it does. The natural alliance between NIAA and the U.S. Animal Health Association has been strengthened through joint conference production and other interaction. In addition, it was reported that NIAA has been working with certain other initiatives including the Center for Food Integrity, the Alliance to Feed the Future, and the Global Conference on Sustainable Beef. **It was the consensus of the AAAC that NIAA should continue to pursue appropriate alliances with groups and initiatives that furthers the purposes of NIAA in communicating science-based and factual information.** Specific areas which need to be explored and developed include the following:

- A full definition of what NIAA can provide to these alliances.
- A complete definition of NIAA members and constituency; the ability to develop, assimilate, and pass pertinent information up-and-down the food chain.
- Ways to ensure the diversity of NIAA is used as a strength, since it can also become a weakness.
- Exploring means and methods of more fully distributing the vast amount of information generated during NIAA events.
- An exploration of what NIAA should and should not do in order to avoid duplication of other organizations.
- NIAA is “high-up” on the credibility ladder and should leverage that credibility in alliance and communication efforts.
- The “language of the consumer” is important to learn, understand, and integrate into communications in order to more effectively communicate.

- NIAA should position itself to help advise other groups in regard to research that would be beneficial to animal agriculture's ability to even better care for animals.

General Discussion: None

Committee Session adjourned at 11:00 am.