

News & Information for Animal Agriculture

Official Newsletter of the National Institute for Animal Agriculture ♦ Vol. 11 ♦ No. 2 ♦ May 2011

Annual Conference Addresses Disconnect Between Consumers, Animal Agriculture

Concerned about the disconnect between today's consumers and animal agriculture, the National Institute for Animal Agriculture focused its Annual Conference, April 11-14, on the theme "Consumers Stake in Today's Food Production: Meeting Growing Production Demands with Integrity." Bringing together leaders in animal agriculture and agribusiness, the Annual Conference, set in San Antonio, Texas, explored the growing necessity of involving consumers as stakeholders in food production, addressing areas such as the food supply, food security, food safety, animal agriculture's importance in the ecosystem and effective ways to communicate with consumer stakeholders.

The following points of consensus were identified during the two-day Annual Conference:

1. Animal agriculture must continue to produce food, milk and fiber in responsible and sustainable ways and continue to earn and maintain a social license by doing what is right.
2. Animal health efforts should be focused on diseases that affect the greatest number of animals and have the largest economic impact, not the "what ifs."
3. Approaches to animal care must be continually evaluated and updated, using science as a basis with appropriate consideration to ethical and societal values and expectations built into the equation.
4. Because public perceptions affecting one segment of agriculture are often easily transferred to another, agriculture needs to speak with one voice on important issues. Fragmentation is not an option.
5. To build trust with consumers and help them understand animal agriculture, communication must be centered on shared values coupled with scientific data from sources perceived by consumers as reputable and unbiased.
6. To more effectively communicate with consumers, it is important to learn, understand and integrate the "language of the consumer" into communications.
7. Those involved in American food and fiber production and delivery in general—and animal agriculture in particular—must do a better job of listening and speaking with the consuming public, using venues and language appropriate to age and lifestyle of the consuming public. Open, frequent, continuous and bi-directional dialogue—allowing for differences in experiences, values and expectations—must take place in formats and time restrictions conducive to effective delivery of the agricultural message. Messages should be age- and experience-specific and should start no later than with individuals ages 5-6 years.
8. Animal agriculture must better educate retailers and other supply chain entities about challenges and how they are being addressed.
9. Since NIAA is high on the credibility ladder, the organization should leverage its credibility in alliance and communication efforts. NIAA should continue to pursue appropriate alliances with groups and initiatives that further the purposes of NIAA in communicating science-based and factual information.

(Continued on Page 3)

Award Winners,
Newly Elected Board
of Directors
Page 2

NIAA Annual
Conference Agenda
Pages 3 - 4

Annual Conference
Registration Info
Pages 3

AgSight
Page 5

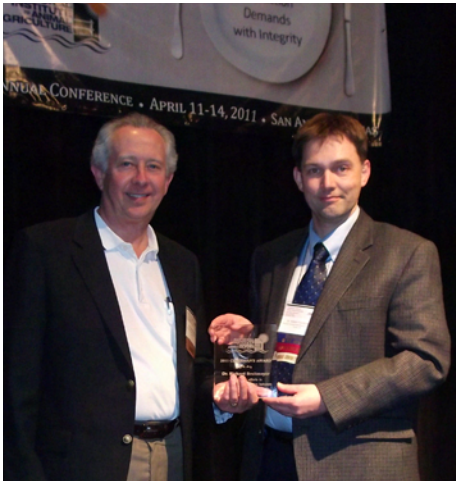
Members
in the News,
Industry Information
Page 6



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; 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.

NIAA Honors 3 Industry Leaders



Dr. Richard Breitmeyer (left), director of the California Animal Health and Food Safety Laboratory system headquartered at the University of California, Davis, was presented NIAA's prestigious Chairman's Award for his unselfish dedication and tireless devotion to the advancement of animal agriculture. Presenting the award is NIAA chair Dr. Robert Fourdraine.



Andrew Kennedy (left), president of Food LogIQ, was presented NIAA's coveted President's Award that recognizes an NIAA committee chairman or vice chairman for exemplary leadership and dedication to the organization. Scott Stuart, managing director of NIAA, presented the President's Award to Kennedy.



Dr. Taylor Woods (left), Missouri Department of Agriculture's State Veterinarian and Director of the Missouri Department of Agriculture's Animal Health Division, was presented NIAA's highly esteemed Meritorious Service Award by Dr. Leonard Bull, past NIAA chair. The award was given to Woods for his outstanding leadership, dedication and contributions to NIAA and animal agriculture.

Five Elected to NIAA Board of Directors

Members of the National Institute for Animal Agriculture elected five members to their first three-year term on its Board of Directors and re-elected three to their second term. Newly elected to NIAA's Board were Linda Campbell, American Dairy Goat Association; Colin Foster, Y-TEX Corporation; Dr. Karen Jordan, Dairy Farmers of America; Erika Rachal, Alltech, Inc.; and John Saunders, IMI Global. Re-elected to NIAA's 21-member Board were Dr. Tony Forshey, Ohio Department of Agriculture; Stan Mannschreck, National Livestock Producers Association; and Dr. David Meeker, National Renderers Association.

"The expertise, passion and experience of these individuals fit well with other members currently serving on NIAA's Board," stated Dr. Robert Fourdraine, Chairman of NIAA's Board. "We have a well-rounded Board that can take a 360-degree look at challenges and opportunities within animal agriculture and help us advance proactive solutions for the industry."

NIAA Welcomes These New Members

- Alabama Poultry & Egg Association
- American Association of Equine Practitioners
- American Goat Federation
- Canadian Swine Health Board
- Federation of Animal Science Societies
- Georgia Department of Agriculture
- Texas Veterinary Medical Diagnostics Laboratory
- Dr. Pernella Fajersson Dr. Wendell Peden Dr. Barrett Slenning



News & Information for Animal Agriculture

National Institute
for Animal Agriculture
13570 Meadowgrass Drive, Suite 201
Colorado Springs, CO 80921
Phone 719-538-8843
Fax: 719-538-8847
NIAA@animalagriculture.org
www.animalagriculture.org

Editor: Teres Lambert
NIAA Director of Communications

(Continued from Page 1)

Specific areas to explore and develop include:

- A full definition of what NIAA can provide to these alliances.
- A complete definition of NIAA members and constituency; the ability to develop, assimilate and pass pertinent information up and down the food chain.
- Ways to ensure the diversity of NIAA is used as a strength.
- Exploring means and methods of more fully distributing the vast amount of information generated during NIAA events.
- What NIAA should and should not do in order to avoid duplication of other organizations.

Consensus Points Specific to Species Committees and Issues Councils:

1. Continued emphasis should be placed on high-risk populations of horses in order to be most effective in ensuring a high level of good health.
2. World demand: Food and production needs must be considered on a situational basis — village poultry and integrated systems both play significant roles.
3. Poultry health funding should be risk based rather than public perception based, with consensus needed regarding criteria and focus of efforts.
4. Movement to a comprehensive and integrated swine surveillance program is strongly supported by the swine industry and veterinarians.
5. USDA should provide surveillance data to the National Surveillance Unit for additional epidemiological analysis.
6. Funding for Animal Disease Traceability is a top priority to States, Tribes and animal agriculture.
7. Manual recording of Official ID is a concern to all segments of the industry as it relates to cost and accuracy.
8. Collection of official identification at slaughter is a significant issue that needs to be addressed.
9. Better communication is needed between USDA Food Safety and Inspection Service, USDA Veterinary Services, U.S. Food and Drug Administration, harvest facilities and auction markets concerning residue traceability and ID collection and reporting.

Carrie Lee, Long Island, N.Y., moderated the final General Session. Lee kicked off the General Session by showing a short clip of interviews she conducted with consumers that underscored the disconnect between consumers and U.S. animal agriculture.



General Session Speakers Cover Multiple Angles, Put the Facts on the Line

The eight experts who spoke during the two General Sessions of the Annual Conference delivered cutting-edge, bottom-line information and insight. Some of the highlights from these presentations follows, with full presentations online at www.animalagriculture.org

Dr. Douglas Southgate Jr., Professor of Agricultural, Environmental, and Developmental Economics, The Ohio State University, and author of *The World Economy*, Columbus, Ohio:



- As economies throughout the world create wealth, consumption of animal protein (and dairy) will increase. The challenge will be to feed 9 billion people in 2050.

- Assuming a 52% supply growth between 2009 through 2050, then total growth in food demand is predicted as follows: population of 7.96 billion in 2050 would require a 27% growth in food demand; population of 9.15 billion would require a 52% growth in food demand; and a population of 10.46 billion would require a 73% growth in food demand.

Dr. Frank Mitloehner, Associate Professor and Air Quality Extension Specialist, University of California-Davis, Davis, Calif.:



- The more efficient/intensive we are, the better for our environment. The conflict occurs when other societal needs are considered.

- From a greenhouse gas perspective, research shows that corn-fed animals will produce less methane than grass-fed animals. This is contrary to what the public believes and contrary to what the public is told.

- U.S. livestock are responsible for 3.4% of U.S. greenhouse gases and not the global livestock figure of 18% as stated in the United Nations' Food and Agriculture Organization report "Livestock's Long Shadow" which was released in November 2006. The world media applies the 18% figure to the United States, but this is not accurate.

- Some media urge consumers who want to make a difference in the carbon imprint to eat less meat and/or to go meatless on Mondays. One TV station stated a person who eats one hamburger and drives a Prius is equal to that person driving a Hummer. This, however, is an "ill-advised statement."

(Continued on next page)

(Continued from previous page)

• In the United States, transportation accounts for 26% of total anthropogenic greenhouse gases while electricity accounts for 31%. Livestock production accounts for only 3% of total anthropogenic greenhouse gases.

Charlie Arnot, CEO, Center for Food Integrity, Kansas City, Mo.:



• Intensive agriculture is sustainable agriculture.

• The media is always looking for a villain, a victim and a vindicator. We do not want agriculture painted as the villain.

• We need to hold each other accountable when public trust is violated. If agriculture's voice is not the first voice in the discussion, then we all operate at the lowest common denominator.

• Animal agriculture cannot educate its way to public trust. Animal agriculture must reframe and readdress who we are and what we do and communicate messages that are ethically sound.

• Consumers say they trust farmers but say that aren't sure today's producers of agricultural products are "farmers"—those who they perceive to share the values of farmers.

Clint Hickman, Vice President of Sales & Marketing, Hickman's Family Farms, Buckeye, Ariz.:



• Consumer preferences/demands

change over time. For example, chickens ran free and ate on the ground until consumers voiced concern about them eating "stuff" off the ground and caging chickens was the solution to this concern. By 1967, 40% of commercial layers were caged and, by 1978, 90% of commercial layers were caged. Today, the tide has turned and many consumers want eggs from cage-free chickens.

• Regulations applicable to animal

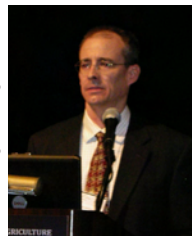
agriculture is a growth industry of its own. There's even a Chicken Bill of Rights that every human who comes in contact with the chickens must follow.

• Fees for biosecurity and voluntary oversight by USDA in our plants alone total about \$1 million a year. These are voluntary fees to assure the public our food is safe coming off the farm.

• Branding clothing and vehicles lets consumers know our business and opens the door for conversations that let us tell our story to interested consumers.

• Many consumers start with opinion—much of it from mommy bloggers—before they get to the science, if they get to the science. Thus, we need to curry favor with opinion makers and let them see firsthand what we do and how we care for our animals.

Chris McDonald, Partner, Shook, Hardy & Bacon L.L.P., Kansas City, Mo.:



• Agriculture is under severe criticism, and the public is much more susceptible to these pitches. They listen to arguments not based on science and the real world. Arguments are sometimes the sole agenda for animal activists.

• Animal litigation can have one reason: To abolish animal agriculture. An issue of HSUS Quarterly stated "Litigation. . . is just one more tool HSUS can use against farmers and ranchers to achieve its end goal of putting a stop to animal agriculture."

• Plaintiffs have increasingly been turning to nuisance theories in agricultural/environmental toxic tort cases. These can be individualized. I anticipate more public nuisance cases.

• Global business means increased litigation risks. "Big food" will be a target.

• To protect a brand, company and the industry, you should be proactive. Develop meaningful crisis management plans, anticipate emerging risks, manage supply chains and control documents and records.

• You are only as strong as the weakest link in your supply chain.

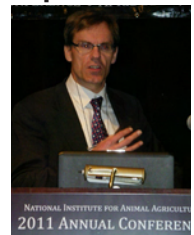
Dave Schmidt, President & CEO, International Food Information Council, Washington, D.C.



• Taste, freshness and safety top consumers' list of important food attributes.

• Uniting efforts to communicate with consumers can be beneficial. Fifty-eight professional societies, universities, government agencies, industry and commodity groups formed the Alliance to Feed the Future. Its mission: To multiply the impact of separate efforts that build understanding of food production and technology issues among stakeholders to balance the public dialogue on modern agriculture and large-scale food production. The Alliance to Feed the Future is helping change consumers' perceptions of processed food.

Dr. Peter Groot Koerkamp, Professor in Biosystems Engineering/Agrotechnology and Interim Professor in Animal Production Systems, Wageningen University, The Netherlands



• Three issues of sustainability are people, planet and profit. Due to place, culture, time, perception and other factors, sustainability differs among countries.

• We have three ways of striving for sustainability: 1) optimal use; 2) improving process and product; and 3) system innovation. System innovation will move the needle the most. The challenge, therefore, is how to deliberately strive for system innovation and transition into animal husbandry to attain "integral" sustainability. How do we design new husbandry systems that transcend common oppositions and dilemmas?

• Animal agriculture must meet the needs of the animal, the consumer and the farmer, and with this comes challenges.



Species Committees Share Info, Address Resolutions

Bovine Committee

The Bovine Committee met on Tuesday, April 12, with 49 people present. Dr. Karen Jordan served as Chair with Nathan Jaeger as Vice Chair. The committee session focused on foot-and-mouth disease response plans, screening tools and bio-security challenges of FMD for animal agriculture. Three speakers presented information pertaining to FMD and bovine:

- Dr. Pam Hullinger, DVM, MPVM, DACVPM, Dept of Veterinary Medicine and Epidemiology, UC - Davis, presented "The National Secure Milk Supply Project and the California Bulk Milk Tank Sampling Strategy." Dr. Hullinger noted that a system such as NSMSP could be very applicable to potential disease threats like FMD and that a Bulk Milk Tank Sampling Strategy could also apply to FMD control. Additional info shared: 1) Understanding where a disease is not may be more valuable than identifying where it is. 2) A test is only the beginning of a successful control strategy. Communicating the test results to control commanders is the real challenge. 3) Understanding milk-sheds and interstate movement of fluid milk will be vital as well.

- Dr. Tammy Beckham, DVM, Ph.D., Director, National Center for Foreign Animal and Zoonotic Disease Defense, presented "Protecting Agriculture Infrastructure: Defining the Needs and Requirements for Agriculture Screening Tools." Dr. Beckham said the time to identify an FAD is directly proportional to the economic impact on a segment of animal agriculture. Additional points: 1) The FAZD has conducted two workshops to develop new rapid result screening tools for FADs. 2) FMD is the model the FAZD is using for developing tools of other high consequence disease outbreaks. 4) Pen side tests are not sensitive enough to rule out a disease. 5) Serological assays must be rapid and high volume, a difficult combination for an accurate result. 6) Dual purpose assays (testing of high consequence diseases with everyday surveillance) are being considered. The take-home message: NAHLM's is a very robust system but

still has gaps that need to be addressed when using screening tools for FAD to ensure business continuity.

- Lieutenant Col. Jerrod Killian, DVM, presented "Foot and Mouth Disease: Challenges from a Military Perspective." The economic impact of FMD in the US is estimated to be in the billions for both direct and indirect costs, with the Veterinary Corps of Officers providing logistical support in the event of an outbreak.

One resolution was reaffirmed: Managing the Risk of Brucellosis Transmission from Bison and Elk to Cattle in the Greater Yellowstone Area (GYA).

The Bovine Committee requested four action items were request to help the committee achieve its goals:

It was suggested that NIAA spearhead a national gap analysis of an FMD response plan. The analysis should focus on regional cooperation of data sharing and multi-state communications.

Other action items include that future NIAA meetings include other industry stakeholders such as retailers, distributors and certain NGOs; that movement control of bovines be addressed in future NIAA meetings in the event of an FMD or FAD outbreak; and that a future NIAA Annual Conference topic address judicious use of antibiotics and antimicrobials.

Equine Committee

The Equine Committee met on Tuesday, April 12, with 20 people present. Mr. Cal Larson served as Chair, with Dr. Robert Stout, Vice Chair. The committee session focused on recent legislation introduced in the state of Nebraska related to providing for horse slaughter in that state. Additional legislation has also been introduced which will require horse rescue facilities with annual national budgets of more than \$20 million to accept abandoned horses.

- Tyson Larson, State Senator, Nebraska Legislature, presented "Nebraska's Legislative Solutions to America's Unwanted Horse Problem." He spoke to the committee through Skype and provided an update on both pieces of legislation, which he had sponsored, and answered several questions from the

committee.

- David Knupp, Global Animal Management, presented "Photographing the Equine's Iris as a Form of Identification," and provided a complete report on a method of photographing the equine's iris as a form of identification. He indicated testing was underway with the equipment being developed and good results were being documented.

- Dr. Michael Greenlee, DVM, DACVPM, Area Epidemiology Officer, USDA/APHIS/VS, presented "National Situation Report for Equine Piroplasmosis." He indicated testing and surveillance had provided a significant amount of traceability of a tick-borne strain of EP that originated in Texas.

- Dudley Hoskins, Director for Governmental Affairs, American Horse Council, presented "NEHP Report & Budgetary Concerns." He provided a brief report on a consortium consisting of industry, regulators and researchers working to develop an animal health standards code of best practices.

- Dr. Robert Stout, State Veterinarian, Kentucky Department of Agriculture, presented "Contagious Equine Metritis (CEM) Update."

- Dr. Peter Timoney, University of Kentucky, presented "AAEP Breeding Guidelines for Venereally Transmissible Diseases," and discussed concerns related to various equine diseases.

General discussion centered on the horse slaughter ban, with Nancy Robinson, Livestock Marketing Association, provided information on efforts underway to urge USDA to provide inspectors for horse plants.

Poultry Committee

The Poultry Committee met on Tuesday, April 12, with 17 people present. Ray Hilburn served as Chair. The committee session focused on meeting the demand for safe and plentiful food in the face of disease challenge. Two speakers presented relevant information pertaining to the 2010 SE egg recall and FDA Food Safety Rule and meeting an increase in demand for poultry in

(Continued on next page)

(Continued from previous page)
the face of H5N1 avian influenza:

- Howard Magwire, Vice President, Government Relations for the United Egg Producers and the United Egg Association, presented "Fall 2010 Egg Recall." Magwire reviewed the FDA Egg Safety Rule and the circumstances related to the recall of 550 million eggs implicated in the food borne outbreak of SE in humans across several states that occurred in 2010. He stated the investigation on the implicated Iowa farm was related to actual human illness and was therefore vigorous and broad.

- Dr. Annette Whiteford, State Veterinarian, California Department of Food & Agriculture, presented "Avian Influenza: Continuing to Challenge Food Production Around the World." Dr. Whiteford reviewed where the world population is expected to grow most rapidly, what that means related to demand for animal based food demand and the basic ecology and impact of avian influenza (AI). She emphasized that, while most information available captures issues associated with highly pathogenic AI, low pathogenic AI does have significant cumulative negative production impacts. Dr. Whiteford shared insight gathered by Dr. Castellon and Pitesky related to the importance and challenges posed by various production systems that are integral to the most severely AI affected countries. She touched on the role of vaccination as well as the challenges.

- When federal budget cuts forced Dr. Gerardo Ramirez, Center for Food Safety & Applied Nutrition, Office of Food Safety, to cancel his presentation on "FDA Rule," committee members and participants discussed their respective recent experience of "FDA on the Farm." All concurred that FDA inspectors were very respectful, cognizant of biosecurity and polite, but inspections are taking a long time. In addition, it appears that most of the inspectors have no prior poultry farm experience, making it difficult to characterize observations that "do not follow the manual."

The Poultry Committee moved one new resolution to the Animal Health Emergency Management Council for refinement and amended a resolution regarding the National Organic Poultry

Program to Provide for Confinement During Outbreaks of Highly Pathogenic Avian Influenza (HPAI).

Committee participants discussed points they would like considered for future meetings: 1) Are there other poultry health diseases that are significantly affecting production that should be further discussed and may warrant a coordinated approach? 2) Antibiotic use; 3) How does/can this committee reach out to backyard and small producers? and 4) Animal well-being.

Small Ruminant Committee

The Small Ruminant Committee met on Tuesday, April 12, with 14 people present. Ms. Eileen Kuhlmann served as the Chair, and Ms. Linda Campbell served as the Vice Chair.

The committee session focused on consumer preferences and consumers perceptions of food safety. Three speakers addressed marketing lamb to a rapid paced consumer market and information on how consumers understand food safety while a fourth person delivered an update on the National Scrapie Eradication Program.

- Dr. Kirk Braden, Assistant Professor, Angelo State University, presented "The Current Lamb Industry: Adapting to a Rapid-paced Consumer Market." Dr. Braden reviewed the consumer's constant need to spend wisely and pointed out that consumers are bored with the same choices. He said, with today's Food TV and other information, consumers are willing to try something new as long as the information is available to them in an easily obtainable manner, either on the label or scanning a barcode to a website for a recipe but not flyers that can be misplaced. Dr. Braden provided information about an upcoming study Angelo State regarding ready-to-eat lamb and items that they have at their meat sales room of value-added products, neck riblets, lamb bacon, etc.

- Dr. Loree Branham, Assistant Professor, Angelo State University, presented "Food Safety: Do Consumers Understand Their Role?" Dr. Branham stressed that everyone from producers, packers, USDA and consumers are responsible for the safety of food. Although the last food-borne-illnesses from lamb hap-

pened in 1993 and 1987, he said that doesn't mean it wouldn't happen again.

- Dr. Joe Garrett, USDA/APHIS/VS, presented "Scrapie Update." He reported that the National Scrapie Eradication program is sampling sheep and goats for RSSL surveillance, and states are given numbers to achieve.

The Small Ruminant Committee amended or revised three existing resolutions: 1) Funding for Food Animal Residue Avoidance Database (FARAD); 2) Scrapie Eradication; 3) Official Sheep and Goat Identification. One resolution was reaffirmed: Producing Wholesome and Safe Sheep Products

During general discussion, participants agreed that NSEP funding is critical at this time of the program and that funding needs to be dedicated and at a level necessary to eradicate the disease (\$18 million).

Swine Committee

The Swine Committee met on Tuesday, April 12, with 21 people present. Dr. Harry Snelson served as Chair, with Dr. Butch Baker as Vice Chair. Numerous topics were covered during the session:

- Dr. Lisa Becton, Director of Swine Health Information & Research, National Pork Board, presented "Pork Industry Carbon Footprint." Dr. Becton updated the committee on some recently conducted research to evaluate the U.S. pork industry's carbon footprint. Part of a number of sustainability research projects Pork Checkoff is funding over the next few years, this research will serve as a baseline and benchmarking tool to help defend industry practices as well as facilitate producer improvements.

The research focuses on the entire pork chain continuum and utilizes a three-phase approach including a literature review, scan Life Cycle Assessment (pork chain) and detailed LCA (impact of live swine). The carbon footprint analysis evaluated impacts on methane, nitrous oxide and carbon dioxide. The literature review indicated a need for further research. While there was no systematic analysis of U.S. pork chain greenhouse gas emissions, preliminary results indicate that the U.S. pork industry contributes 3.8 Kg-CO₂e/kg carcass weight.

(Continued on next page)

(Continued from previous page)

Results of the research were compared to published results from other countries and species. Comparisons may not necessarily be valid.

• Dr. Lisa Becton also presented “Pork Forum Report” that focused on a resolution pork producers approved at the 2011 Pork Forum. The resolution: “That the National Pork Board continue to be engaged in the PRRSV elimination discussions that prioritize research and education towards continued development and application of tools and strategies with the goal of elimination of the PRRSV virus.”

Dr. Becton reported that several PRRS regional elimination projects are underway, with some funded by USDA’s PRRS CAP, Boehringer-Ingelheim’s ARC&E program and individual state efforts. There is a need to disseminate information to producers and veterinarians. The National Pork Board and the American Association of Swine Veterinarians could facilitate information dissemination to their targeted audiences.

• Dr. Jeremy Pittman, Staff Veterinarian, Murphy-Brown, LLC, presented “Swine Dysentery Re-emergence.” Traditionally caused by *Brachyspira hyodysenteriae*, the disease disappeared from the U.S. swine industry during the 1990s. Re-emergence reappeared in 2004-05—largely among grow-finish pigs.

Dr. Pittman said, in some cases recently, the industry is observing bloody scours without culturing *B. hyodysenteriae*. Diagnostic labs are also diagnosing *B. hyodysenteriae* without clinical disease. He asked if this should be better referred to as “Swine *Brachyspira*” or *Brachyspira*-associated colitis or Porcine Enteric Disease Complex (PEDC)?

A Novartis study shows variability in diagnostic results with regards to clinical signs and the association with *B. hyodysenteriae*. A study conducted by Trevor Schwartz examined clinical signs associated with *B. hyodysenteriae* and 2 types of *Brachyspira* spp. and found no difference in clinical presentations.

In the field, Dr. Pittman’s work shows clinical presentation does not associate with pathogens detected on laboratory examination and is highly variable, as blood and/or mucus in fecal samples

are not always found. It’s easily missed on cursory barn inspections. Histopathology is supportive but not diagnostic. There is some debate regarding the best diagnostic sample for bacterial culture including rectal swabs, colonic scrapings or fecal material.

Economic estimates average approximately \$12 per pig. The disease negatively impacts feed conversion, average daily gain, mortality (may double), increased live weight pigs, size variability, increased medication, eradication costs, etc. The industry is struggling with how to respond: treat, control or eradicate the disease.

The highest risk factor for transmission is largely infected pigs and exposure to infected pests. The bacteria survive well in feces (7 days), moist feces (40 days), soil (18 days) or feces plus water (61 days). There is the question about bacterial survival in waste lagoons.

Dr. Pittman noted that the disease has no vaccine. Control relies on sanitation, strategic medication, reduced risk factors and control of co-infections. Eradication may be attempted by two routes: treatment with Tiamulin or depopulation with emphasis on removal of infected pigs and rodents along with thorough cleaning and extended downtimes.

• Committee chair Dr. Harry Snelson presented “USDA Program Updates: PVR/BR Program Update, Garbage Feeding Report, CSF Surveillance Program, and Influenza Surveillance Project” on behalf of Dr. Jon Zack, Director of Preparedness & Incident Coordination, USDA/APHIS, who was not able to attend.

Dr. Snelson explained that USDA’s surveillance vision is based on moving from

program-based surveillance program to a comprehensive program that routinely collects samples from established surveillance streams. These samples could then be subjected to a variety of diagnostic tests depending on regulatory and industry needs. The agency plans to merge the PRV & Brucella testing into a stream-based program.

PRV Update: All states remain PRV Free in the commercial herd. One herd (dually infected with PRV & Brucellosis) was indemnified in FY 2010. Samples were tested from the following sources: VDL (14,564), cull sow-boars at slaughter (278,022), market swine (meat juice — 13,318), and feral swine (2,653).

USDA will be publishing a concept paper within a year describing the plan to merge the PRV & Swine Brucellosis programs for public comment.

Swine Brucellosis: The Kentucky and Kansas labs tested 277,811 samples in FY 2010. Three transitional herds were indemnified for brucellosis (two in Texas, one in Florida). CSF Surveillance: NAHLN labs tested 14,666 swine in FY 2010. Swine Health Protection Act: 1,405 licensed premises, 7,462 inspections, 94 violations and 142 non-licensed feeders were identified.

Trichinae Herd Certification: 42 farms participating.

SIV Surveillance: The objectives are of SIV surveillance is to monitor genetic evolution and ecology, provide isolates for research and provide isolates for vaccine development and diagnostic uses. Sample submission has increased dramatically since inception of the program in the fall of 2010.

Thank You to the Annual Conference Planning Committee:

Dr. Nevil Speer, Western Kentucky University
Dr. Leonard Bull, Bull Mountain Enterprises, Inc.
Mike Bumgarner, Ohio Farm Bureau Federation
Jim Carroll, Dairy Farmers of America
Kathy Cornett, McCormick Company
Glenn Fischer, Allflex USA, Inc.
Dr. Tony Forshey, Ohio Department of Agriculture
Dr. Robert Fourdraine, Wisconsin Livestock Identification Consortium
Travis Justice, Arkansas Farm Bureau Federation
Kevin Maher, GlobalVetLink, L.C.
Bill Medley, Farm Credit Services of Mid-America
Dr. David Meeker, National Renderers Association, Inc.
John Saunders, IMI Global, Inc.
Dr. Annette Whiteford, California Department of Food & Agriculture

Councils Meet, Expand Knowledge, Develop Resolutions

Animal Agriculture Advocacy Council

The Animal Agriculture Advocacy Council met on Wednesday, April 13, with 32 people present. Dr. Nevil Speer served as Chair.

The committee session focused on initiatives to communicate with consumers about food production practices. Speakers and topics focused on new and ongoing initiatives: 1) Hugh Whaley, General Manager, U.S. Farmers & Ranchers Alliance, "USFRA: Building Trust in Today's Agriculture"; 2) Rod Smith, staff editor & writer, *Feedstuffs*, "Investigations of HSUS Investigations"; 3) Matt Sutton-Vermeulen, Unison Resource Company, representing Global Roundtable for Sustainable Beef (GRSB), "Food Plate Tectonics: Thriving on the Fault Line"; and 4) David Schmidt, President & CEO, International Food Information Council, "The Alliance to Feed the Future Initiative."

As this was the first official meeting of the Animal Agriculture Advocacy Council (AAAC), discussion was relegated to how to advocate on behalf of NIAA, with specific discussion regarding alliances NIAA should explore to better leverage what it does.

It was noted that the natural alliance between NIAA and the U.S. Animal Health Association has been strengthened through joint conference production and other interaction. It was also reported that NIAA has been working with other initiatives including the Center for Food Integrity, the Alliance to Feed the Future and the Global Conference on Sustainable Beef.

It was the consensus of the AAAC that NIAA should continue to pursue appropriate alliances with groups and initiatives that furthers the purposes of NIAA in communicating science-based and factual information and offered consideration input toward consensus points for the Annual Conference.

Animal Care Council

The Animal Care Council met on Tuesday, April 12, with more than 45 people present. Dr. Jer Geiger served as Chair, with Dr. Gail Golab as Vice Chair.

The council session focused on public perceptions of U.S. production practices.

Four speakers presented information pertaining to perceptions and responses to U.S. production practices:

- Mr. Charlie Arnot, Center for Food Integrity, presented "How American Consumers View American Production Practices." Arnot stressed that American producers may not be viewed as farmers. He said research shows that people trust farmers and veterinarians, but the public senses a difference between its impression of farming and modern approaches to food production.

- Dr. Peter Groot Koerkamp, Wageningen University, The Netherlands, presented "How European Consumers View American Production Practices." Dr. Groot Koerkamp stressed that the public may have standards different from producers by which production practices will be deemed "acceptable." That said, the end goal for both parties may not be radically different, though the terms and standards may initially appear incompatible.

- Dr. Glynn Tonsor, Associate Professor of Agriculture Economics, Kansas State University, presented "The Impact of Welfare Media Coverage on Meat Demand." Within the limits of his study, Dr. Tonsor said animal care media coverage indicates little to no impact on the public's purchases of beef. Poultry products, however, have exhibited a short-term (3 months) negative impact of media coverage while pork products have shown short-term (3 months) and long-term (6 months) negative impact of media coverage.

- Dr. William Gavin, Vice President of Farm Operations, GTC Biotherapeutics, Inc., presented "Transgenic Animal Production: Public Perceptions and Expectations for Animal Care and Welfare." Dr. Gavin stated that the public will be slow to accept consumption of transgenic or cloned products—as therapeutic or food items—even though governmental oversight is rigid. With careful and patient persistence, these products can reach the marketplace. It remains to be seen how well the public will embrace those products.

Leadership succession was discussed. Dr. Geiger will step out of his current leadership role in the Animal Care

Council to serve NIAA as liaison to AVMA. Dr. Cia Johnson expressed interest in taking an active role in the Council.

Animal Health Emergency Management Council

The Animal Health Emergency Management Council met on Tuesday, April 12, with about 25 people present. Dr. Matt Cochran served as Chair, and Dr. Barrett Slenning served as Vice Chair.

The council session focused on commodity disposition in the face of a non-zoonotic foreign animal disease. Four speakers presented:

- Dr. Barrett Slenning, North Carolina State University, presented "Overview of Changes and Trends in Animal Agriculture." Dr. Slenning emphasized that animal agriculture, as with all of US food and agriculture, has changed immensely over the past few decades. Modern animal agriculture is large scale, operates in commodity-specific regional production centers and is highly dependent on transportation and energy. While lean production methods make us more efficient than ever, that efficiency is bought at the cost of losing surge capacity and resilience to interruptions in markets.

Dr. Slenning noted that concentration of ownership across the board brings advantages in consistency and communication as well as vulnerabilities in profile and disease control. He added that disease programs that focus on eradication without regard to protecting non-infected farms and markets can do more dam-

(Continued on next page)



(Continued from previous page)

age to U.S. agriculture than the diseases themselves.

• Dr. Tammy Beckham, DVM, PhD, Director, National Center for Foreign Animal & Zoonotic Disease Defense, presented “Overview of FAZD Programs.” Dr. Beckham stated that FAZD operates three main arenas: biological basic and applied research, information gathering and analysis, and education and outreach. FAZD workers have differentiable Rift Valley Fever vaccines and tests in trials now and are working with private partners to commercialize.

In FMDV work, FAZD research is attempting to improve the one-step “strip” tests sensitivity. They also aim to have approved bulk tank screening for milk within two years. FAZD informational analytic work is developing several products, most of which are based on their successful web-based ‘dashboard’ model of data collection, collation, analysis, and reporting (Biosituational Common Operating Picture).

Dr. Beckham said that FAZD products are helpful currently in teaching risk analysis, situational awareness, decision support and resiliency but are not yet to the point where they can be deployed into policy. They have been demonstrated and tested in real events, including the recent Japanese FMD outbreak. Another module will aim to allow ERSS users to determine NAHLN laboratory capacity changes during an outbreak to optimize lab use and decrease delays. FAZD educational programs cover K-12, advanced training, and outreach to first responders and law enforcement.

• Cindy Cunningham, Assistant Vice President of Communications, National Pork Board, presented “Overview of Cross-Species Communications Working Group.” The main goal of the Working Group, she said, is to establish cross commodity group unified messages and understanding before and during a major animal health event.

Cunningham shared that basic citizen surveys suggest few consumers know about FMDV. Those that do know about FMDV believe it is a human pathogen that can be contracted from drinking milk or eating meat. Therefore, more than four in 10 survey respondents

Dr. Nevil Speer (right), chair of the Annual Conference planning committee, discusses one of his favorite topics—connecting with consumers—with managing editor John Maday, Drovers/CattleNetwork.



would stop drinking milk if the United States had an FMD outbreak. Consumers’ main concerns regard protecting the health of their families.

She explained that issues surrounding animal welfare and farm economics are distant issues to consumers. They do want to know that there are plans ready to go, that these plans have a history of success, that authorities know how to destroy FMDV, and to be assured FMDV cannot be contracted from food, and that it is not a public health concern.

Cunningham said the team is reaching out to different sectors within food and agriculture as well as to agricultural trade media — running training and education programs for these groups. They have a website that is being redone to reflect new knowledge and work: www.FootandMouthDiseaseInfo.org.

• Dr. Pam Hullinger, DVM, MPVM, DACVPM, Department of Veterinary Medicine and Epidemiology, University of California, Davis, presented “FMD Vaccination as One Potential Control Measure during an FMD Outbreak Response.”

Dr. Hullinger said the main focus is whether a marketing/consumer backlash might occur if FMDV vaccine were used in the United States. She said, globally, millions of people consume animal products from livestock that have been FMDV vaccinated and have been doing so for decades without issue.

Difficult questions include. . .

- 1) Under what circumstances will a vaccine be beneficial, and when might its use be detrimental?
- 2) Which animals, and which production classes, will be vaccinated?
- 3) How will vaccination fit in a broader control and response effort?

4) Will vaccination be accepted domestically and internationally?

5) With the size of U.S. agriculture, will third parties agree with/accept OIE zoning and regionalization meant to keep uninfected markets moving?

6) What will happen to vaccinates? Vaccinate to kill? Vaccinate to live? Other options?

Dr. Hullinger said messages and training must be established before vaccination starts and efforts must engage all parts of the livestock supply chains.

The Poultry Committee asked the Animal Health Emergency Management-Council to encourage development and adoption of business continuity plans in the face of catastrophic diseases from primary production through marketing. After reviewing the 2010 resolution “National Business Continuity Strategy,” the AHM Council members and the representation from the Poultry Committee determined that the AHM Council was already on record in support of such actions. No further action was required.

Animal Identification and Information Systems Council

The Animal Identification and Information Systems Council met on Wednesday, April 13, with 62 people present. Mr. Victor Velez and Dr. Michael Coe served as Co-Chairs.

The council session focused on progress regarding animal disease traceability rule, manual recording of official ID, an update on challenges to trace residues in carcasses and current functionality of an electronic ICVI system as well as an introduction to a new technology for identification of equine.

(Continued on next page)

(Continued from previous page)

- Neil Hammerschmidt, Program Manager, Animal Disease Traceability, USDA/APHIS/VS, presented "Animal Disease Traceability Update by USDA" and reported these points: 1) The USDA website, under "What's New," contains updates to the "ADT" Comprehensive Report; 2) ICVIs will be required for Interstate Movement, with official ID recorded except for exempted classes of cattle, with a phased approach to elimination of exemptions; 3) Official ID will be species specific as described in the CFR for that species; 4) Bovine and bison CFR is being modified, and equine is being developed; and 5) All man-made ID is to be removed and correlated to carcasses.

- Dr. Boyd Parr, State Veterinarian, Clemson University Livestock & Poultry Health, presented "Update on USDA Secretary's Advisory Committee on Animal Health (SACAH)." SACAH action items: Requested a 120-day comment period for ADT rule and requested that the ADT not be an under-funded mandate. The topics discussed include brands, confidentiality, technology and speed of commerce issues.

A four-member panel addressed "Manual Recording of Official ID Under USDA's Animal Disease Traceability Rule. Industry Compatibility: How Do We Make This Happen?" The panel was comprised of a state animal official, Dr. Boyd Parr, State Veterinarian, Clemson University Livestock & Poultry Health; private veterinarian, Dr. Dave Rethorst, American Association of Bovine Practitioners; data management expert, Tom DeMuth, Ag-Source Cooperative Services; markets perspective, Charles Rogers, Livestock Marketing Association.

Dr. Parr's Comments: Tagging facilities are inadequate at a lot of markets. There are multiple ID formats to contend with. Maximum flexibility is needed to meet "ADT" implementation requirements. Accuracy of handwritten records is a concern. Some states of no brands or first point testing to rely on for the base of traceability. There is agreement with other states to use documents in place of ICVI is very important. The primary goal is traceability.

Dr. Rethorst's Comments: The USDA has shifted responsibility to states. The

recording of metal tags varies between states. \$3.50 is being charged per head to record animal ID at the markets. Cost of EID ranges from \$1.60 to \$2.25. Feeder cattle will need to utilize RFID to meet speed of commerce for "ADT."

Dr. DeMuth's Comments: Accuracy for Milk Testing Critical to have 100%. Affects production for progeny testing and disease testing. A connection to WLIC is extremely helpful. Numbers vs. letters on Brite Tags will cause editing issues for their databases. Dairies are using RFID (20% of Cows).

Rogers' Comments: In New Mexico, 18-month cattle must have ID and brucellosis. There have been less painful transitions since New Mexico has been working on this issue. The cost is approximately \$3.00 per head to accomplish. 6.8 million head \$3.00 per head. The numbers of cattle coming in from the country with ID is increasing. It is less work to put in new tags than to read tags currently, but feeder cattle will be a different story; they should be tagged in the country.

A packers survey indicates there are challenges collecting ID and safety issues regarding cutting out metal tags. Cow wash "works" on tags also. Some facilities are collecting all ID and reporting it electronically, others not so much.

- Kevin Maher, President, Global-VetLink, presented "Uniform Interstate Certificate of Veterinary Inspection."

- Dr. Katherine Ralston, Public Health Veterinarian/Enforcement Investigations Analysis Officer, USDA/FSIS, presented "Antibiotic Residues and Traceability." Dr. Ralston explained that FSIS is responsible to ensure all man-made ID is collected and presented with viscera. Currently, animal ID is attached to carcass and then transferred prior to the clean portion of the facility. Key issues include missing ID, "washed off" ID, error sequencing of carcasses, plastic bag

with tags lost from carcass. Metal tag collection is a safety issue.

- David Knupp, Global Animal Management, Inc., presented "eyeDTM," a new and innovative technology for identification of horses utilizing an iris scanning device that is expected to be launched this fall.

Under new business, council members voted to allow the "Position of Support of American Veterinary" resolution to sunset and accepted two new resolutions: 1) Slaughter Surveillance and ID Collection; and 2) Traceability Funding.

Emerging Disease Council

The Emerging Disease Council met on Wednesday, April 13, with 13 people present. Dr. Lanny Pace served as Chair, and Dr. Hailu Kinde served as the Vice Chair. The committee session focused

(Continued on next page)

The Source.

Accurate. Reliable. Timely.

Every week, Feedstuffs closely monitors the agribusiness industry and provides detailed news and analyses on the latest developments of importance to the world's grain and livestock industries. Feedstuffs is the source of information agriculture's decision-makers have relied on for decades.

SUBSCRIBE TODAY. AND PUT FEEDSTUFFS TO WORK FOR YOU!

For more information, visit:

www.Feedstuffs.com, or call (800) 411-1410

2011 Annual Reference Issue & Buyers Guide

The most complete resource for the feed and feeding industries. 200+ pages include:

- National, regional and state marketing data on the feed, grain and feeding industries.
- A guide to ingredient analyses, nutritional requirements and animal health by species.
- Extensive directories - by company, product and service.



(Continued from previous page)
on the FDA Final Egg Safety Rule and the 2010 egg recall. Speakers presented information pertaining to industry, state, laboratory and FDA perspectives of the Final Egg Safety Rule and the 2010 egg recall:

- Dr. Robert Stout, State Veterinarian, Kentucky Department of Agriculture presented "Update on CEM and Equine Piroplasmiasis."

- Dr. Hailu Kinde, Professor and Branch Chief, California Animal Health and Food Safety Laboratory, San Bernardino Branch, School of Veterinary Medicine, University of California-Davis presented "Laboratory Perspectives: Laboratory support for the egg industry in Meeting Sits Need in the Compliance of the New FDA Final Egg Safety Rule — Testing Environmental Samples and Eggs for Salmonella Enteritidis."

- Howard Magwire, Vice President, Government Relations for the United Egg Producers and the United Egg Association presented "Industry Perspectives on the New FDA Final Egg Safety Rule: Lessons Learned in the 2010 Egg Recall and Tracebacks."

- Dr. Tony Forshey, State Veterinarian, Ohio Department of Agriculture, Division of Animal Industry presented "The State's Perspective: Transitioning producers from the Voluntary State Egg Quality Assurance Program to the Implementation of the New FDA Final Egg Safety Rule."

Under new business, the council reaffirmed one resolution—Funding for Foreign Animal Disease (FAD) Research and Diagnostic Facilities—and amended four resolutions:

- United States Department of Agriculture/National Institute for Food and Agriculture (USDA/NIFA) Emerging Diseases Appropriation

- National Animal Health Laboratory Network (NAHLN)

- Movement of Animals Without Health Papers

- National Reportable Disease Database

Global Animal Health, Food Security & Trade Council

The Global Animal Health, Food Security & Trade Council met on Tuesday, April 12, with 34 people present. Co-

Chairs were Dr. James McKean, Marcine Moldenhauer, Laurie Hueneke and Andrew Kennedy.

The council session focused on MRLs and traceability as export challenges for U.S. meat production.

- Marcine Moldenhauer, Meat Link Management LLC, presented "Importance of Traceability in Protecting USA Export Trade." Points stressed by Moldenhauer:

- Canada still has BSE, has a traceability system and opened Asia before the U.S. post-BSE. Australia has no BSE, a traceability system and is open to Europe.

- The United States has strengths in animal health and food safety systems and is active in WHO, OIE and CODEX. There are questions regarding MRLs.

- Weaknesses of the United States include no formal ID system, 800,000-plus producers, market segmentation and livestock movement, inconsistent messages and capabilities between industry and government, cost of traceability vs. other countries and lack of consistent use of technologies.

- U.S. opportunities: EV programs (30-plus) a packer can choose to participate in, emerging global markets, provide leadership for traceability standards, first in to a market — establish market value for traceability, vertical sharing of critical and marketable information.

- Threats: Other countries' willingness and focus to meet new market traceability demands, foreign animal disease situations in the United States that are not traceable or able to be contained quickly, industry take control of trade negotiation on acceptable verification process vs. government, MRLs – meat products and byproducts (tallow, feed).

- Outlook of U.S. meat trade: If we continue to fight ID, the beef industry shifts to Canada, mostly domestic market, lose global leadership status, lose global and domestic consumer confidence, and

the timeline to catch up gets longer. Consumers expect traceability.

- Brian Bolton, CEO & President, Allflex, USA, presented "Traceability and ID Systems Developing in USA Export Trade Competitors and Customers." In addition to presenting information about countries and their identification and traceability programs, Bolton pointed out that "We need to use more technology, not less. We will farm more intensively, not less. ID is the precursor."

- Dr. Katherine Ralston, Public Health Veterinarian/Enforcement Investigations Analysis Officer, USDA/FSIS, presented "USDA/FSIS Report: Trends in Chemical Residues in USA Food Animal Harvest." Dr. Ralston reported that FSIS inspects about 150 million livestock. She said traceability is the key factor to protect meat and poultry supply. Other points: 1) Percentage of violations are very low, with 23 violations out of 18,000 tests; 2) Education and HAACP are helping to prevent violations; 3) Repeat violators are subject to enforcement. If they don't have HAACP program, they are subject to stricter enforcement.

- Dr. Steve Larsen, Director of Pork Safety, National Pork Board, presented "Differing National Maximum Residue Levels (MRLs) and Their Impact on USA Export Trade." In terms of export numbers, Dr. Larsen said 2008 has record levels, with 2009 hindered by H1N1. Numbers ramped up again in 2010. Japan is the largest customer, followed by Russia, China/HK, and Mexico.

He explained that, when a country changes the MRL level, method, tissue, increases withdrawal time sometimes a little, sometimes a lot. This creates a trade barrier to exports and is tough on veterinary medicine companies because they do not have data for all tissue types using all testing methods. It is hard on processors to manage requirements.



Thank You to Our Annual Conference Sponsors

Platinum Partners:

Farm Credit
 Food LogIQ
 Agri-Data Solutions
 Feedstuffs
 Bayer CropScience
 Vance Publications

Diamond Partners:

Working Ranch magazine

Emerald Partners:

Allflex
 Truffle Media
 USDA/APHIS/VS

Gold Partners:

Global Animal Management
 IDEXX
 Pork Checkoff
 Shook, Hardy & Bacon
 Wisconsin Livestock Identification Consortium

Silver Partners:

Alltech
 American Quarter Horse Ass'n
 American Veterinary Medical Ass'n
 Boehringer Ingelheim
 ITW Reflex
 PIC
 US Cattlemen's Ass'n

Bronze Partners:

IMI
 Oak Farms Dairy

Contributor Partners:

American Hereford Ass'n
 Dairy Business Communications
 Dairy Farmers of America
 Illinois Farm Bureau
 Livestock Marketing Ass'n
 National Ass'n of Livestock Producers
 Texas Farm Bureau

Members in the News & Other Items

Pork Management Conference June 14-17, Nashville

The 2011 Pork Management Conference developed by the Pork Checkoff is set for June 14-17, in Nashville, Tenn. Using the theme "Your Pork Industry Investment," the conference is suited for anyone in the swine industry whether involved in production or finance. Featured topics include economic trends, risk management, production trends, financial management, legislative issues and implementing the pork industry's We Care initiative on the farm.

In addition to the general sessions on Wednesday and Thursday mornings, two concurrent sessions are planned for Thursday. Topics include tax updates, financial impact of a PRRS outbreak, time management, hedge accounting and ethics in pork production.

The registration fee for the "Your Pork Industry Investment" conference is \$395 per person and \$435 per person after May 27. A brochure with a registration form and a detailed list of events is available on pork.org.

EHV-1, EHM Incidences Kick up Need for Biosecurity Attention

Cases of EHV-1 and EHM have been identified recently in horses that attended the National Cutting Horse Association (NCHA) Western National Championship event in Ogden, Utah, April 29 - May 8. NCHA has notified State Animal Health

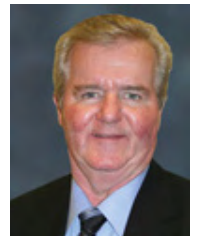
Officials of horses from their states that were entered in the event and may have been exposed to the virus. In turn, State Animal Health Officials have contacted the owners of potentially exposed horses.

As of May 19, a total of 33 confirmed EHV-1 or EHM cases have been reported in California, Colorado, Idaho, New Mexico, Oregon, Texas, Utah and Washington. Of the 33 confirmed EHV/EHM cases, 32 cases are horses that were at the Ogden, Utah, event. Seven horses associated with this incident are dead or have been euthanized.

State veterinarian advises horse owners to practice strict biosecurity measures and hygiene if they travel to shows and competitions with their animals. Horse owners are also directed to contact their veterinarian if they have any questions.

Dr. Tony Forshey Honored by OVMA

Dr. Tony Forshey was given the Ohio Veterinary Medical Association's highest honor: Veterinarian of the Year. The award, presented to Dr. Forshey the 2011 Midwest Veterinary Conference, recognizes an individual for outstanding contributions, dedication and service to the veterinary profession, the community and animals.



YOUR SOURCE FOR INFORMATION, EDUCATION & SOLUTIONS



NATIONAL INSTITUTE FOR ANIMAL AGRICULTURE

NIAA provides specific information on Scrapie and Johnes Disease through two additional websites:

National Scrapie Educational Initiative
www.EradicateScrapie.org

Johnes Information Central at
www.JohnesDisease.org

These and many other materials are available for free. Visit www.AnimalAgriculture.org for more information and order forms.

13570 MEADOWGRASS DRIVE, SUITE 201
 Colorado Springs, Colorado 80921
 Phone: 719.538.8843 * Fax: 719.538.8847
 Email: NIAA@AnimalAgriculture.org





