



NATIONAL INSTITUTE FOR ANIMAL AGRICULTURE

2021 ANNUAL REPORT



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LETTER FROM THE CHAIRMAN

KEVIN MAHER

Throughout the past year, it has been with great thanks to our membership, Board of Directors, and Executive Management team, on the exciting progress and impact of NIAA within our industry.

As the Association continues to grow and engage with industry leaders, we are grateful to all members that have helped us advance our impact and mission of serving animal agriculture, as listed below:

Mission: NIAA convenes animal agriculture experts and allies in collaborative settings to explore, discuss, learn, and develop knowledge that fosters interdisciplinary cooperation for the improvement and continuous progress of animal agriculture.

Vision: NIAA is the leading resource for the animal agriculture industry and provides value to all stakeholders involved in providing safe and healthy food for the world.

Some key validation points of our Mission and Vision that continued to advance NIAA during the past year includes our Councils meaningful interaction with our membership. We are very thankful for our Council leadership's passion and commitment, as well as each member's role and participation in NIAA's Councils:

- Animal Health Emergency Management
- Animal Identification & Information Systems
- Antibiotics
- Global Animal Health & Emerging Disease
- Sustainability

Creating the 'NIAA Advanced Training for Animal Agriculture Leaders' occurred last year with the first Cohort session kicked off February 2022, bringing together leaders to share and advance the following key objectives:

- Leadership Development
- Critical Thinking
- Connecting & Relating
- Operational Excellence

NIAA continues meaningful, year-round communication via the following formats:

- Weekly Bulletin
- Monthly Paradigm
- Social Media: LinkedIn, Facebook, Twitter
- White Papers & Proceedings
- Webinar and Virtual Meeting Recordings

I am honored to have served as the NIAA Board Chairman for the past 2 years and to work with a very passionate and committed Board comprised of deeply passionate and committed leaders in our industry.

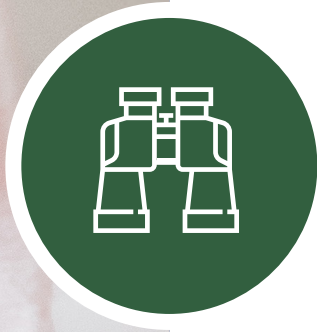
Thank you for your membership in NIAA, as 2021 continued our Association on an increasingly successful pathway, further validating our purpose and industry contributions. We encourage each of you to please invite a colleague, producer, association, and other industry leaders to join in collaboration with NIAA and our outstanding membership.

Sincerely,

Kevin Maher
Chairman, NIAA Board of Directors

ABOUT NIAA





OUR VISION

NIAA is the leading resource for the animal agriculture industry and provides value to all stakeholders involved in providing safe and healthy food for the world.



OUR MISSION

NIAA convenes animal agriculture experts and allies in collaborative settings to explore, discuss, learn, and develop knowledge that fosters interdisciplinary cooperation for the improvement and continuous progress of animal agriculture.



GUIDING PRINCIPLES

- We facilitate dialogue within the animal agriculture industry on the most relevant and emerging issues affecting animal agriculture.
- We convene the leading experts and agriculture producers to deliver science-based, reliable, and trusted perspectives on the industry's most challenging topics.
- We educate stakeholders and serve as a resource to support the economic, environmental and social sustainability of animal agriculture.
- We are a resource for supply chain and thought-leading consumers.
- We lean in on tough issues.



LETTER FROM THE **EXECUTIVE DIRECTOR**

J.J. JONES

“We are a mission-driven” organization. I first heard this phrase when serving the National FFA Organization as an officer. While at the time I appreciated its sentiment, as my career progresses I appreciate this philosophy more and more each day.

In October 2020 – just a few months after I was hired to lead NIAA’s professional staff team, our board of directors re-affirmed NIAA’s mission – **convening animal agriculture experts and allies in collaborative settings to explore, discuss, learn, and develop knowledge that fosters interdisciplinary cooperation for the improvement and continuous progress of animal agriculture.** I honestly reference and reflect upon these words each day.

Why?

Having adopted the mission-driven organization philosophy, our mission serves as my North Star, my litmus test for every program and activity NIAA convenes and facilitates. As I work with our tremendous board of directors, professional staff team, and

volunteer leaders, ensuring our work aligns with our mission ensures NIAA continues to meet its charge while being a good steward of the resources invested in our organization.

As 2020 was the year to “on-board” with NIAA – and “pivot” due to COVID-19, 2021 was the year to ensure all we are doing is mission-driven. I am pleased to report that NIAA’s day-to-day work is more aligned with our mission than I dare say ever before. And that’s saying something – our history goes back to 1916! NIAA’s history is most certainly a cornerstone of the foundation we build our success upon.

Whether it was the board of directors re-aligning NIAA Councils to ensure we are **convening** around the “right” topics and issues, launching the NIAA Advanced Training for Animal Agriculture Leaders to better **explore, discuss, learn, and develop knowledge**, or demonstrating our **interdisciplinary cooperation** via our diversity of members, sponsors, and project partners, 2021 was a successful and rewarding year.

2021 PARTNERS

PLATINUM



GOLD



SILVER



Throughout this report you will see examples of our work and your investments over the past year. As you read and peruse the pages, I hope you know how appreciative your NIAA staff team is of your support, counsel, and guidance. Just as NIAA is a mission-driven organization, we also are a member-focused organization. Without our members and partners, none of the work highlighted within this annual report is possible.

Several years ago, a friend of mine shared that instead of setting New Year's resolutions, they select a word – a concept, to focus on for the year ahead. For NIAA, I have selected **Growth** as our word of 2022. Building upon our successes, NIAA is poised for growth. Growth in influence. Growth in members and partners. Growth in our programs and activities. Growth of animal agriculture's role within today's food system.

As we work on your behalf, please never hesitate to reach out to your NIAA staff team when we may be of assistance. And now that we are back to more in-person meetings and gatherings, we look forward to meeting so many of you that we have come to know through Zoom, e-mails, and phone calls. Finally, I say thank you. Thank you for your time, expertise, and financial investments. But most importantly, thank you for trusting NIAA as our mission leads us to our vision – *to be the leading resource for the animal agriculture industry and provide value to all stakeholders involved in providing safe and healthy food for the world.*

Best regards,

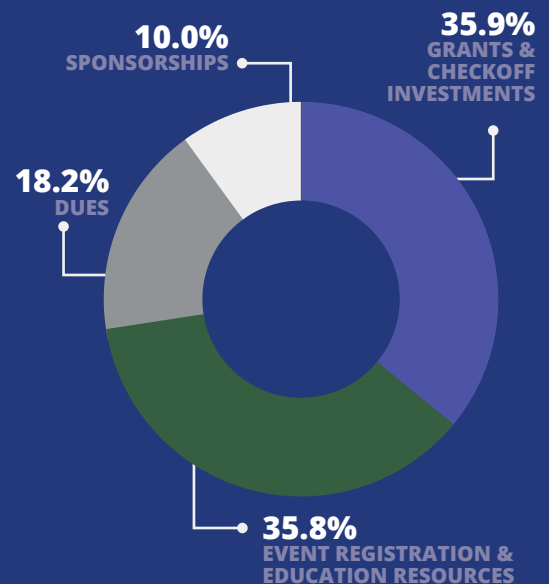


J.J. Jones
Executive Director

NIAA FUNDING

Like many 501(c)(3) organizations, NIAA benefits from a variety of funding sources to ensure that, combined with volunteer leaders' time and talents, we have the resources necessary to fulfill our mission.

Please visit AnimalAgriculture.org to learn more about our membership features and benefits and how you or your organization may ensure NIAA has the necessary resources to continue to convene animal agriculture leaders and allies in collaborative settings.



BRONZE

DATAMARS
Livestock

DATAMARS

KENTUCKY
BEEF
COUNCIL
KYBEEF.COM

Phibro
ANIMAL HEALTH CORPORATION

Norbrook

FORT SUPPLY
TECHNOLOGIES

SUPPORTER



Animal Health
INTERNATIONAL
a Patterson Company

BOARD OF DIRECTORS



CHAIRMAN
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VetMeasure, Inc.



VICE CHAIRMAN
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Norbrook, Inc.



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Chelsea Good
Livestock Marketing Association



EX-OFFICIO
Dr. Nevil Speer
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AT-LARGE
Dr. Lucas Pantaleon
Pantaleon, PLLC

FABIAN BERNAL
DeLaval

KELLY LOGANBILL
Midan Marketing

ERNIE BIRCHMEIER
Michigan Farm Bureau

DR. LANNY PACE
Mississippi State University

DR. LEONARD BULL
Individual Member

DR. ROGER SALTMAN
RLS Management Solutions

DR. KAREN JORDAN
Dairy Farmers of America

DR. JUSTIN SMITH
Kansas Department of Agriculture



11th ANNUAL ANTIBIOTICS SYMPOSIUM

The National Institute for Animal Agriculture (NIAA) has gathered stakeholders to discuss the worldwide antimicrobial resistance (AMR) crisis for more than a decade. The 11th Annual Antibiotic Symposium, “One Health, One Voice: Leveraging Future Opportunities to Enhance Collaborations,” was conducted November 2-4, 2021. Convening under the One Health umbrella, topics included animal, environmental, and human health concerns surrounding this complicated issue.

The One Health approach to antimicrobial stewardship and resistance relies on collaboration for success. “The last ten years of this Symposium have been a time of exploration, shared learning, partnerships, collaboration, and more,” said Leah Dorman, Symposium Co-Chair.

Participants continue to demonstrate the power of working together. Building trust across all stakeholders lays the foundation for implementing much-needed change. COVID-19 and antimicrobial resistance are the two most complex topics facing One Health today.

Speakers provided updates on antimicrobial use, research, communication, and education, both domestically and globally. Representatives from key organizational partners described the progress of ongoing efforts and new approaches to meet these serious challenges.

Innovation and new technologies are putting more tools in the toolbox to fight antimicrobial resistance. “We can’t continue to do things the way we’ve always done them and expect different results,” summarized Eric Moore, Symposium Co-Chair. However, moving new technologies into commercialization remains a challenge.

Continued collaboration on antimicrobial stewardship and resistance is needed, not only within the agricultural industry but also under the One Health

umbrella. Symposium participants were challenged to align as an industry while reaching out to find both traditional and non-traditional partnerships.

“The road to better stewardship is one of continuous improvement,” said Dorman. “We’re always looking to get better.” The monitoring and surveillance of antibiotic use in humans, animals, and the environment remain a fundamental deficiency. The NIAA will continue to focus on imagination, policy, capabilities, and management issues to address these significant problems.

“Continue the collaboration, and continue the dialogue,” said Moore. “Make that commitment to make a difference.”



BECOME A MEMBER

*Our diverse members
are active in Aquatic,
Bovine, Equine, Poultry,
Small Ruminant, and Swine
industries and include:*

ACADEMIA

RESEARCHERS

EXTENSION
SPECIALISTS

STATE & NATIONAL
ASSOCIATION
LEADERS

PRIVATE PRACTICE
& GOVERNMENT
VETERINARIANS

STATE & NATIONAL
GOVERNMENT
REGULATORY
PERSONNEL

FARMERS, RANCHERS
& GROWERS

ALLIED INDUSTRY
LEADERS

BENEFITS

SERVE ON COMMITTEES & COUNCILS

Be integrally involved in addressing key issues affecting animal agriculture.

BECOME A LEADER

Utilize talents and enhance your leadership portfolio by serving with a prominent national organization.

VOTING RIGHTS

Allows you to influence industry direction.

MONTHLY PARADIGM NEWSLETTER

Leaders across the food and agriculture systems explore animal welfare, environmental sustainability, marketing and economics, animal health, consumer trends and much more.

VIRTUAL MEMBERSHIP DIRECTORY

Be listed with a direct link to member organization sites.

DISCOUNTS ON MEETING REGISTRATIONS

Save money on educational meetings/
conferences/continuing education
opportunities.



“We have a dairy farm and I am a veterinarian for dairy farm families. We all market our milk through a co-operative. A co-operative helps all members thrive and grow. To me, NIAA is like a co-operative. NIAA gives a voice to all its members by its organizational efforts to create a forum for animal agriculture to come together to discuss issues and solve problems.”



**DR. KAREN
JORDAN**
Dairy Farmers
of America

LEVELS

NATIONAL ASSOCIATIONS & COMMERCIAL ORGANIZATIONS

Organizations and corporations that operate at a national or international level, as well as federal agencies. Ten submember contacts, full voting privileges.

\$1500

STATE ASSOCIATIONS & PUBLIC INSTITUTIONS

Government agencies, associations or university-affiliated organizations operating at a state level, and also federal agencies at regional locations. Five submember contacts, full voting privileges.

\$750

ALLIED INDUSTRY INDIVIDUALS

Individuals such as practitioners, retirees, self-employed or others that do not fit another level of membership. Single member contact, full voting privileges.

\$175

FARMERS & RANCHERS

Small-scale farmers or ranchers. Single contact, full voting privileges.

\$125

STUDENTS

Students currently enrolled in a college or university. Single contact, no voting privileges.

\$25



WEBINARS & EVENTS

REGISTRATIONS TOTALED 838 FOR 2021 NIAA WEBINARS AND EVENTS

Animal ID Council Meeting: Fort Supply Technologies' Dual Tracker System **FEBRUARY 10**

Fort Supply Technologies is a leader in precision livestock management solutions that enable beef operations to meet consumer demand for safe and sustainable food, while improving overall productivity. Our member, Fort Supply Technologies, presented information and insights on the Dual Tracker system, the beef industry's first and only dual frequency EID reading solution (patent pending). Phil Lawler, VP Commercial Operations, and Nephi Harvey, Chief Technology Officer outlined how this technology will benefit the industry in disease traceability and consumer trust efforts.

Number of registrants: 73

Antibiotics Council Webinar – New Anti-microbial Use Research Data **MARCH 18**

A team of researchers (Drs. Randall Singer, Peter Davies, and Susan Bright) from the University of Minnesota and Kansas State University, in partnership with the U.S. Food and Drug Administration Center for Veterinary Medicine (FDA-CVM), released results of a project to develop pilot systems for collecting and analyzing antimicrobial use data from U.S. beef feedlot, dairy, swine, turkey, and chicken production settings. The underlying goal of the data collection projects was “to preserve the ability to use effective antimicrobials in the therapy of disease for both humans and animals. To ensure that antimicrobials are used responsibly and judiciously in animal agriculture it is important to fully understand how antimicrobials are currently used on-farm.”

As the NIAA Antibiotics Council continues to enhance an animal agriculture industry that is aligned with judicious antibiotic use policies and practices, the results of this project will greatly affect how farmers, ranchers, and veterinarians continue to support One Health – an initiative to “forge co-equal, all inclusive collaborations between” professionals in the animal, human and environmental health spaces.

Number of registrants: 175

Animal Identification and Information Systems Council: The New Business Model for Beef, Pork and Dairy: Where Sustainability and Information Intersect **JULY 29**

Traceability is a topic at the forefront of discussion in the industry as consumers push for greater transparency in where their food comes from, in addition to the benefits in tracing, controlling, and stopping spread of disease. Farm Journal's research identified beef, dairy, and pork producers' attitudes about traceability, including its value and current opportunities and barriers. Portia Stewart, Vice President of Content at Farm Journal, leads Farm Journal's content team in serving livestock, crops and produce audiences and provide members and guest with the research insights learned thus far.

Number of registrants: 49

Animal Identification and Information Systems Council Meeting: Value Added **OCTOBER 19**

Coby Buck with AgriWebb, Brian Beckley with Merck Animal Health - Aqua (Biomark), and Angie Krieger with the National Pork Board shared insights and expertise during our virtual Council meeting. After sharing initial comments and observations, Council co-chairs, Nevil Speer and Glenn Fischer, moderated the conversation around current technologies and the information systems affecting the future of animal agriculture.

Number of registrants: 65

Animal Identification and Information Systems Council Meeting – Animal Disease Traceability **DECEMBER 7**

Callahan Grund from US CattleTrace and Adam English, project partner with the Washington State Department of Agriculture, discussed the programs and efforts their respective organizations have employed, the evolution of those information systems, and provided an overview on the progress and successes each have made.

Number of registrants: 69

Annual Conference 2021: Exploring Sustainability in Animal Agriculture – A Comprehensive Approach

APRIL 21-23

The National Institute for Animal Agriculture's (NIAA) Annual Conference was hosted virtually from April 21-April 23, 2021. As animal agriculture leaders with diverse backgrounds and expertise seek to better understand current agriculture and food system issues affecting their sector of today's food system, the NIAA Annual Conference provided a forum to learn, collaborate and act. "The annual conference planning committee worked diligently to assemble a terrific speaker and panelist line-up," said Kevin Maher, NIAA Chairman of the Board. The 2021 conference theme and agenda provided the opportunity to engage with visionary leaders. The planning committee for the annual conference was led by:

- Nevil Speer, Ph.D. and Lara Wright – Where Food Comes From
- Eric Moore, DVM – Norbrook, Inc.
- Len Bull, Ph.D. – Bull Mountain Enterprises, Inc.
- Chelsea Good, JD – Livestock Marketing Association
- Kim Kirchherr, MS RD LDN FAND ACSM-CPT – K2 Outcomes, LLC
- Brett Kaysen, Ph.D. – National Pork Board

The annual conference, which overlapped Earth Day on April 22, featured industry leaders and explored a holistic view of sustainability. The three-day event featured three themes – economic sustainability, environmental sustainability, and social sustainability – to guide the speakers and panelists while leading the charge for the day.

Number of registrants: 167

Antibiotic Symposium 2021: One Health, One Voice

NOVEMBER 2-4

The National Institute for Animal Agriculture hosted the 11th Annual Antibiotic Symposium in Kansas City, Missouri from November 2-4, 2021. The 2021 theme for Symposium was One Health, One Voice: Leveraging Future Opportunities to Enhance Collaboration. Symposium provided updates on the latest research on antimicrobial stewardship, antimicrobial resistance and alternatives within human, animal and environmental health. From the utilization of new technology to on-farm stewardship efforts, the 11th Annual Antibiotic Symposium engaged leaders in a collective dialogue about the continuous improvement across their industries.

Number of registrants: 129



COUNCIL HIGHLIGHTS



SUSTAINABILITY COUNCIL

Council co-chairs: Angela Baysinger and Fabian Bernal

To explore, discuss, learn, and develop knowledge that ensures the viability and acceptance of animal agriculture in today's food system. The Council will address environmental stewardship, animal welfare, food security, and more.

2021 HIGHLIGHTS:

In November, board members began discussing the need to transform existing councils and form a new Sustainability Council that would encompass current issues in environmental stewardship, animal welfare, and more. The Council will launch in 2022 and will be led by co-chairs Angela Baysinger, Merck Animal Health and Fabian Bernal, Delaval.



ANIMAL HEALTH EMERGENCY MANAGEMENT COUNCIL

Council co-chairs: Lucas Pantaleon and Dusty Oedekoven

To provide a forum for representatives from animal agriculture, the veterinary profession, governmental agencies and academia to address animal health emergency management (AHM) issues that may adversely affect animal agriculture or public health.

2021 HIGHLIGHTS:

The Council, led by Dustin Oedekoven, hosted a meeting at Annual Conference that featured Dr. Julie Wallin, APHIS Veterinary Services, NADPRP Program Coordinator to provide an update on the National Animal Disease Preparedness and Response Program (NADPRP). The meeting also included the latest research from Dr. Angela Baysinger, North American Animal Welfare Lead, Merck Animal Health: Ventilation Shutdown Plus as a method of depopulation in swine. The research examined depopulation and animal welfare outcomes during the difficult time of supply chain disruptions in 2020.



ANIMAL IDENTIFICATION & INFORMATION SYSTEMS COUNCIL

Council co-chairs: Glenn Fischer and Nevil Speer

To play an important role in bringing unresolved issues such as advocating cost effective technologies and systems for modernizing the identification of livestock that has significant implications for residue avoidance, disease control and providing management information to producers.

2021 HIGHLIGHTS:

The Council, led by Glenn Fischer and Nevil Speer, met virtually five (5) times to provide council members and guests with interesting speakers on current topics like: new technologies in dual frequency EID reading solutions, Animal disease traceability, the latest on-farm research, and databases/technologies that provides extra value to farmers and ranchers.



ANTIBIOTICS COUNCIL

Council co-chairs: Eric Moore and Leah Dorman

The NIAA Antibiotics Council seeks to enhance an animal agriculture industry that is aligned with judicious antibiotic use policies and practices.

2021 HIGHLIGHTS:

Antibiotics Council, led by Eric Moore and Leah Dorman, hosted a webinar with researchers from the University of Minnesota and Kansas State University, in partnership with the U.S. Food and Drug Administration Center for Veterinary Medicine (FDA-CVM) to present the results of a project to develop pilot systems for collecting and analyzing antimicrobial use data from U.S. beef feedlot, dairy, swine, turkey, and chicken production settings.



GLOBAL ANIMAL HEALTH & EMERGING DISEASE COUNCIL

Council co-chairs: Carla Huston and Julie Smith

The NIAA Antibiotics Council seeks to enhance an animal agriculture industry that is aligned with judicious antibiotic use policies and practices.



CATTLEMEN'S BEEF BOARD

ANNUAL REPORT

NIAA was selected as a contractor for The Cattlemen's Beef Board (CBB) for the 2021 fiscal year beginning October 1, 2020. Each year, the Beef Checkoff's budget is dedicated to programming that includes research, foreign marketing, industry information, consumer information and safety. The resources from CBB supported the creation of a communications toolkit for farmers and ranchers. The toolkit provides resources, creative assets, and messaging to learn and engage on the importance of responsible antibiotic use in animal agriculture. Through this programming, NIAA will create educational communication materials that farmers, ranchers and veterinarians can use on social media. NIAA and state beef councils met virtually to discuss communication needs and discuss how they and their members can use the communication tools.

Due to travel restrictions our planned tour and beef producer roundtable at the Centers for Disease Control (CDC) to discuss judicious antibiotic use was postponed. In lieu of the tour, NIAA hosted a three-part engagement series for farmers, ranchers and CDC professionals to learn more about on-farm use, proposed regulation and learn more about feasible changes toward judicious antibiotic use.

Throughout the 2021 NIAA facilitated six (6) virtual engagements with a total of 111 registrants.



EMPOWERING “MAY IS BEEF MONTH” CONVERSATIONS

MAY 5

As farmers, ranchers, and veterinarians engage in conversations during May is Beef Month, NIAA - a contractor of The Beef Checkoff Program - wants to ensure we are prepared for conversations that include antibiotic stewardship and resistance. During this webinar, we explored how we can best share key insights from NIAA's ten Symposia on antibiotics and develop a social media strategy to do so via a toolkit that empowered May is Beef Month engagements.

Together, we:

- Solidified the importance of engaging with influencers and consumers about antimicrobial stewardship and resistance
- Introduced the Beef Checkoff-funded tool kit to empower farmers, ranchers, and veterinarians
- Identified initial engagement opportunities that tie to May is Beef Month

Number of registrants: 32

EMPOWERING ANTIMICROBIAL STEWARDSHIP CONVERSATIONS

JULY 7

During this virtual roundtable with state beef councils, participants explored how to best share key insights from NIAA's ten Symposia on antibiotics, learn from each other, and develop a social media strategy to do so via a toolkit that empowers engagements.

Together we:

- Continued to solidify the importance of engaging with influencers and consumers about antimicrobial stewardship and resistance
- Built upon our use of the Beef Checkoff-funded tool kit to empower farmers, ranchers, and veterinarians
- Identified additional engagement opportunities

Number of registrants: 14

ONE HEALTH ENGAGEMENT SERIES

SEPTEMBER 15-29

The National Institute for Animal Agriculture facilitated an ongoing discussion regarding the judicious use and the future of antibiotics in animal agriculture. This ongoing discussion was composed of three (3) separate engagements to connect farmers, ranchers, veterinarians, scientists, regulators, retailers and foodservice professionals to discuss and learn about what each sector is doing to support the One Health effort.

Number of registrants: 65

2021 MEMBERS

COMMERCIAL MEMBERS

ABS Global, Inc.
Allflex USA, Inc.
Animal Health International
Boehringer Ingelheim Animal Health USA Inc.
CattlePass
Darling Ingredients Inc.
Datamars, Inc.
EZid - AVID ID Systems
Fort Supply Technologies LLC
Hy-Plains Feedyard LLC
IMI Global / Where Food Comes From
Livestock Lens
Merck Animal Health
Midan Marketing
MWI Vet Supply/Micro Technologies
Norbrook, Inc.
Pantaleon PLLC/Ogena Solutions
Phibro Animal Health
Roots & Legacies Consulting, Inc.
U.S. CattleTrace
Wiechman Pig Co., Inc.
Y-Text Corporation

NATIONAL MEMBERS

American Farm Bureau Federation
American Sheep Industry Association
American Veterinary Medical Association (AVMA)
Dairy Farmers of America (DFA)
DeLaval
Holstein Association USA, Inc.
Livestock Marketing Association
National Pork Board
North American Renderers Association (NARA)
Soybean Meal Information Center
United Producers

PUBLIC ORGANIZATION MEMBERS

American Goat Federation
Clemson University
Colorado State University

Iowa State University
Kansas State University
Michigan State University
Mississippi State University - College of Vet Med
North Carolina State University
Oklahoma State University
Texas A & M University
Texas Tech University
The Ohio State University
University of Kentucky
University of Nebraska-Lincoln

STATE MEMBERS

Arizona Dept. of Agriculture
California Dept. of Food & Agriculture
Colorado Dept. of Agriculture
Dairy Farmers of Wisconsin
Delaware Dept. of Agriculture
Florida Dept. of Agriculture & Consumer Svcs
Georgia Dept. of Agriculture
Hawaii Dept. of Agriculture
Illinois Farm Bureau
Indiana State Board of Animal Health
Iowa Dept. of Agriculture & Land Stewardship
Iowa Farm Bureau Federation
Kansas Dept. of Agriculture
Kansas Farm Bureau
Kentucky Dept. of Agriculture
Livestock Identification Services Ltd
Michigan Dept. of Agriculture
Michigan Farm Bureau Federation
Michigan Pork Producers Associations
Minnesota Board of Animal Health
Minnesota Pork Board
Missouri Dept. of Agriculture
Montana Dept. of Livestock
Nebraska Dept. of Agriculture
New York State Dept. of Agriculture and Markets
North Carolina Dairy Producers Association
North Dakota Dept. of Agriculture
South Dakota Animal Industry Board

Tennessee Dept. of Agriculture
Texas Farm Bureau
Utah Dept. of Agriculture and Food
Virginia Dept. of Agriculture & Consumer Services
Washington State Dept. of Agriculture
Wisconsin Dept. of Agriculture
Wisconsin Livestock Identification Consortium
Wyoming Livestock Board

INDIVIDUAL MEMBERS

Glenn Fischer
Marit Arana, A.L. Gilbert Company
James Kincheloe, Center for Science in the Public Interest (CSPI)
Randy Berrier, Colorado Serum Company
Rick Sibbel, Executive Veterinary & Health Solns
Robert Foster, Foster Brothers Farm Inc.
Robert Kleemeier, I.D.ology
Raj Sam, Illinois State University
Keith DeDonder, Latham Biopharm Group
Rebecca Barnett, National Association of State Departments
of Agriculture (NASDA)
Michael Mayes, North Carolina Dept. of Agriculture &
Consumer Services
Leonard S. Bull, Retired
Roger Saltman, RLS Management Solutions LLC
Samantha Beaty, Tennessee Dept. of Agriculture
Linda Mills, Trace IDEas
Kerry Keffaber, United Animal Health
Julie Smith, University of Vermont
Kevin Maher, VetMeasure Inc.
Daniel Hadacek, Virginia Dept. of Agriculture & Consumer Svcs
Tom Lavelle, Virginia Dept. of Agriculture & Consumer Svcs

STUDENT MEMBERS

Mohammad Habibi, Oklahoma State University



PARADIGM

IN 2021

As part of NIAA's ongoing mission to convene leaders who represent the depth and breadth of animal agriculture to ensure all are well-informed as we collaborate to learn and derive solutions for our sector of today's food system, NIAA launched the member-only Paradigm newsletter in 2020.

Facilitated by NIAA, Paradigm brings together leaders from across the food and agriculture system who are interested in continuously improving all aspects of animal agriculture. Leaders explore animal welfare, environmental sustainability, marketing and economics, animal health, consumer trends and more through Paradigm.

Paradigm, through articles and interactive sessions, facilitates growth for animal agriculture leaders. The Paradigm newsletter is sent monthly, and each newsletter highlights either a viewpoint or counter viewpoint on specific topics within animal agriculture.

Newsletter issues from 2021:

- From the barn to the beltway - What to expect for animal agriculture in a Biden Administration
- The consumer is king – but how do we effectively engage them?
- Times of change – a look at how we must evolve as consumers and the food system change
- Antibiotics provide opportunity for industry to re-educate consumers
- Beef Month: on the topic of traceability, antibiotics, and genetics
- Dairy Month: A look at one dairy's sustainability and partnership journey
- Traceability and transparency – table stakes for tomorrow's consumers
- Can the food system make a commitment to collaborate?
- Stakeholders seek additional one health engagement opportunities
- It's time to embrace the realities of modern farming
- Are we discussing symptoms or issues? – a deep dive into what is driving consumers to alternative proteins.

NIAA encourages exploration of topics, civil discourse, and continuous improvement. It is only when we stretch our own knowledge and beliefs that we grow.





InterstateLivestock.com

Quick, accurate access to state import requirements for livestock

We've made state-by-state livestock transport information easy to find and understand, but now we need your help to get the word out.

WHO NEEDS TO HEAR ABOUT US:

LIVESTOCK PRODUCERS

FARMERS & RANCHERS

VETERINARIANS

LIVESTOCK EXHIBITORS

ANIMAL AGRICULTURE
ORGANIZATIONS

ANYONE INVOLVED WITH
MOVEMENT OF ANIMALS

HOSTED BY:





NIAA