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Contact: Teres Lambert
847-838-2966
tlambert@animalagriculture.org

‘Meeting Growing Production Demands with Integrity’ Theme of National Institute for Animal Agriculture Conference

COLORADO SPRINGS, COLO.—Feb. 1, 2011—Experts estimate that by 2050, nearly twice as much food will need to be produced to feed the world’s growing population. That’s a big jump—and 2050 is less than 40 years away.

“With limited resources and increasing consumer demands and involvement, it will be even more important that animal agriculture continues to produce food, milk and fiber in responsible and sustainable ways and be in step with consumers who have a stake in food production,” states Dr. Robert Fourdraine, chairman of the National Institute for Animal Agriculture, a non-profit organization whose membership covers the beef, dairy, goat, sheep, poultry, swine and equine industries.

Fourdraine explains that NIAA is where different groups involved in livestock production can come together to resolve issues that require input and discussion from all segments of industry, including producers, veterinarians, scientists, state and federal officials, and agribusiness executives.

With the need to increase food production to feed the world’s growing population staring animal agriculture in the face, Fourdraine says NIAA chose to make “Meeting Growing Production Demands with Integrity” its Annual Conference focus.

“NIAA’s Annual Conference, April 11-14, in San Antonio, Texas, will address animal agriculture’s challenges and opportunities associated with meeting this increased food need and zero-in on consumers’ role in food production today and hereafter,” states Dr. Nevil Speer, chair of NIAA’s Annual Conference planning committee.

“We’re bringing high-level speakers with topics highly relevant to animal agriculture as well as consumers of agricultural products. This conference is not designed just for NIAA’s membership; its international scope should be important to today’s consumers, as they have a stake in their food production.”

The opening general session, “Elements of a Stable Food Supply,” will frame the Conference program and outline the challenges to animal agriculture. The program will establish and illustrate the need for food as well as the demands that will be placed on producers.

Opening general session topics and presenters:

- “Food Security and the Implications of World Economic Conditions and the Role of Animal Agriculture” – Dr. Terry Barr, Senior Director of Industry Research, CoBank, Washington, D.C.
- “The Overarching Demand for Food and Implications for Resource Use and Ecosystems” – Dr. Frank Mitloehner, Associate Professor and Air Quality Extension Specialist, University of California-Davis, Davis, Calif.
- “Consumers' Perceptions and Role in Understanding Current and Future Production Practices” – Mr. Charlie Arnot, Center for Food Integrity, Kansas City, Mo.

The closing general session, “Building Consensus and Developing Solutions,” will expand upon discussions from the opening general session as well as presentations and discussions in NIAA’s species committees and issues council sessions.

Closing general session topics and presenters:

- “International Perspective on Initiatives to Increase Food Production Capabilities in Responsible Systems” — Dr. Peter Groot Koerkamp, Professor in Biosystems Engineering/Agrotechnology & Interim Professor in Animal Production Systems, Wageningen University, Netherlands
- “Addressing Consumer Concerns with Modern Food Production: Bringing Producers, Academia, and Health Professionals Together” -- Mr. David Schmidt, President & CEO, International Food Information Council, Washington, DC
- “Legal Challenges and Ramifications of Food Production Systems and Food Safety” — Mr. Mark Anstoetter, Shook, Hardy & Bacon, Kansas City, Mo.
- “Producer Perspectives and Initiatives on Increasing Food Production with Integrity”—Mr. Clint Hickman, Hickman Family Farms, Buckeye, Ariz.

Sandwiched between Tuesday’s opening general session and Wednesday’s closing general session will be five NIAA species committee meetings—Bovine Committee, Equine Committee, Poultry Committee, Small Ruminant Committee and Swine Committee—and six NIAA issues council meetings—Animal Care Council, Animal Health Emergency Management Council, Animal Agriculture Advocacy Council, Animal Identification and Information Systems Council, Emerging Diseases Council and Global Animal Health, Food Security and Trade Council.

“Committee and council meetings are where more specific topic presentations are delivered,” Dr. Speer explains. “Again, speakers will be highly regarded national and international experts.

“These meetings get down to the nitty-gritty of what’s important to each specific species and issue area and it’s where significant input is received from attendees. Resolutions resulting from these committees and councils have national relevance and are shared with officials within the U.S. Department of Agriculture, other government agencies and national organizations involved in U.S. animal agriculture.”

Individuals wishing to register for this national conference may do so at www.animalagriculture.org. Qualifying media receive a complimentary registration.

To learn more about the National Institute for Animal Agriculture's "Meeting Growing Production Demands with Integrity" Annual Conference, please call NIAA at 719-538-8843.

The National Institute for Animal Agriculture (NIAA) is a non-profit, membership-driven organization that unites and advances animal agriculture—the beef, dairy, equine, goats, 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; 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's members include animal producers, veterinarians, scientists, state and federal officials, and agribusiness executives.

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Consumers' Stake
in Today's Food
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Meeting
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