



ID-INFO EXPO 2009
THE ID MANDATE: Meeting Consumer and Government Demands
As of August 13, 2009

****Kansas City is on Central Daylight Time. All times listed are CDT. ****

MONDAY, AUGUST 24

12:00 p.m. — 5:00 p.m. Registration
 12:00 p.m. — 5:00 p.m. Exhibitor Set-up

TUESDAY, AUGUST 25

8:00 a.m. — 5:00 p.m. Registration
 8:00 a.m. — 12:00 p.m. State Animal Identification Coordinator Meeting
 8:00 a.m. — 2:00 p.m. Exhibitor Set-up
 1:00 p.m. — 3:00 p.m. **Opening General Session: The State of Animal ID in the U.S.**

Moderator: Glenn Fischer, Allflex, USA

This session will feature up-to-the-minute information on the status of animal identification programs in the U.S. and further define the need for ID.

ID-INFO EXPO 2009 Welcome and Charge to Participants

Dr. Leonard Bull, Chairman, National Institute for Animal Agriculture
 The Current State of Animal Identification in the U.S.

Dr. John Clifford, Chief Veterinary Medical Officer, USDA
 Animal Identification Needs in Homeland Security

Dr. Douglas Meckes, Director, Food, Agriculture and Veterinary
 Defense, Office of Health Affairs, U.S. Department of Homeland Security

& Dr. Tom McGinn, Chief Veterinarian, Office of Health Affairs, U.S.
 Department of Homeland Security

The State Role: Focus on 'how to do it' instead of 'why to do it'

Gene Hugoson, Commissioner, Minnesota Department of Agriculture &

Dr. William Hartmann, Executive Director and State Veterinarian,
 Minnesota Board of Animal Health

Interactive discussion among speakers and ID-INFO EXPO participants

3:00 p.m. — 3:15 p.m. Refreshment Break in the Foyer

3:15 p.m. — 5:00 p.m. **Opening General Session (Continues)**

This session will consider global implications of identification and will explore models of traceability within other commodities and industries.

The Need for Food Traceability Programs

Dr. David Acheson, Leavitt Partners

Traceability Demands in Foreign Markets

Paul Clayton, U.S. Meat Export Federation

Traceability Demands by U.S. Consumers

Rob Cannell, McDonald's Corporation

Interactive discussion among speakers and ID-INFO EXPO participants

5:00 p.m. — 8:00 p.m.

Reception in ID-INFO EXPO 2009 Tradeshow

WEDNESDAY, AUGUST 26

7:00 a.m. — 5:00 p.m.

Registration

7:00 a.m. — 8:00 a.m.

Continental Breakfast in ID-INFO EXPO 2009 Tradeshow

7:00 a.m. — 8:00 p.m.

ID-INFO EXPO 2009 Tradeshow Open

8:00 a.m. — 10:00 a.m.

General Session II: Obstacles to Implementing Animal Identification

Moderator: Dr. Robert Fourdraine, Wisconsin Livestock Identification Consortium

This session will delve into the issues of cost to producers, technology challenges, and producers' concerns with the confidentiality of information developed and utilized within identification programs.

The Costs of ID: Overview of "USDA Benefit-Cost Analysis of the National Animal Identification System"

Dr. Kevin Dhuyvetter, Professor, Agricultural Economics, Kansas State University

Analysis of Benefits and Costs Associated with Animal Identification in California

Dr. John Evans, SWB Consulting, Inc.

Discussion of Various ID Technologies: Trade-offs of one over another

Bryan Rickard, Animal Identification Division, Kansas Animal Health Department

Interactive discussion among speakers and ID-INFO EXPO participants

10:00 a.m. — 10:30 a.m.

Refreshment Break in ID-INFO EXPO 2009 Tradeshow

10:30 a.m. — 12:00 p.m.

General Session II (Continues)

Reading Animal Identification "at the Speed of Commerce"

Gary Sutherland, Owner/Manager, Milwaukee Stockyards

Confusing Messages about National Animal Identification

Pam Jahnke, Farm Director, Wisconsin Farm Report Radio

Confidentiality and Use of ID Data

Elizabeth R. Springsteen, Staff Attorney, National Agricultural Law Center

- 12:00 p.m. – 1:30 p.m. **Interactive discussion among speakers and ID-INFO EXPO participants**
Lunch (*on your own*)
- 1:30 p.m. – 3:00 p.m. **General Session III: Opportunities for Enhancing Animal Identification**
Moderator: Victor Velez, California Department of Food and Agriculture
Animal health management tools will be discussed as well as the economics and market access opportunities associated with ID. Also a part of the session will be a discussion of how incentives can be a part of participation in animal identification programs.
- Producer Panel on Animal Identification Opportunities:
- Providing Value to Animals Through ID: Cow/calf
Roger Koberstein, Beef Producer, Holyoke, CO
 - Providing Value to Animals Through ID: Feedlot
Eric Brandt, Brandt Beef, Brawley, CA
 - Providing Value to Animals Through ID: Dairy
Josie Riser, JoBo Holsteins, Gettysburg, PA
 - Animal Identification for Small Farmers and Ranchers
Nancy Rasmussen, Natural Beef, Pasture Chicken, and Natural Sheep Producer
 - Providing Value to Animals Through ID: Livestock Markets
Mark Harman, Joplin Regional Stockyards
- 3:00 p.m. – 3:30 p.m. **Interactive discussion among speakers and ID-INFO EXPO participants**
Refreshment Break in ID-INFO EXPO 2009 Tradeshow
- 3:30 p.m. – 5:00 p.m. **General Session III (Continues)**
Integration of Animal Identification in State Animal Health Programs
George Teagarden & Dr. Dave Fly, National Assembly of State Animal Health Officials
- Using the Premises ID in Animal Health Management
Dr. Patrick Webb, National Pork Board
- The Value of Incentives in Furthering Animal Identification in the U.S.
Dr. Ted Schroeder, University Distinguished Professor, Agricultural Economics, Kansas State University
- 5:00 p.m. – 8:00 p.m. **Interactive discussion among speakers and ID-INFO EXPO participants**
Reception in ID-INFO EXPO 2009 Tradeshow

THURSDAY, AUGUST 27

- 7:00 a.m. – 10:00 a.m. Registration
- 7:00 a.m. – 8:00 a.m. **Continental Breakfast in ID-INFO EXPO 2009 Tradeshow**
- 8:00 a.m. – 1:00 p.m. Exhibitor Move Out

8:00 a.m. – 11:30 a.m.

General Session IV: Next Steps in Developing a Functional Animal Identification Program

Moderator: Dr. Michael Coe, Global Animal Management

Discussion will be on strategies that will focus on producer and consumer benefits from a functional identification system that will meet the needs of animal health officials and traceability requirements of management and marketing systems.

Implementation of Traceability at the Wholesale and Retail Level

Kevin Bost, Procurement Strategies, Inc.

Full Value Traceability in the Food Industry

Guy Blissett, IBV Consumer Products Lead, IBM Corporation

“Growing Forward:” A new framework for agriculture policy

Andre Dagenais, Agriculture and Agri-Food Canada

Leading the Way to Traceability

Ryan Meyer, Creekstone Farms Premium Beef

Identification Back at the Ranch: A case for ID

Dr. Ashby Green, National Cattlemen's Beef Association

Interactive discussion among speakers and ID•INFO EXPO participants

11:30 a.m. – 12:30 p.m.

Closing General Session

The Next Steps: Engaging farmers and ranchers in animal identification

Dr. Nevil Speer, Professor, Western Kentucky University