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Producer, Consumer Interface Crucial to Feeding the Future

COLORADO SPRINGS, COLO. -- Mar. 7, 2011 – In a time of increased focus on how food is produced, consumers and producers alike are searching for ways to understand and communicate each others' role in food production. The 2011 Annual Conference of the National Institute for Animal Agriculture (NIAA) will explore the role and responsibilities of producers in this crucial interface.

“This conference brings together an impressive array of leading experts who will address the global supply and demand for agricultural products as well as how interaction among all stakeholders—including consumers—is imperative in developing more productive and sustainable animal systems,” said Dr. Nevil Speer, chair of NIAA’s Animal Agriculture Advocacy Council.



“Carrie Lee, former CNN anchor and current financial news correspondent at Thomson Reuters Financial TV, will add an exciting dimension to the program as she will moderate an important session where conference attendees and featured speakers will develop consensus on consumers’ role in food production.”

The conference, open to anyone interested animal agriculture, is schedule for April 11-14 in San Antonio, Texas. In addition to two plenary sessions, NIAA committees and councils will focus on issues within specific areas of animal agriculture production, animal health, animal care, emergency management and advocacy and will also have nationally known speakers addressing specific challenges as well as latest research studies and results.

Dr. Robert Fourdraine, NIAA’s board chair, adds that “NIAA has a long history of developing consensus within animal agriculture that has led to innovation and solutions across species and segments within the industry. The strength of the association rests in its broad-based membership comprising livestock producers, animal health experts and representatives from all major livestock species.”

The 2011 Annual Conference also includes an optional tour of the livestock import and export facilities on the Texas-Mexico border. The Texas Department of Agriculture and USDA's Animal and Plant Health Inspection Service will host attendees at their facilities located near Eagle Pass, Texas, during an all-day tour on Thursday, April 14.

"The importance of vigilance when importing animals into the United States cannot be overstated," said Jon Johnson, Texas Farm Bureau, organizer of the tour. "With tens-of-thousands of animals passing through the Eagle Pass port of entry, the tour participants will see firsthand how the U.S. livestock industry is protected."

More information on the 2011 NIAA Annual Conference, as well as registration information, is available at www.animalagriculture.org.

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
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Meeting
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NIAA ANNUAL CONFERENCE * APRIL 11-14, 2011 * SAN ANTONIO, TEXAS