

# Animal Care Council

Wednesday, March 28, 2012

Big Thompson Room — Ballroom Level

8:00 a.m. – 11:30 a.m.



As of March 15, 2012

**\*\*Denver will be on Mountain Daylight Time. All times listed are MDT.\*\***

- 8:00 a.m. — 8:05 a.m. **Introduction**
- 8:05 a.m. — 8:45 a.m. **Healthy Animals = Healthy Planet**  
Dr. Marty Matlock, *University of Arkansas*
- 8:45 a.m. — 9:25 a.m. **Cost of Increased Regulations on Animal Welfare to Producers and Consumers**  
Dr. André Williamson, Vice President & Senior Consultant, *Agralytica*
- 9:25 a.m. — 9:35 a.m. **Break**
- 9:35 a.m. — 10:15 a.m. **Advancing Animal Agriculture — We're Talking But What Are They Hearing?**  
**Opening the Barn Door: An Experiment**  
*Field Moms/*Presented by Jim Fraley, *Illinois Farm Bureau*
- 10:15 a.m. — 11:00 a.m. **Benchmarking Industry Self-Perceptions Regarding Animal Welfare**  
Dr. Glynn Tonsor, *Kansas State University*

*Dr. Tonsor will lead an interactive presentation with direct audience participation designed to identify current perceptions livestock industries have regarding existing animal welfare practices and issues. This presentation is an important part of a new USDA-funded project, providing NIAA attendees a unique opportunity to directly participate*

2012 NIAA Annual Conference

March 26-29 \* Denver, Colorado

“Living in a World of Decreasing Resources & Increasing Regulation:  
How to Advance Animal Agriculture”



*and assist in the project's overall effort to begin addressing existing knowledge gaps on a host of animal welfare topics.*

11:00 a.m. — 11:30 a.m. **Animal Care Council Business Meeting**

*SPONSORED BY:*



2012 NIAA Annual Conference

March 26-29 \* Denver, Colorado

“Living in a World of Decreasing Resources & Increasing Regulation:  
How to Advance Animal Agriculture”

