



News Release

FOR IMMEDIATE RELEASE
August 30, 2007

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ID•INFO EXPO 2007 Virtual Media Center: Bruce Knight

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

(Kansas City, MO) Included in this document are links to today's presentation by Bruce Knight, USDA Under Secretary for Marketing and Regulatory Programs, an interview with Knight by Cindy Zimmerman on his major points, and several photos. A summary of Mr. Knight's remarks will be available at www.animalagriculture.org on Friday.

One final media document will be sent out from the ID/INFO EXPO tomorrow. Any questions or comments may be directed at Gale Johnson 540-635-4564, gjohnson@animalagriculture.org.

Bruce Knight, USDA Under Secretary for Marketing and Regulatory Programs at ID/INFO EXPO 2007, August 30, Kansas City


Presentation:  **(21:38)** ([niaa-knight-speech.mp3](#))

Photo of Knight 1 – ([niaa-knight-1.jpg](#))

Photo of Knight 2 – ([niaa-knight-2.jpg](#))

Presentation:  **(11:17)** ([niaa-knight-interview.mp3](#))

Photo of Knight press conference – ([niaa-knight-pc.jpg](#))

A full overview of the program, power point presentations, previous media alerts and other information accessed on-line at: <http://www.animalagriculture.org/id/IDINFOEXPO2007/index.htm>