

# Animal Agriculture Quarterly



The official newsletter of the National Institute for Animal Agriculture

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## Message from Dr. Leonard Bull, NIAA Chairman of the Board



The NIAA office has relocated from Bowling Green, Ky., to Colorado Springs, Colo., a move initiated in January when NIAA contracted with the National Livestock Producers Association (NLPA) to house and provide management services.

NIAA's office is now under the direction of **Scott Stuart**, Managing Director; **Scharee Atchison**, Director of Operations; and **Katie Ambrose**, Director of Membership. Other staff members include **Teres Lambert**, Director of Communications; **Gale Johnson**, Director of Special Projects; and **Cora Newsom**, Web Site Administrator.

Board Member **Perry Mobley** chairs NIAA's newly formed Membership Committee. This committee is diligently formulating strategies and tactics to help inform individuals and organizations of NIAA's mission and guiding principles. The ultimate goal, of course, is increased membership.

An NIAA Business Plan is being developed. This plan will address how NIAA can work more closely-and with less overlap-with other animal agriculture-related organizations.

In summary, NIAA is now in a position to adapt to the "new" economy in an efficient manner that will allow us to provide the leadership that has been the hallmark of NIAA.

**ID INFO EXPO:** NIAA has been identified as the leading organization in the United States in providing a forum for discussion of issues associated with animal identification and traceability. Included in the leadership role for NIAA has been a strict adherence to the delivery of sound, factual information on all sides of this complex and often emotional issue.

When numerous issues in the animal identification arena indicated

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## New Members

**NIAA welcomes 10 new members:**

Fort Supply Technologies

Pro Saayma

North Carolina Pork Council

USDA/ARS U.S. Sheep  
Experiment Station

Kentucky Farm Bureau

North Dakota State University

Ms. Linda Campbell

Ms. Julia M. Smith

Don Nikodim

Tim Niedecken

## Quick Links

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

[www.johnesdisease.org](http://www.johnesdisease.org)

[www.scrapie.org](http://www.scrapie.org)

NIAA

the need for another ID INFO EXPO, NIAA stepped up to the plate to host the event now slated for Aug. 25-27 in Kansas City, Mo. Hosting the event was a natural move as NIAA is an umbrella organization for all livestock species groups and provides a forum for those involved in or passionate about animal agriculture, including but not limited to producers, state and national association leadership, veterinarians-private practice and government, extension specialists, academia, researchers, state and national government regulatory personnel and allied industry.

The '09 ID INFO EXPO is the ideal place to share opinions and exchange new information and where livestock producers can make educated decisions based on the most current and most accurate information. An added bonus of the '09 ID INFO EXPO is the tradeshow that will feature the latest in animal identification and information technologies.

I look forward to seeing you in Kansas City on Aug. 25-27.



**This newsletter is brought to you by the National Institute for Animal Agriculture**

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**NIAA Executive Committee**

Dr. Leonard Bull, Chairman  
Dr. Robert Fourdraine, Vice Chair  
Dr. Mark Engle, Secretary  
Glenn Fischer, Treasurer  
Perry Mobley, Member At Large

## The ID Mandate: Meeting Consumer and Government Demands

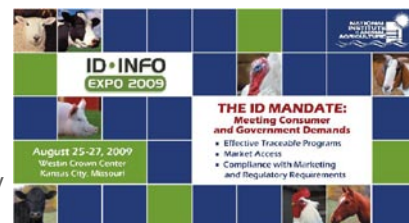
Rep. David Scott (D-Ga.) and Rep. Collin Peterson (D-Minn.) are among those in Congress who want a mandatory animal identification system. Dr. W. Ron DeHaven, American Veterinary Medical Association Executive Vice President, agrees, noting that a mandatory national program would be the most effective way to minimize the effects of an animal disease outbreak and "is crucial in order to avoid the economic consequences of a major animal disease outbreak."

Not everyone agrees with Reps. Scott and Peterson and Dr. DeHaven and voice concern about a mandatory national animal identification system. While the reasons for their stand vary, many frequently include cost of implementation and confidentiality in their discussions.

"If you care about animal agriculture and want to speak out and be heard regarding the National Animal Identification System (NAIS), then you should attend ID INFO EXPO 2009 in Kansas City, MO, on Aug. 25 through 27," states **Glenn Fischer**, chairman of the ID INFO EXPO. "In-depth presentations and discussions will cover national animal identification, cost, confidentiality, technology, traceability and potential regulation. And those attending can explore new ID and information technologies at the EXPO tradeshow while networking with industry and subject matter experts."

Theme for ID INFO EXPO 2009 is "The ID Mandate: Meeting Consumer and Government Demands."

ID INFO EXPO 2009 is designed so attendees can fly in Tuesday morning, attend the meeting that starts at 1 p.m. on Tuesday, then fly out Thursday afternoon as the meeting concludes at 1 p.m. on Thursday. In, out. Two



nights, three days.

Registration for the conference is \$375 for NIAA members who register prior to June 30 and \$425 for members registering after June 30. Registration rate for non-NIAA members is \$425 for those registering June 30 or prior and \$475 for those registering after June 30. A special student rate is available.

Headquarters for ID INFO EXPO 2009 is the Westin Crown Center, Kansas City, Mo. Special room rates are available: \$130/night/single or double occupancy; \$107/night government rate. Rooms can be reserved by calling the Westin Crown Center at 816-474-440. Make sure you indicate that you are attending the ID INFO EXPO so you get our special group rate.

You can either register online at [ID INFO EXPO 2009](#) or call NIAA at 719.538.8843.

## NIAA Annual Meeting: Speakers Hit Mark

Under the umbrella of "The Changing Face of Animal Agriculture," NIAA's opening general session at its annual meeting in Louisville, Ky., March 31-April 1, featured seven speakers who delivered numerous "ah-ha" moments:

- **Dr. James MacDonald**, Chief, Agricultural Structure and Productivity Branch, Economic Research Service, USDA - Highlighted information gleaned from the recently published "Transformation of U.S. Agriculture."
- **Jon Caspers**, Chairman, U.S. Meat Export Federation - Provided a picture of the export of U.S. meats and lessons learned from various countries.
- **Lisa Katic**, Dietician and President of KConsulting - Identified today's players in the nutrition field and who is saying what about nutrition, noting that some players are animal activists with a hidden agenda.
- **Frank Beurskens**, Co-founder and CEO, *ShoptoCook, Inc.* - Shared what consumers are telling us through their actions and words and how innovative units in the meat and seafood aisle of supermarkets are influencing demand.
- **Dan Sutherland**, Johnsonville Foods - Focused on animal agriculture's moral responsibility to produce a sale product and today's consumer's desire for companies to be transparent in regards to animal welfare, environment, antibiotics, traceability, audits, food safety and brand trust.
- **Bill Medley**, Vice President, Market Segments, Farm Credit Services of Mid-America - Discussed in layman's language what's happening in today's economy and how these factors impact agriculture.
- **Jerry Roell**, Sales Branch Manager, John Deere Columbus - Addressed challenges and solutions in agriculture as well as presented a Top 10 list of livestock producer insights.



Bill Medley



Frank Beurskens



James MacDonald

"This opening general session was unique and covered the gamut. Many attendees left wishing all

of animal agriculture could hear what they heard," stated Dr. Leonard Bull, NIAA's chairman of the board. "I lost count of the number of people who said this was the best set of speakers they had heard at any event in the past several years."

Presentations given at NIAA's opening general session can be seen and heard at <http://www.trufflemedia.com/home/content/2009-the-changing-face-of-agriculture>

## Resolution Actions at NIAA Annual Meeting

NIAA's five species-specific committees--Cattle, Equine, Poultry, Sheep and Goat, and Swine--and seven issues-based committees--Animal Care, Animal Health Emergency Management, Animal Health & International Trade, Animal Identification & Information Systems, Animal Production Food Safety & Security and Emerging Diseases--adopted a total of three new resolutions, amended 17 resolutions and reaffirmed 14 resolutions. All action was taken at NIAA's annual meeting in Louisville, Ky., March 31-April 1.

**Adopted resolutions** addressed:

1. Animal Care: Need for Objective Guidelines for Animal Welfare
2. Cattle: U.S. Bovine Tuberculosis Eradication Program
3. Equine: Equine Infectious Anemia

A complete listing and details of resolutions adopted, amended or reaffirmed is available on NIAA's web site at <http://www.animalagriculture.org/aboutNIAA/Resolutions/Resolutionsindex.asp>

## NIAA Presents Three with Distinguished Awards



Dr. Sam Holland



Dr. Robert Fourdraine, left, with Dr. Lanny Pace



Dr. Leonard Bull with Pam Meador

The National Institute for Animal Agriculture honored three individuals at its annual meeting in Louisville, Ky.

**Dr. Sam Holland**, the former state veterinarian for the South Dakota Animal Industry Board, was presented NIAA's highly regarded Meritorious Service Award which is given in recognition of leadership, dedication and contributions to the organization and animal agriculture. Holland retired from the South Dakota Animal Industry Board on March 6 of this year after serving 22 years on the board and another 15 years devoted to industry as a large animal practitioner.

The organization's coveted President's Award which recognizes an NIAA committee chairman for exemplary leadership and dedication to NIAA was presented to **Dr. Lanny Pace**, Executive Director of the Mississippi Veterinary Diagnostic and Research Laboratory System. Dr. Pace heads NIAA's Emerging Diseases Committee which is dedicated to helping animal agriculture stay abreast of

emerging animal diseases, educating NIAA members and others within animal agriculture about emerging animal diseases and in creating resolutions and position statements regarding emerging animal disease issues, which are aimed at benefiting animal health and U.S. animal agriculture.

**Pam Meador**, a nine-year employee of NIAA, received NIAA's Chairman Award. Although this award is typically given to an NIAA volunteer, Chairman Len Bull opted to recognize Ms. Meador for her dedication as NIAA's Director of Operations and the many other hats she has worn during a typical work day.

## NIAA Board Expands to 20

The membership of the National Institute for Animal Agriculture re-elected **Dr. Peter Timoney**, University of Kentucky, Department of Veterinary Science, and **Dr. Mark Engle**, PIC North America, to second three-year terms on its Board of Directors and elected seven new individuals to the Board. The seven new Board members include replacements for four retiring positions plus three new positions created when NIAA expanded its Board from 17 to 20. NIAA's Board election took place the organization's annual meeting, March 31, in Louisville, KY.

Elected to serve their first three-year term on NIAA's board were **John Braly**, Destron-Fearing Inc.; **Michael Bumgarner**, United Producers Inc.; **Glenn Fischer**, Allflex USA; **Dr. Tony Frazier**, Alabama Department of Agriculture and Industries; **Dr. Jamie Jonker**, National Milk Producers Federation; **Travis Justice**, Arkansas Farm Bureau Federation; and **Lacy Upchurch**, National Livestock Producers Association.

"NIAA is fortunate to have individuals of this caliber serve on its board of directors," stated **Dr. Leonard Bull** chairman of NIAA's board. "Each of these individuals brings a unique perspective to the Board and is dedicated to preserving and sustaining the diversity and profitability of animal agriculture. I see only exciting times ahead for NIAA."

## Scrapie in Goats Focus of ARS, Partners

For the past eight years, USDA's Animal and Plant Health Inspection Service (APHIS) has coordinated an accelerated National Scrapie Eradication Program to eliminate the disease from U.S. sheep and goats. Still, transmission routes, progression and genetic underpinnings of scrapie in goats are poorly understood, and low occurrence rates, underreporting and the inconvenience and cost of tissue testing make eradication challenging.

The good news is that a new, live-animal test to detect scrapie is being applied to goats. There's also an ongoing study of goat genes that might confer resistance to the disease.

The new method, known as the "rectal mucosal-associated lymphoid tissue (RMALT) test," is based on the currently used third-eyelid test. Developed by the Agricultural Research Service and Washington State University, the third-eyelid test has been used by APHIS and state veterinarians since 2002 as an official test to detect scrapie in sheep. It involves snipping a tiny piece of lymphoid tissue from the animal's nictitating membrane, or third eyelid, staining it with antibodies, and examining it under a microscope. Lymphoid tissue is used because it tends to collect malformed proteins called "prions," which are thought to cause scrapie.

Researchers in Norway and Scotland modified the method for a different site: lymphoid tissue in the lining of the animal's rectum. The rectal biopsy has also been used in deer, elk, sheep, and now goats. It's quick to perform and relatively painless to the animal-thanks to a dab of local anesthetic.

Full text: <http://www.ars.usda.gov/is/AR/archive/apr09/goats0409.htm>

## New NIAA Swine, Poultry E-Newsletters

NIAA's Swine Health Report and Poultry Health Report have changed formats to e-newsletters and have expanded their coverage to include management information. As such, the new names for the publications are the "Swine Health & Management Report" and "**Poultry Health & Management Report.**"

Both issues feature science-based information written in a producer-friendly style. Many articles have links to complete articles

The first issue of the Swine Health & Management Report was disseminated in mid May, with the first issue of the Poultry Health & Management Report to be disseminated in mid June. Funding support comes from the **United Soybean Board.**

If you would like to receive either or both of these e-newsletters, please contact NIAA at 719.538.8843 or email [NIAA@animalagriculture.org](mailto:NIAA@animalagriculture.org).

## News Briefs

**Avian instructional videos** and an interactive diagnostic tool are available so veterinarians can quickly access information about avian necropsy, diagnostic sample collection and disease identification. The series, "Poultry Examination and Diagnostics," was developed by Cornell faculty and the USDA. The videos can be viewed for free at [www.partnersah.vet.cornell.edu](http://www.partnersah.vet.cornell.edu) or purchased on a 3-DVD set.

**Four poultry processing plants** received the U.S. Poultry & Egg Association's 2009 Clean Water Award for their excellence in the operation of wastewater treatment plants. Awards are presented in two categories: pretreatment and full treatment. First place in the full treatment category went to Sanderson Farms in Moultrie, GA., with the Tyson Foods processing plant at Noel, MO, receiving honorable mention for full treatment. In the pretreatment category, Tyson Foods' Monett, MO, processing plant was selected the winner, with Wayne Farms' Decatur, AL, further processing plant taking honorable mention for pretreatment.

**The American Association of Bovine Practitioners (AABP) and Pfizer Animal Health** launched the AABP Foundation-Pfizer Animal Health Scholarship, aimed toward providing veterinary students with the opportunity to receive one of several scholarships. Offered to third-year veterinary students in the United States, the scholarship program will support students interested in food animal medicine. As part of the scholarship, recipients will receive a travel stipend to the September AABP conference in Omaha, NE. "These scholarships, which come at a time when the large animal veterinarian industry is experiencing a shortage, will help recruit outstanding students for careers in bovine veterinary medicine," says Gatz Riddell, veterinarian and Executive Vice President for AABP.

**The National Animal Health Monitoring Systems** has published 19 fact sheets since the first of the year. Each fact sheet addresses a different topic gleaned from recently completed studies: six swine study fact sheets, five dairy and five beef. Information about NAHMS' first goat study is also online. To peruse any of these documents, visit <http://nahms.aphis.usda.gov/> and click on the desired publication under "New Publications."

**Support Animal Agriculture: Become a Member of NIAA**

If you are involved in animal agriculture or are passionate about animal agriculture and want to help ensure the sustainability of animal agriculture for the benefit of all society, then NIAA wants you.

**NIAA is the umbrella organization that unites** the beef, dairy, swine, equine, sheep, goat and poultry industries and fosters a positive image for animal agriculture within the industry and outside to the non-agricultural sector. NIAA facilitates and drives positive change and encourages collaborative efforts within animal agriculture.

**NIAA Mission Statement:** To provide a forum for building consensus and advancing proactive solutions for animal agriculture.

**Primary Goal of NIAA:** To ensure the sustainability of animal agriculture for the benefit of all society.

**NIAA Members** include individuals and organizations involved in all facets of animal agriculture:

- State and national livestock organizations
- Veterinarians - private practice and government
- State and national government regulatory personnel
- University departments and individual academicians
- Researchers
- Extension specialists
- Consultants
- Producers
- Allied industry

[Hear what the members are saying about NIAA](#)

To become a member of NIAA, please call Katie Ambrose at Ph 719.538.8843 or go to [join NIAA](#).

[Join our Mailing List!](#)