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Erika Rachal Elected to NIAA's Board of Directors

COLORADO SPRINGS, COLO.— Erika Rachal, Thomasville, Ga., was elected by members of the National Institute for Animal Agriculture to serve on the organization's 21-member Board of Directors.

"Erika's vast marketing and business knowledge coupled with her enthusiasm and passion for animal agriculture make her an ideal fit for NIAA's Board," states Dr. Robert Fourdraine, Chairman of NIAA's Board. "As a new NIAA member, Erika will bring a freshness and a spark that can help take the organization to an even higher level."

As Eastern Regional Marketing Manager for Alltech, Inc., a Top 10 global animal health and nutrition company based in Nicholasville, Ky., Rachal has overseen the company's Southeast market focused mainly on campaigns and events directed at dairy, beef and poultry. She is now moving more toward a poultry species focus for the Southeast region while supporting and encouraging the marketing efforts for Alltech's Eastern North American marketing team.

Rachal and NIAA's 20 other Directors guide the organization's activities and membership that includes national and state livestock organizations, poultry and equine organizations, producers, veterinarians, government regulatory personnel, academia, researchers, extension specialists and allied industry businesses from across animal agriculture: the beef, dairy, equine, goat, poultry, sheep and swine industries.

The National Institute for Animal Agriculture (NIAA) is a non-profit, membership-driven organization that unites and advances animal agriculture—the beef, dairy, equine, goat, poultry, sheep and swine industries. NIAA is dedicated to programs that work towards the eradication of diseases that pose risk to the health of animals, wildlife and humans; promotes a safe and wholesome food supply for our nation and abroad; and promotes best practices in environmental stewardship, animal health and well-being. NIAA members include farmers, ranchers, veterinarians, scientists, state and federal officials and business leaders.

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