

News & Information for Animal Agriculture

Official Newsletter of the National Institute for Animal Agriculture ♦ Vol. 10 ♦ No. 1 ♦ March 2010

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One Health Center Stage at NIAA's Annual Meeting

Opening General Session speakers at the 2010 annual meeting of the National Institute for Animal Agriculture, March 15-17, in Kansas City, Mo., will zero in on the “What?” and “So What?” of the One Health concept as these two questions relate to animal agriculture.

“NIAA’s Opening General Session speakers will look at how the One Health initiative and strategies shift the focus from disease surveillance to intervention and prevention and how challenges need to be faced collectively rather than in individual silos and disciplines,” states Dr. Tony Forshey, co-chair of NIAA’s Annual Meeting Planning Committee. “When individuals leave the Tuesday morning Opening General Session, they will be up to speed about One Health and its implications for animal agriculture.”

NIAA’s lineup of Opening General Session topics and speakers include:

- “One World, One Health: The Global Food Basket,” Corrie Brown, DVM, PhD, DACVP, University of Georgia College of Veterinary Medicine
- “The Genesis of One Health: What It’s All About,” Roger Mahr, DVM, CEO, One Health Commission
- “Past, Present and Future Veterinary Service’s Roles in One Health,” John Clifford, DVM, Chief Veterinarian, USDA/APHIS/Veterinary Services
- “Environmental Health: How Does One Health Fit In?,” Jay Ellenberger, Deputy Director Environmental Protection Agency
- “How Will One Health Impact Livestock Producers?,” Harry Snelson, DVM, American Association of Swine Veterinarians
- “One Health in the Real World,” Billy Clay, DVM, MS, DABVT, AVMA Council on Public Health and Regulatory Veterinary Medicine, Vetta Consulting LLC

Dr. Forshey adds that species and issues committees on Tuesday afternoon and Wednesday will also look at implications, challenges and solutions of the One Health concept.

One Health Background

The One Health Initiative, which was formerly called One Medicine, is a movement to forge co-equal, all-inclusive collaborations between physicians, veterinarians and other scientific-health related disciplines.

The One Health concept is a centuries-old idea: See Kahn LH, Kaplan B, Steele JH. Confronting zoonoses through closer collaboration between medicine and veterinary medicine (as ‘One Medicine’) *Veterinaria Italiana* 2007; 43: 5-19. http://www.izs.it/vet_italiana/2007/43_1/5_19.pdf.

One Health began to re-emerge in the 21st Century with the establishment of a liaison between Roger Mahr, DVM, and the late Ronald Davis, MD, when they were presidents of the American Veterinary Medical Association (AVMA) and American Medical Association (AMA) respectively. The idea took root three years ago on April 14, 2007, when the American Veterinary Medical Association Executive Board approved a recommendation by

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www.animalagriculture.org

The official newsletter of the National Institute for Animal Agriculture. 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; promote a safe and wholesome food supply for our national and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members include farmers, ranchers, veterinarians, scientists, state and federal officials and business leaders.



Dr. Nevil Speer
Western Kentucky University

Advocating Animal Agriculture: Let's Get Started!

Guest Editorial by Nevil Speer, PhD, MBA

Animal agriculture stands alone: No other industry has to balance business principles coupled with personal/social values to such a great extent. That's a tough job—and getting tougher every day. On one hand, business competition and profitability concerns play at all levels of production. The enduring need to become increasingly efficient and productive never ends. On the other hand, pressure to operate within a framework of social acceptability is unprecedented. The media and general public have found renewed interest in values associated with animal agriculture.

That interest has been progressively twisted and leveraged by extremists in recent years. No doubt, criticism is sometimes justified.

Animal agriculture can neither tolerate nor defend offenders of common-sense ethics. However, many of the assertions against the industry are often unfounded and deceitful, bent to denigrate and devalue mainstream agriculture.

Many detractors refuse to cite any beneficial contribution of animal agriculture to society. That's best exemplified by the *TIME Magazine's* feature story, "The Real Cost of Cheap Food." The issue's front cover was illustrated by a picture of hamburger with the following text: "Warning: This hamburger may be hazardous to your health. Why the American food system is bad for our bodies, our economy and our environment—and what some visionaries are trying to do about it."

The over-arching message? Animal agriculture is the culprit of the world's problems associated with food production.

That mentality is afforded by unprecedented affluence in the U.S.—a luxury largely unrealized for much of the world's population where hunger and malnutrition persists as the core concern. Given our comfort, it might even be argued the elitist mindset encroaches on quasi-imperialism.

The industry remains committed to the public good—a responsibility that animal agriculture doesn't take lightly. We embrace our responsibility to produce safe, wholesome, nutritious and affordable food in an ethical manner.

Animal agriculture welcomes consumer involvement and partnership in that pursuit. Standards and ideals are essential at all stages of production. And most of the time we get it right.

But animal agriculture is inherently a fragmented business where independence is a highly-esteemed virtue. That attribute is problematic. It provides an opening for those who want to caricature the industry in an unfavorable light—intentional or not. Divide and conquer: We're unable to mount a meaningful counterattack. That serves to embolden those on the other side even further.

The response to negative events and/or coverage typically involves a crisis-management mentality. We respond to the brush fire, beat back the blaze and hope there's not much damage left in its wake. Once the fire seems extinguished, we go back to a business-as-usual routine.

But that reactive ad-hoc approach—some might prefer the "whack-a-mole" metaphor—is clumsy and ineffective. More importantly, it's a blueprint for failure. We aren't keeping up with opponents' increasingly frequent assaults.

Our failure allows the anti-agriculture agenda to gain traction. The general public is the ultimate loser as misinformation, and half-truths begin to catch hold. It destabilizes and

demoralizes consumers in the pursuit to feed their families. Where do they turn for solid, reliable information about their food and food production? Consumers are eager to know the other side. They want access to objective and factual information.

The industry can't afford to hunker down. Simply meeting our obligations on the production side is no longer sufficient. False claims have to be systematically countered. But we're playing catch-up and the gap is widening.

Animal agriculture needs to get out ahead of the curve! Advocating the benefits and attributes of animal agriculture and our mission to feed the world has never been more important! We have a great story to tell. **Let's get started.**

NOTE: Nevil Speer, PhD, MBA, is a professor of animal science and leadership studies at Western Kentucky University and NIAA member.



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One Health Center Stage

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then-president Dr. Mahr and established a One Health Initiative Task Force (OHITF) “to study the feasibility of the initiative that would facilitate collaboration and cooperation among health professions, academic institutions, governmental agencies and industries to help with the assessment, treatment and prevention of cross-species disease transmission and mutually prevalent, but non-transmitted, human and animal disease and medical conditions.”

Comprised of 13 visionary individuals and communicators, the OHITF defined the “One Health” concept and delivered recommendations and strategic actions that would support and expand the concept across multiple health professions.

In June of 2007 the AMA unanimously passed a resolution in support of the One Health Initiative. Since then many other professional organizations and governmental agencies have followed suit worldwide.

According to a July 2008 AVMA One Health Initiative Task Force Report, “The veterinary profession must implement solutions to the critical workforce challenges in collaboration with multiple professions, including public health, human medicine, bio-engineering, animal science, environmental science and wildlife. By working together, more can be accomplished to improve health worldwide, and the veterinary medical professional has the responsibility to assume a major leadership role in that effort. One Health calls for the collaborative efforts of multiple disciplines working locally, nationally and globally to attain optimal health for people, animals and our environment.”

In its introduction, the OHITF Report noted: “The convergence of people, animals and our environment has created a new dynamic—one in which the health of each group is inextricably interconnected. The challenges associated with this dynamic are demanding, profound and unprecedented. While the demand for animal-based protein is expected to



increase by 50 percent by 2020, animal populations are under heightened pressure to survive, and further loss of biodiversity is highly probable.”

“Compounding that is the fact that, of the 1,461 diseases now recognized in humans, approximately 60 percent are due to multi-host pathogens characterized by their movement across species lines. And, over the last three decades, approximately 75 percent of new emerging human infectious diseases are defined as zoonotic. Our increasing interdependence with animals and their products may well be the single most critical risk factor to our own health and well-being with regard to infectious diseases.”

Citing a need for a holistic approach to health, the OHITF Report stated, “We suggest that the strategy to better understanding and addressing the contemporary health issues created by the convergence of human, animal and environmental domains is the concept of One Health. The term One Health has been defined by the Task Force as the collaborative efforts of multiple disciplines working locally, nationally and globally to attain optimal health for people, animals and our environment.

“Achieving the end point of One Health is truly one of the critical challenges facing humankind today.”

The AVMA and AMA have openly stated that they are eager and willing to take the lead on the One Health effort and recognize that the support of others is needed for One Health to succeed.

One Health, NIAA

Dr. Leonard Bull, chairman of the board for the National Institute for Animal Agriculture, said he agrees with a USDA spokesperson who offered this comment at the conclusion of the One Health Commission Summit hosted by the National Academy of Science

in Washington, D.C. in November: “NIAA can be a key partner in helping USDA gain support for One Health concepts and implementing necessary intervention strategies to prevent disease transmission between animals and people. One Health initiatives should have a global view of agriculture and should be linked to international initiatives which can help alleviate poverty, world hunger, and improve food security. The World Organization for Animal Health and the United Nation’s Food and Agriculture Organization have started working on this approach.”

Dr. Bull further concurred with the statement that “NIAA has played a strong communications and continuing education role for industry. This should not change. One Health is not about acquiring additional resources to carry out this mission, but about working together and pooling resources in order to develop the necessary information for decision makers. This would help ensure synergy of ideas, reduce redundancy, and improve efficiencies to improve human, animal, and environmental health.”

Dr. Lonnie J. King, Dean of the College of Veterinary Medicine at The Ohio State University, stands toe-to-toe in agreement as well, calling NIAA’s involvement with One Health “a new opportunity to bridge the gap between human and animal medicine.”

Dr. King adds, “We in animal agriculture/medicine have often been pushed into a corner on various issues where we are defensive and reactive. I urge NIAA to take a leadership role in developing the One Health concept.”

Dr. King went on to paraphrase well-known author Jim Collins in this way: “Greatness is not a function of circumstance, but largely a function of choice. We need NIAA to be great in developing and expanding the new One Health concept.”

The 2010 annual meeting of NIAA is designed to not only educate attendees about One Health Initiative concept but provides the opportunity for NIAA to develop and expand the One Health concept.



A Synopsis of One Health

One Health's mission statement:

"Recognizing that human and animal health and mental health (via the human-animal bond phenomenon) are inextricably linked, One Health seeks to promote, improve and defend the health and well-being of all species by enhancing cooperation and collaboration between physicians, veterinarians and other scientific health professionals and by promoting strengths in leadership and management to achieve these goals.

One Health's vision statement:

One Health is dedicated to improving the lives of all species—human and animal—through the integration of human medicine and veterinary medicine.

One Health has been endorsed by various major medical organizations and health agencies, including the American Veterinary Medical Association, the American Medical Association, the American Society of Tropical Medicine and Hygiene, the American Society for Microbiology and the Centers for Disease Control and Prevention (CDC). In addition, more than 400 prominent scientists, physicians and veterinarians worldwide have endorsed the initiative.

One Health shall be achieved through:

- a) Joint educational efforts between human medical, veterinary medical schools, and schools of public health;
- b) Joint communication efforts in journals, at conferences, and via allied health networks;
- c) Joint efforts in clinical care through the assessment, treatment and prevention of cross-species disease transmission;
- d) Joint cross-species disease surveil-

lance and control efforts in public health;

e) Joint efforts in better understanding of cross-species disease transmission through comparative medicine research;

f) Joint efforts in the development and evaluation of new diagnostic methods, medicines and vaccines for the prevention and control of diseases across species

and;

g) Joint efforts to inform and educate political leaders and the public sector through accurate media publications.

(Source: <http://www.onehealthinitiative.com/mission.php>)

Dr. Robert Fourdraine Incoming NIAA Board Chairman



Dr. Fourdraine

NIAA's incoming chairman of the board is Dr. Robert Fourdraine, chief operating officer of the Wisconsin Livestock Identification Consortium, Verona, Wis. "With Dr. Fourdraine serving as vice chair for the past two years and a member of NIAA since 1997, the transition will be quite seamless," states Dr. Len Bull, the retiring chairman of the board. "He is the right person for this job, as he's a real go-getter and wants NIAA to make its mark in animal agriculture."

Dr. Fourdraine is a native of the Netherlands, moving to the United States 21 years ago and obtaining his doctorate from Texas A&M in 1993. Prior to serving as the COO of WLIC, Dr. Fourdraine worked for Holstein Association USA and the Texas Dairy Herd Improvement Association.

Although Dr. Fourdraine never grew up on a farm, he gravitated toward animal agriculture while in college and says he feels strongly about agriculture.

"Agriculture, particularly animal agriculture, is the work I do—and a personal interest," Dr. Fourdraine states.

"NIAA is an organization that opens the door to all species and animal agriculture professionals. It seeks different view points and provides a platform so consensus can be drawn and we ultimately speak with one voice. NIAA

members search for likenesses rather than differences and capitalize on those likenesses."

Dr. Fourdraine says he was drawn to NIAA back in 1997 when he was new to U.S. agriculture and wanting a way to immerse in issues related to animal agriculture. He soon discovered that NIAA was a "great place to get to know people from across all species of animal agriculture" and appreciated the broad stroke of members that included scientists, state and federal officials, producers, veterinarians and business executives.

"NIAA provides opportunities for all sizes and types of agricultural enterprises: small, large, organics, non-organic, etc.," Dr. Fourdraine points out. "We have shown the value of working together, uniting as an industry and working on solutions that work for the majority. That's the democratic way—and a way that has proven to be successful."

In 2006, Dr. Fourdraine was presented NIAA's President's Award for Outstanding Committee Chairperson. In 2004, he was given the Chairman's Award for Volunteer of the Year. He has served as chair of NIAA's ID Information Expo Planning Committee, 2005-2009; chair of the Animal Identification and Information Committee, 2005-2009; chair of USDA National Animal ID Steering Information Technology Committee, 2003-2004; and co-chair of the Standards Committee, 2002.

NIAA Welcomes These New Members

*Shook, Hardy and Bacon LLC
Integrated Traceability Solutions
Indiana Soybean Association*

NIAA Annual Meeting Schedule

“One Health: Implications for Animal Agriculture”

March 15-17, Westin Crown Center, Kansas City, Mo.

Monday, March 15

- 7:30 am – 5:00 pm Registration
 2:00 – 5:00 pm NIAA Board of Directors Meeting

Tuesday, March 16

- 6:45 – 8:30 am Continental Breakfast
 7:00 am – 5:00 pm Registration
 8:00 am – 12:30 pm Opening General Session – Moderators Dr. Tony Forshey, Ohio Department of Agriculture, and Dr. Annette Whiteford, California Department of Food and Agriculture
 8:00 – 8:15 am Annual Meeting Welcome and Charge, Dr. Leonard Bull, Chairman of the Board, NIAA
 8:15 -8:45 am “One World, One Health: The Global Food Basket,” Dr. Corrie Brown, DVM, PhD, DACVP, University of Georgia College of Veterinary Medicine
 8:45 – 9:15 am “The Genesis of One Health: What It’s All About,” Dr. Roger Mahr, DVM, CEO, One Health Commission
 9:15 – 9:45 am “Past, Present and Future Veterinary Service’s Roles in One Health,” Dr. John Clifford, Chief Veterinarian, USDA/APHIS/Veterinary Services
 9:45 – 10:15 am Break
 10:15 – 10:45 am “Environmental Health: How Does One Health Fit In?,” Jay Ellenberger, Deputy Director, Environmental Protection Agency
 10:45 – 11:15 am “How Will One Health Impact Livestock Producers?,” Dr. Harry Snelson, DVM, American Association of Swine Veterinarians
 11:15 – 11:45 am “One Health in the Real World,” Dr. Billy Clay, DVM, MS, DABVT, AVMA Council on Public Health and Regulatory Veterinary Medicine, Vetta Consulting LLC
 11:45 am – 12:30 pm Lunch on Own
 1:30 – 5:00 pm Animal Care Committee Meeting
 1:30 – 4:30 pm Animal Health Emergency Management Committee Meeting and Swine Committee Meeting (Joint Mtgs)
 1:30 – 5:30 pm Cattle Committee Meeting
 5:30 – 7:30 pm NIAA Awards Reception and Membership Meeting

Wednesday, March 17

- 7:00 am – 5:00 pm Registration
 7:00 – 8:00 am USAHA District-at-large Meeting
 7:00 – 8:30 am Continental Breakfast
 8:00 – 11:30 am Animal Health & International Trade Committee Meeting
 8:00 – 11:30 am Animal Production Food Safety & Security Committee Meeting
 8:00 – 11:30 am Equine Committee Meeting
 8:00 – 11:30 am Sheep & Goat Committee Meeting
 11:30 am – 1:00 pm Lunch on Own
 1:00 – 5:00 pm Animal Identification and Information Systems Committee Meeting - Input Session for USDA’s New Framework
 1:00 – 5:00 pm Emerging Diseases Committee Meeting and Poultry Committee Meeting (Joint Meetings)
 6:00 – 9:00 pm NIAA Board of Directors and Committee Leaders Meeting



A more detailed schedule, with information regarding committee meeting presentations and speakers, is available online at <http://www.animalagriculture.org/Solutions/Annual%20Meeting/2010/Schedule%20of%20Events.html>

To register for NIAA’s annual meeting, please call 1-719-538-8843 or register online by clicking on “register online today” at <http://www.animalagriculture.org/Solutions/Annual%20Meeting/2010/Registration%20Information.html>

Hotel reservations at the Westin Hotel & Resorts can be made online or by calling 816-474-4400.

Confidentiality and National Animal Identification

Confidentiality tends to be the center of many debates regarding a national animal identification plan, whether voluntary or mandatory. While it's easy to get emotional about the topic of confidentiality, facts should be at the heart of the discussion.

During a presentation at the 2009 ID INFO EXPO, Elizabeth Springsteen, staff attorney with the National Agricultural Law Center—a non-partisan federally funded research institute—presented facts about the confidentiality issue including the legal aspects of the information that is collected and how and whether that information may be disclosed.

Information collected when a premise is registered—and information that USDA can maintain—includes premises identification number; business name, a contact person for the premises, the physical address and phone number, type of operation, date activated, date retired and reason retired. Other information may be required, however, depending on individual states or tribes.

In considering the confidentiality of that information, the USDA says that “federal law protects individuals’ private information and confidential business information from disclosure.”

Further, the agency says that “animal health officials will only request access to animal identification records in the case of an animal health event. If USDA needs animal movement and location information to respond to an animal health event, data will be requested from the private or State databases where it is held. USDA maintains only limited premises registration information and will not have direct access to animal identification or movement records.”

While she says she understands why producers might have initial concerns regarding confidentiality and use of the information, Springsteen explained that safeguards are in place to protect confidentiality. First of all, the information will not be held by USDA, instead being maintained by private or state databases.

“That said, there are two ways

individuals can get information from government,” Springsteen notes. “Those ways are via a FOIA—Freedom of Information Act—request or through the court’s subpoena power.”

FOIA

Enacted in 1966, the Freedom of Information Act, commonly referred to as FOIA, is a federal law that gives the public the right to make requests for federal agency records. Upon written request, agencies of the United States government—including USDA—are required to disclose federal agency records, unless the records are excluded from disclosure under one of nine specific exemptions to the FOIA.

Springsteen says two of these exemptions may apply with regards to animal identification information: exemption 3, which protects information specifically exempted by other statutes, and exemption 4, which prevents disclosure of trade secrets, commercial or financial information.

Exemption 3, found in 5 U.S.C. § 552(b)(3), prohibits the disclosure of information that is specifically exempted from disclosure by a statute. That statute must either remove agency discretion in the decision of whether to give out the information or it must establish particular criteria for withholding the information. On the other hand, Exemption 4, at 5 U.S.C. § 552(b)(3), protects “trade secrets and commercial or financial information obtained from a person [that is] privileged or confidential.”

Because of these two exemptions, Springsteen said USDA has refused to release National Animal Identification System (NAIS) information, even after a lawsuit was filed that attempted to force them to release it. In that case, Mary-Louise Zaroni, a Canton, N.Y. lawyer and freelance writer/farmer, made a FOIA request seeking all records contained in a premises-registration database maintained by APHIS as part of the NAIS. USDA refused to give her the information, and she filed suit.

Hearing the case in the U.S. District

Court for the District of Columbia, Judge Emmett G. Sullivan said the information sought was specifically exempted by 7 U.S.C. §8791, enacted as part of the 2008 farm bill. §8791 forbids “any officer or employee of the Department of Agriculture” from disclosing “information provided by an agricultural producer or owner of agricultural land concerning the agricultural operation, farming or conservation practices, or the land itself.” An “agricultural operation,” meanwhile, includes “the production and marketing of commodities and livestock.”

According to the court, “on its face, § 8791(b)(2)(A) prohibits disclosure and gives little discretion to the agency.” As a result, “§ 8791(b)(2)(A) does apply to Zaroni’s FOIA request and her request was properly denied under FOIA Exemption (3).”

Because the court found that Exemption 3 applied, the court did not even consider whether Exemption 4 would also apply.

Randy Schnepf, an agricultural policy specialist with the Congressional Research Service, agrees with Springsteen regarding FOIA concerns.

In a CRS report titled “Animal Identification Overview and Issues,” Schnepf writes, “Some producers are concerned, for example, that animal rights extremists might misuse information gained through FOIA, or that the data collection might reveal proprietary information. However, FOIA exempts access to certain types of business information, such as trade secrets, commercial or financial information, or other confidential material that might harm the provider.”

Court Subpoena Power

Springsteen says the second method through which a producer’s information may be released is through a court’s subpoena power.

“In the course of litigation, courts have ‘subpoena power’ to obtain information necessary to resolve a case

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Confidentiality

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being heard,” Springsteen explained. “Information exempted under FOIA is not automatically immune from subpoena. Instead, information may be obtained through discovery if the party’s need for information exceeds the government’s need for confidentiality.”

Whether to issue a subpoena is each individual judge’s decision, Springsteen notes, and “has not been tested yet” in the context of the National Animal Identification System. The reason it has not been addressed, Springsteen says, is that “no case involving the release of NAIS information has progressed far enough for a judge to consider a subpoena, let alone rule on whether one should be issued.”

For more facts about animal identification in general and legal issues, including confidentiality, that might arise, visit the National Agricultural Law Center’s web site at www.nationalaglawcenter.org, and review the resources offered in the animal identification reading room.

“The purpose of the National Agricultural Law Center is to provide research and information in a non-partisan and unbiased manner,” Springsteen concludes. “We’re not for or against NAIS. We just explain and present the current state of the law applicable to the program.”

USDA’s New Framework for Animal Disease Traceability Topic of NIAA Committee Meeting

A portion of NIAA’s annual meeting in Kansas City, March 15-17, will give industry representatives and participants an opportunity to offer input to state and tribal officials as they begin the task of developing animal identification programs that will be compatible across state and tribal boundaries. The committee meeting dedicated to this topic is scheduled for Wednesday, March 17, from 1 to 5 p.m.

Dr. Michael Coe, co-chair of the committee, said this time is allotted in response to Agriculture Secretary Vilsack’s announcement in February that the USDA is changing its course from developing a national system to providing the “framework for animal disease traceability” in which States and Tribes will determine their own specific programs and, presumably, their own standards. As part of the announcement Secretary Vilsack indicated state and tribal animal health officials will conduct a two-day forum in Kansas City on March 18-19 to initiate a dialogue about the possible ways of achieving the flexible, coordinated approach to animal disease traceability USDA envisions.

“The USDA’s announcement that it will no longer pursue the NAIS strategy is something that has left many in animal

agriculture asking for answers,” Dr. Coe states. “Given the new direction, there are many questions as to what producers, marketers and processors of livestock in the U.S. should expect as a result of the shift in policy.”

Dr. Coe says a panel of representatives from each of the major food animal sectors as well as the livestock auctions and processors is on tap, and questions, concerns and remarks will be taken from those attending the committee meeting.

“We anticipate there will be a substantial amount of discussion that will provide valuable input to USDA, the states and the tribal nations on the concerns and ideas from these representatives,” Dr. Coe states.

Dr. Leonard Bull, chairman of the NIAA board of directors, agrees with Dr. Coe, adding, “NIAA has been very involved in convening such panels and conferences over the past two decades in order to assist in developing consensus across animal agriculture on animal identification issues. This is yet another opportunity for NIAA to provide the needed forum for animal agriculture to proactively work toward a positive solution to a very difficult and contentious issue.”



Johne’s Disease Educational Material Available FREE

The National Johne’s Education Initiative, under management of NIAA, has six items to help educate dairy and beef producers about Johne’s disease: a new 16-page four-color Q&A brochure, a quarterly Johne’s newsletter for dairy producers, a quarterly Johne’s newsletter for beef producers plus three prevention, control and testing pieces.

The new Q&A brochure describes how animals become infected with the organism that causes Johne’s disease, details measures producers can take to help prevent and control Johne’s disease and explains herd testing strategies. The brochure, which is underwritten by USDA-APHIS-VS, is science based and written in producer language.

The quarterly newsletters are emailed and delivered in pdf format. The dairy newsletter typically has four pages while the beef newsletter tends to have two pages. Both newsletters made their debut in the summer of 2009, with subsequent issues published in fall and winter. A spring issue of both species newsletter will go out in April.

To obtain a free copy of the new 16-page Johne’s disease question-and-answer brochure or to get on the email list for either or both of the dairy and/or beef Johne’s disease newsletters, please email the National Institute for Animal Agriculture at johnes@animalagriculture.org or call NIAA at 719.538.8843.

Members in the News

Dr. John Pollak has moved from Cornell University to become the Director of the **Meat Animal Research Center (USMARC)** in Clay Center, Neb.

The **American Farm Bureau Federation** presented its highest honor, the Distinguished Service to Agriculture Award, to **Tommy Irvin**, who has served as Georgia's commissioner of agriculture since 1969. The award was announced during the 91st AFBF annual meeting in January in Seattle, Wash. AFBF established the Distinguished Service Award to honor individuals who have devoted their careers to serving farming and ranching.

Joy Philippi, a fourth-generation Nebraska farmer, has accepted a position with the **American Meat Institute** as its vice president of legislative affairs.

The **National Cattlemen's Beef Association** elected **Steve Foglesong**, owner of Black Gold Ranch in Illinois, as the organization's president. Former Vice President **Bill Donald** of Montana was confirmed as the new president-elect, and former Federation Division Chairman **J.D. Alexander** of Nebraska was elected

vice president. Other newly-elected officers include **Scott George**, Wyoming, federation division chair; **David Dick**, Missouri, federation division vice chair; **Bruce Hafenfeld**, California, policy division chair; and **Bob McCann**, Texas, policy division vice chair.

Five individuals were recently inducted into the **American Poultry Industry** Hall of Fame: **Donald Dalton**, past president of the U.S. Egg and Poultry Association; **Lonnie "Bo" Pilgrim**, Pilgrim's Pride who is credited with the industry's vertical integration concept; **Paul B. Siegel**, Distinguished Professor, Virginia Tech; **Robert Sparboe**, Sparboe Companies; and **J. Paul Thaxton**, founder of Embrex Inc. and former professor of Poultry Science at Mississippi State University.

The **American Sheep Industry Association (ASI)/National Lamb Feeders Association** honored four U.S. sheep industry members during their joint convention in Nashville, Tenn., in late January: **Joseph "Joe" Harper**, Seneca Rocks, W. Va., the McClure Silver Ram Award for his lifetime of achievement and dedication in and for

the U.S. sheep industry; **Richard "Dick" Boniface**, Cedar, Minn., the Camptender Award for his contribution to the U.S. wool industry; **Kim Aagard**, Moroni, Utah, the Environmental Stewardship Award; and **Colleen Shreiber**, Austin, Texas, the Shepherd's Voice for Media.

Global VetLink recently introduced an electronic veterinary prescription service, eVRx, that helps veterinarians validate judicious antibiotic use. The secure web-based tool simplifies the process of documentation and preserves the veterinarian's ability to identify, monitor and prescribe the most appropriate and effective antibiotic for treating porcine and other livestock infections. To learn more about eVRx, visit www.globalvetlink.com.

NOTE: NIAA welcomes news about promotions with a member company/organization, individuals honored by a member company/organization, the launching of new products and such. Please send information to NIAA's Director of Communications, Teres Lambert, at tlambert@animalagriculture.org

NIAA Wishes to Thank these Sponsors of its 2010 Annual Meeting

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American Quarter Horse Association

American Hereford Association

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Penton Media: BEEF and National Hog Farmer

Pfizer Animal Health

PIC North America

Shook, Hardy & Bacon LLP

Truffle Media: BeefCast, DairyCast, SwineCast, PoultryCast

Wisconsin Livestock Identification Consortium

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Vance Publications: Dairy Herd, Pork, Drivers, Cattle Network