



## **Save the Date for ID•INFO EXPO 2009**

The National Institute for Animal Agriculture is in the planning stages for ID•INFO EXPO 2009 and ask that you save August 24 - 28, 2009, Kansas City, Mo., for this event.

Sponsors: Please include ID•INFO EXPO 2009 in your budget for the coming year. Sponsorship and trade show information will be sent your way as it becomes available.

Among other things, the ID•INFO EXPO 2009 will focus on recent advances in animal identification technology as there's been significant advances made these past two years. In addition, we'll explore traceability as it lines up with food safety, animal health and marketing efforts. With recent food safety concerns in produce and troubles locating the source of the produce, more and more consumers are asking "Where did this come from?" and retailers are actively pursuing solutions to meet consumer demand. In addition, export markets will continue to increase demands for traceability.

We appreciate any input you may have regarding the ID•INFO EXPO 2009 meeting and we request you forward any suggestions regarding potential agenda topics to NIAA for consideration by the planning committee. We'll keep you posted as more information becomes available.

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](http://www.animalagriculture.org).

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