



News Release

FOR IMMEDIATE RELEASE
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ID•INFO EXPO 2007 Virtual Media Center: Update Day One

Audio files are included with the release as hyperlinks to mp3 files. Please contact [Cindy Zimmerman](#) with ZimmComm New Media (573-353-6118) if you have any difficulties or questions.

(Kansas City, MO) Day one of the ID•INFO EXPO 2007 on Tuesday, August 28 featured sessions on Foot and Mouth Disease, as well as the current status of North American Traceability Programs. The following are links to photos and audio interviews from the first day of the program. All interviews were conducted by Cindy Zimmerman. Power Point presentations of all the speakers may be found on-line at the NIAA website here: <http://animalagriculture.org/Proceedings/2007IDProceedings.asp>.

Opening General Session:

Dr. John Clifford, USDA/APHIS/Veterinary Services on *"Traceability from an Animal Disease Perspective"*

Interview with Dr. Clifford - 🗣️ (7:11) [\(niaa-07-clifford-interview.mp3\)](#)

Photo of Dr. Clifford – [\(niaa-07-clifford.jpg\)](#)

Julie Stitt, Canadian Cattle Identification Agency on *"An Overview of the Canadian Traceability System"*

Interview with Julie Stitt - 🗣️ (7:42) [\(niaa-07-stitt-interview.mp3\)](#)

Photo of Julie Stitt – [\(niaa-07-stiff.jpg\)](#)

General Session I – Foot and Mouth Disease:

Ray Brown, Orchard Farm, Cheshire, England on *"A UK Case Study from the Producer's Perspective"* **This is a long interview but an excellent perspective from a producer about the importance of traceability.**

Interview with Ray Brown - 🗣️ (11:23) [\(niaa-07-brown-interview.mp3\)](#)

Photo of Ray Brown – [\(niaa-07-brown.jpg\)](#)

Dr. Claire Thunes (TOO-niss), University of California-Davis on *"Results from a US FMD Simulation"*

Interview with Dr. Thunes - 🗣️ (8:03) [\(niaa-07-thunes-interview.mp3\)](#)

Photo of Dr. Thunes – [\(niaa-07-thunes.jpg\)](#)

General Session II – Current Status of North America Traceability Programs

Ron Axelson, Canadian Livestock Identification Agency, on *“Canada’s Multi-Species Traceability Initiative”*

Interview with Axelson - 🎧 (4:21) ([niaa-07-axelson-interview.mp3](#))

Photo of Axelson – ([niaa-07-axelson.jpg](#))

Samantha Simon, USDA/APHIS/AMS, on *“Traceability in Voluntary Audit Based Programs”*

Interview with Simon - 🎧 (3:29) ([niaa-07-simon-interview.mp3](#))

Photo of Simon – ([niaa-07-simon.jpg](#))

Leann Saunders, IMI Global, Inc., on *“Value-Driven Identification, Traceability and Verification”*

Interview with Saunders - 🎧 (5:19) ([niaa-07-saunders-interview.mp3](#))

Photo of Saunders – ([niaa-07-saunders.jpg](#))

Dr. Patrick Webb, National Pork Board, on *“The Swine ID Plan and Pre-Harvest Traceability”*

Interview with Dr. Webb - 🎧 (4:00) ([niaa-07-webb-interview.mp3](#))

Photo of Dr. Webb – ([niaa-07-webb.jpg](#))

Other photos from Day One:

Photo of audience – ([niaa-07-crowd.jpg](#))

Photo of full room during presentation – ([niaa-07-crowd-brown.jpg](#))

Photo of status panel – ([niaa-07-status-panel.jpg](#))

MEDIA INFORMATION

We will be sending out two more documents with links to presentations, photos and audio. On Thursday, that will include the presentation of Bruce Knight, USDA Under Secretary for Marketing and Regulatory Programs, which will also include his press conference. Please feel free to let us know if there are any specific questions you would like to have addressed to any presenters or if there is anyone in particular you would like to have interviewed.

A full overview of the program which can be accessed on-line at: <http://www.animalagriculture.org>.

CONTACT INFORMATION

The Media Center is in the Penn Valley Room of the Westin Crown Center in Kansas City. It will be open from 4:00 p.m. Monday until noon on Thursday. The phone number there is 816-843-4828. Please feel free to contact Gale Johnson at 540-660-1849 or Cindy Zimmerman at 573-353-6118 anytime with questions or specific requests.