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Contact: Teres Lambert

Ph: 847-838-2966

tlambert@animalagriculture.org

ID INFO EXPO 2009 Speaker Line-up Covers the Gamut

COLORADO SPRINGS, CO (August 3, 2009) —More than 25 speakers from government, animal agriculture and outside industry will tackle the challenges facing a national animal identification program and ways to move animal identification forward when they address attendees at ID INFO EXPO 2009, Aug. 25-27, at the Westin Crow Center, Kansas City, Mo. Presented by the National Institute for Animal Agriculture, ID INFO EXPO 2009 includes a two-day hard-hitting conference, "ID Mandate—Meeting Government and Consumer Demands," and a tradeshow featuring the latest in animal identification and information technologies.

The conference will kick off at noon on Tuesday, Aug. 25, with two two-hour opening general sessions that will take a look at the state of animal identification in the United States, global implications of identification and models of traceability within other commodities and industry. The three general sessions, which will be spread over two days and conclude at noon on Thursday, Aug. 27, will cover obstacles to implementing animal identification, opportunities for enhancing animal identification and next steps in developing a functional animal identification program.

"A stellar group of speakers has been lined up for ID INFO EXPO 2009, including two outspoken government officials from Minnesota, the chief veterinarian of U.S. Department of Homeland Security, economists in-the-know regarding the cost aspect of a national ID program and a staff attorney for the National Agricultural Law Center who will hone in on confidentiality," states Glenn Fischer, chairman of ID INFO EXPO Planning Committee. "In addition, several livestock producers and others in the chain will talk about their experiences, concerns and challenges regarding a national animal ID program.

"The speaker list covers the gamut, with the conference format allowing for interactive discussion among speakers and ID INFO EXPO participants. As a result, concerns and solutions can be addressed in a collaborative atmosphere."

An added feature of ID INFO EXPO is a pre-conference Food Traceability Workshop, Aug. 24-25, part of a workshop series sponsored by Interwork Media. The Food Traceability Workshop is designed for agriculture, produce and meat manufacturers, distributors and retailers and will

provide basic and realistic information about people, process and technology needed to implement a food traceability program. The workshop starts on Monday, Aug. 24, at 1 p.m. and concludes at 12:45 p.m. on the 25th.

“If you’re involved in animal agriculture, then ID INFO EXPO 2009 is a must-attend event,” states Dr. Leonard Bull, president, NIAA. “The debate regarding a national animal identification program continues to be in the forefront, and your input regarding this program is extremely important. There are significant benefits to being proactive rather than reactive.”

To learn more about ID INFO EXPO 2009 or to register, visit www.animalagriculture.org. Registration is \$475, with NIAA members qualifying for a \$425 registration fee. Information about the Food Traceability Workshop is available online at <http://foodtrace.pivocom.net/Default.aspx>.

The National Institute for Animal Agriculture provides a forum for building consensus and advancing proactive solutions for animal agriculture—the beef, dairy, swine, sheep, goat, equine and poultry industries. NIAA is dedicated to programs that work towards the eradication of disease that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome from supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members represent all facets of animal agriculture.

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