



News Release

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NIAA's 2009 Annual Meeting March 31 - April 1, Louisville, Kentucky

BOWLING GREEN, KY, November 19, 2008 -- The dates, location and theme for the 2009 National Institute for Animal Agriculture (NIAA) annual meeting have been set, and individuals involved in animal agriculture—the beef, dairy, swine, sheep, goat, equine and poultry industries—are encouraged to attend and participate in the two-day event. The dates: March 31-April 1. The location: The Galt House Hotel and Suites in Louisville, Kentucky. The theme: The Changing Face of Animal Agriculture.

"NIAA is the one national organization that brings together all of animal agriculture and those involved in animal agriculture: national and state livestock and poultry organizations, producers, veterinarians—private practice and government, extension specialists, academia, researchers and allied industry," states Michele Vise-Brown, chief executive officer of NIAA. "NIAA's annual meeting is the one time a year where all segments representing all species of animal agriculture comes together to address individual industry and collective challenges and to advance solutions to these challenges."

Dr. Robert Fourdraine, NIAA annual meeting planning group chair, says this year's annual meeting theme was selected because animal agriculture is changing and all of animal agriculture should understand those changes.

"Several segments of society are working to change the public's perception of animal agriculture in a not-so-favorable light," Dr. Robert Fourdraine states. "Cognizant of this objective, NIAA will tackle three key needs at its 2009 annual meeting.

"We'll look at the need for us to understand today's changing environment and the 'why' behind the changing environment, the need to develop relevant messages for our diverse audiences and the need to unite and take a proactive approach to foster consumer trust."

Dr. Mark Engle, NIAA annual meeting planning group vice chair, explains that NIAA's annual meeting is more than just the opening general session. "Committee sessions are a big part of NIAA's annual meeting, and it is in the committee sessions where animal agriculture is shaped," Dr. Engle explains. "Committee members are integrally involved in addressing key issues affecting animal agriculture."

"In addition to the species-specific committees, NIAA has six issue-based committees: animal care; animal health emergency management; animal health and international trade; animal identification

and information systems; animal production food safety and security; and emerging diseases. You can pick and choose from among these issue-based committees or move from one committee meeting to the other.”

Registration for the two-day event is \$450, with a \$50 discount if you register before February 20. Additional discounts are available to NIAA full members and affiliate members along with a New Member incentive. To learn more about the NIAA’s ’09 annual meeting or to register for the meeting, please visit www.animalagriculture.org or call 270.782.9798.

The National Institute for Animal Agriculture (NIAA) is dedicated to programs that work towards the eradication of diseases that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome food supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members include producers, veterinarians, animal scientists, researchers, state and federal officials, and agribusiness executives. More information is available at www.animalagriculture.org.

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