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22

Annual Report

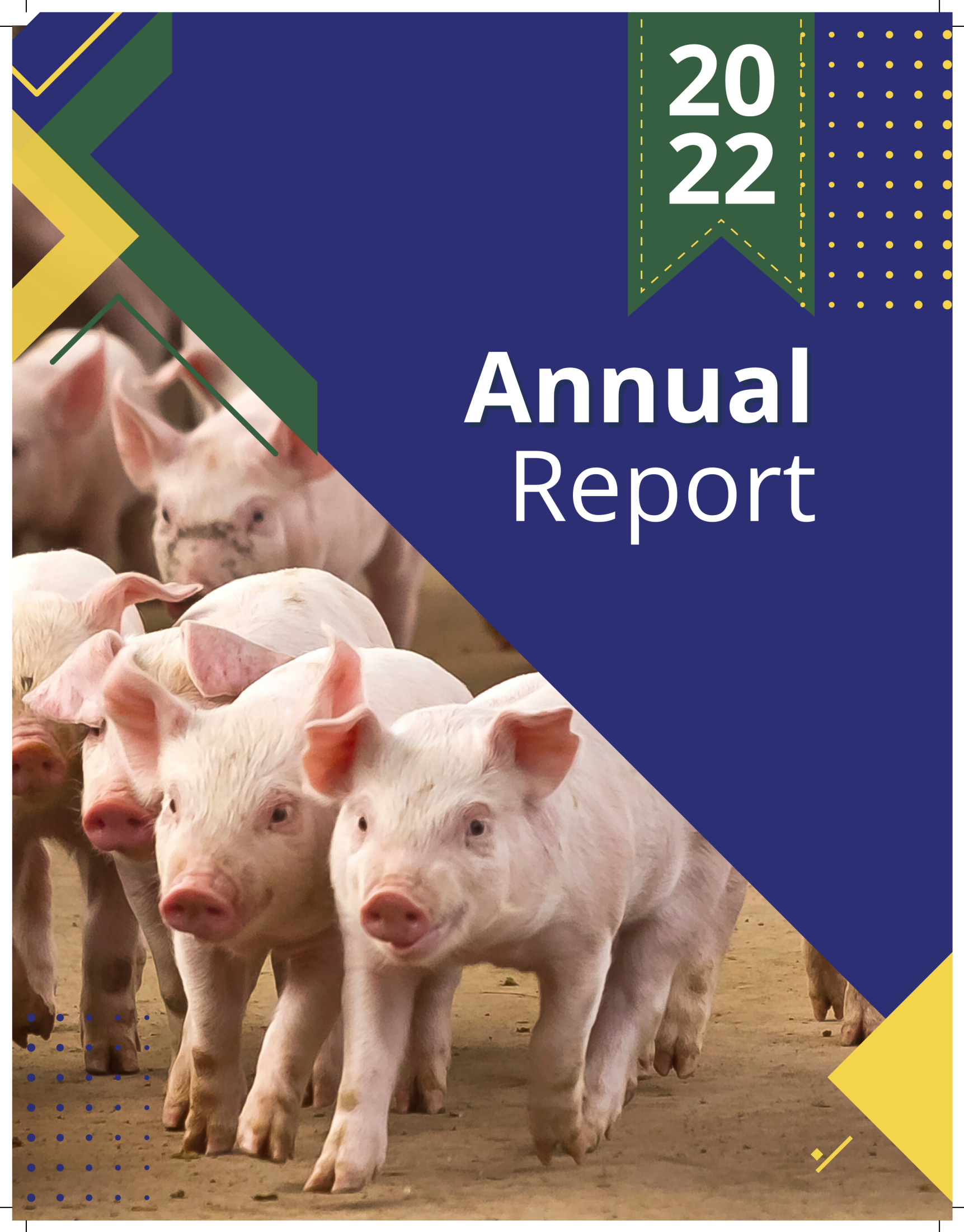


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ABOUT US

The National Institute for Animal Agriculture (NIAA) is a non-profit organization that is dedicated to providing programs to work towards providing solutions for disease, while promoting a safe and wholesome food supply and the best practices of environmental stewardship, animal health, and well-being.

NIAA began operations in January 2000 as the successor to the Livestock Conservation Institute (LCI), which was established in 1916. NIAA addresses issues of interest to the industry, providing vital industry information, continuing education and communication outlets for animal agriculture professionals.



435 Nichols Road, STE 200, Kansas City, MO 64112

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.

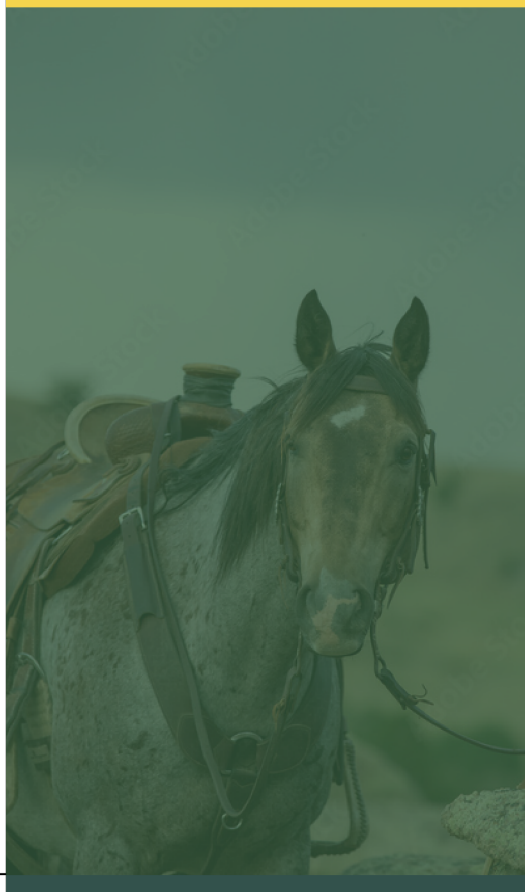
VISION

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 **CHAIRMAN**


ERIC MOORE, DVM

DIRECTOR OF TECHNICAL
SERVICES, NORTH AMERICA
NORBROOK, INC

It has been an honor to serve as NIAA's Chairman of the Board of Directors this past year. The Board is representative of the membership base - comprised of highly capable professionals committed to animal agriculture. The Board of Directors and NIAA staff take pride in serving the members and representing NIAA's mission across the 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. From reading our Paradigm newsletter to attending one of our in-person events, we appreciate your support. Throughout the past year, NIAA has made exciting progress and impact within our industry. To that end, 2022 was a building year for NIAA as we evolved from post Covid-19 event and association trends.

NIAA hosted its 12th Annual Antibiotics Symposium – Exploring Stewardship, Sustainability & Collaboration, in Alexandria, Virginia. Our speaker list included government representatives from the U.S. Department of Agriculture - Animal and Plant Health Inspection Service (APHIS), The Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), National Institutes of Health (NIH), and the Environmental Protection Agency (EPA). Providing regulatory and policy updates has been a long-standing tradition at the Annual Antibiotics Symposium, but this group was one of the largest representatives we've amassed at once and they were open to a dialogue with industry leaders.



The issue of antimicrobial stewardship is a highly important and complex topic. NIAA's partnership with CDC over the past several years has allowed the symposium to broaden the outreach around antimicrobial resistance (AMR). NIAA convened ten animal agriculture leaders and more than 25 public health leaders at the Centers for Disease Control and Prevention in August. A robust dialogue over dinner, during laboratory tours, and throughout formal and informal conversations

continued to meet NIAA's mission of exploring, discussing, learning, and identifying opportunities for collaboration and cooperation. NIAA also shared public comments at the USDA AMR virtual meeting. On August 30, USDA-APHIS held its first Antimicrobial Public Meeting (virtually) in several years and NIAA was asked to provide oral comments. NIAA established the Advanced Training for Animal Agriculture Leaders last year and the first cohort of the leadership program began the 16-month leadership experience in January 2022. Fifteen leaders will graduate at Annual Conference in 2023 and 20 leaders have been selected for the second cohort. It was an honor of mine to participate in the inaugural cohort of this program and I highly encourage others to nominate colleagues that would benefit from additional leadership training. The Advanced Training for Animal Agriculture Leaders follows these key objectives:

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

Thank you for your membership in NIAA, as 2022 continued our Association on a journey of growth, collaboration, and service. I look forward to another year as the NIAA Chairman and encourage each of you to invite a colleague, producer, association, and other industry leaders to join NIAA and its partners as we continue to move animal agriculture forward.

Sincerely,

Eric Moore DVM

North American Director of Technical Services, Norbrook, Inc.
Chairman, NIAA Board of Directors



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, and continuing education opportunities.

— “ —

One of the things I find most beneficial about NIAA is the organization's ability to bring together different perspectives from a broad range of animal agriculture stakeholders including producers, animal health officials, animal commodity organizations, allied industry leaders, and others for open dialog regarding existing and emerging issues affecting animal agriculture.

— ” —



**LANNY W.
PACE** DVM, PhD

Mississippi Veterinary Research & Diagnostic Laboratory System,
Mississippi State College of Veterinary Medicine

MEMBERSHIP TIERS

NATIONAL ASSOCIATIONS & COMMERICAL ORGANIZATIONS

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

\$1,500

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, & GROWERS

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





LETTER FROM THE **EXECUTIVE DIRECTOR**

J.J. JONES

As I reviewed the remarks I shared with you last year in this space, I was once again drawn to the concept that served as our staff mantra throughout 2022 – Growth. Acting upon the strategic plan adopted by the NIAA board of directors in December 2020 has allowed our team to meet this Growth mindset. As an analytical person, I love data and statistics. So, a few that highlight NIAA's Growth in 2022...

15

Leaders selected for Cohort One of the NIAA Advanced Training for Animal Agriculture Leaders

55

Percentage increase in average giving/NIAA Partners

24

Percentage increase in number of NIAA Partners

22

Percentage increase in member and guest participation in events and webinars

While numbers do a good job of shedding light on NIAA's growth, qualitative feedback is what really paints the picture of how NIAA is meeting its mission.

First, the NIAA Advanced Training for Animal Agriculture Leaders program. NIAA's board of directors envisioned a program that continues animal agriculture leaders' professional and personal growth continuum. After ensuring NIAA was not duplicating an already-offered program, our staff team and volunteer leaders dug in. We assessed programs ours would build upon. We explored the style and design that would be most beneficial. We created the initial model. And, we launched the program in late 2021 with Cohort One initially meeting in early 2022.

You can learn more about the NIAA Advanced Training for Animal Agriculture Leaders program and its Cohorts on AnimalAgriculture.org. But, a few comments from Cohort leaders during their experiences in 2022:

- *This was the best experience yet! I loved how interrelated the learning content (science communication) was with what we actually visited and saw. The ability to compare and contrast between speakers, visits, etc. made it all hit home even better.*

- *The variety of people involved both among participants and in the activities was a huge success. My favorite activity was the guided discussion dinner. It was an opportunity to sit at the table with ag leaders in areas I would otherwise never have had an opportunity to talk with. It was a great learning experience.*
- *I loved that everything involved active learning sessions. I attend a lot of conferences and most of them are more exhausting than my day job because I am not used to sitting so much. We were engaged the entire time.*



Left to right: Eric Moore, Rebecca Barnett, Josh Luth, Hayley Springer, Ryan Goodman, Alaina Sill, Michelle Hiscocks, Katherine Harrison, Madison Hopcia, Kaitlyn Briggs, Karaline Mayer, Pierce Bennet. Not Pictured: Tera Barnhardt, Todd Hanten, Reginald Strickland.

And the program will keep growing and improving. In late 2022, NIAA received a tremendous response in Cohort Two nominations and applications. Cohort One will finalize their experience during the 2023 NIAA Annual Conference and Cohort Two – consisting of 20 leaders, begins their 16-month experience in early 2023.

Our organization also continues to live our mission as a Convener. This past year has seen continued growth in NIAA programming with leadership from NIAA's Councils. As I often share with prospective members and partners, Councils drive the topics and focus areas that NIAA explores, discusses, learns, and develops knowledge to foster interdisciplinary cooperation for the improvement and continuous progress of animal agriculture. NIAA's power is showcased when we ensure all of animal agriculture is at the table where NIAA convenes. I often share that failure in my mind for NIAA is when we become too species-specific or only focus on one sector of the value chain. Success is multi-species and multi-sector!

Finally, our organization benefits from a growing list of Partners. Early in my career, I was taught there are three reasons individuals and organizations give their time, finances, and other resources to a non-profit organization. They believe in the mission, they believe in the leadership of the board of directors and staff, and they believe resources are being invested efficiently and effectively. I appreciate the trust you have granted me to serve as professional staff lead for our organization. I am committed to ensuring NIAA earns your trust in our organization as we live out our mission, staff the organization professionally, and invest your resources responsibly. Thank you for a great 2022 and here is to an even better 2023!

Best regards,

J.J. Jones

Executive Director

BOARD OF DIRECTORS



Chairman

Eric Moore DVM
Norbrook, Inc.



Vice Chair

Chelsea Good JD
Livestock
Marketing Association



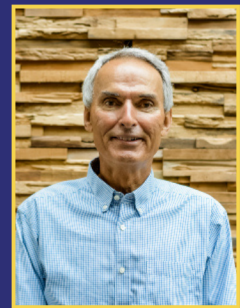
Treasurer

Michael Short DVM
Florida Department
of Agriculture &
Consumer Services



Secretary

Fabian Bernal
Delaval, Inc.



Ex-Officio

Kevin Maher
VetMeasure Inc.



Linda Mills
TracelDeas



Lucas Pantaleon
DVM, MS, DACVIM, MBA
Pantaleon PLLC



Leonard Bull PhD
Retired Professor



Karen Jordan DVM
Dairy Farmers
of America



Paul Koffman
Merck
Animal Health



Kelly Loganbill
Bader Rutter



Lanny Pace
DVM, PhD
Mississippi State
University - Vet Med



Roger Saltman DVM
RLS Management
Solutions



Justin Smith DVM
Kansas
Department of
Agriculture



Jared Wareham
ABS Global

STAFF



J.J. Jones
Executive Director



Emily Lehning PhD
Director of Education
& Leadership



Kristie Larson
Director of Membership
& Councils



Morgan Young
Director of Communications
& Outreach

COUNCILS



ANIMAL HEALTH EMERGENCY MANAGEMENT COUNCIL

Chairs: Lucas Pantaleon DVM, MS, DACVIM, MBA - Pantaleon PLLC/Ogena Solutions

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



ANIMAL IDENTIFICATION & INFORMATION SYSTEMS COUNCIL

Co-Chairs: Nevil Speer, PhD - Where Food Comes From, Glenn Fischer, and Linda Mills - TracelDeas

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.



ANTIBIOTICS COUNCIL

Co-Chairs: Megin Nichols DVM, MPH, DACVPM - CDC and Justin Welsh DVM - Merck Animal Health

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



GLOBAL ANIMAL HEALTH & EMERGING DISEASE COUNCIL

Co-Chairs: Julie Smith DVM, PhD - University of Vermont

Bring awareness of emerging foreign and domestic animal diseases to the attention of the NIAA membership, and explore and seek solutions to the global consequences of these diseases for those directly and indirectly involved in protecting U.S. food animal health.



SUSTAINABILITY COUNCIL

Co-Chairs: Angela Baysinger DVM - Merck Animal Health and Fabian Bernal - DeLaval

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.

WEBINARS & EVENTS

REGISTRATIONS TOTALED 652 FOR 2022 NIAA EVENTS.

Animal Identification and Information Systems Council Meeting: Technologies **FEBRUARY 8**

This meeting explored field and data technologies across species. Paul Chard, DVM from Cattleman's Resource Inc. and Amy Hendrickson and Cindy Wolf from The American Sheep Industry Association discussed the technologies being used in their respective industries.

Number of registrants: 59

Paradigm Webinar **MARCH 3**

For National Nutrition Month the March Paradigm focused on protein choice. Speakers took a deeper dive into protein choice as part of a healthy diet. Guests included dietician, Kim Kirchherr, MS, RDN, LDN (IL), FAND, NAS-CES, CAE and Dr. James Kincheloe, food safety campaign manager from the Center for Science in the Public Interest (CSPI).

Number of registrants: 25

Sustainability Council Meeting **APRIL 14**

Tara Vander Dussen, agriculture influencer, Lara Moody, IFEEDER, and Jack Britt, food futurist, scientist, and agricultural consultant discussed the differences in animal proteins, how they sustainably compare, and how agriculture can lead the conversation.

Number of registrants: 43

Global Animal Health and Emerging Disease Council Meeting **JUNE 7**

Council chair, Julie Smith, DVM, PhD convened the council to review and convene the 2021-22 resolutions

Number of registrants: 12

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Council chair, Julie Smith, DVM, PhD convened the council to review the 2021-22 resolutions.

Number of registrants: 12

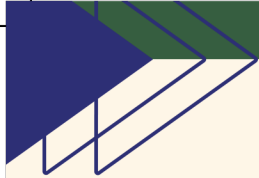
Animal Identification and Information Systems Council Meeting: USDA Update **JUNE 8**

Dr. Aaron Scott from U.S. Department of Agriculture - Animal and Plant Health Inspection Service provided the latest information from USDA regarding traceability.

Number of registrants: 41

Animal Identification and Information Systems Council Meeting: Farm Journal Partnership Update **JUNE 8**

Co-chairs hosted a member-only update on the newly formed Farm Journal partnership. The virtual meeting provided a review of the current status of the NIAA-Farm Journal collaboration, highlights from initial content provided by NIAA,



called for additional guidance on future content, and reviewed opportunities for NIAA members to support the initiative.

Number of registrants: 37

Paradigm Webinar: Communicating Through Disaster

AUGUST 31

In mid-June a weather event hit southwest Kansas and it was a perfect storm for an animal health emergency. More than 2,000 cattle died from heat stress and soon after videos, rumors, and conspiracy theories start circulating. Tara Barnhardt, DVM, MS is a veterinarian specialized in caring for cattle in feedlots. Through her social media platforms and with the help of a few agriculture influencers, she set out to provide the most accurate and up-to-date information regarding the situation to anyone that was looking for more information about the disaster. In the members-only webinar Dr. Barnhardt discussed what led to the situation and her communication efforts - during and after the height of speculation. She discussed the challenges she faced while communicating with strangers online, what went well, what she would have done differently in retrospect, and what advice she has for others.

Number of registrants: 31

Paradigm Webinar: Producers and Partners

OCTOBER 20

In August, NIAA hosted a group of ten farmers, ranchers, and veterinarians on a tour and engagement visit with the Centers for Disease Control and Prevention (CDC) in Atlanta. Based on the great feedback and continued interest from NIAA members and stakeholders regarding our continued NIAA-CDC partnership, NIAA hosted a webinar for members and Qualified State Beef Council staff and members that featured Dr. Heather Fowler, Dr. Megin Nichols, and Andy Bishop. The webinar shared experiences from farmers, ranchers and discussed how to continue the conversation about antibiotic stewardship.

Number of registrants: 20

Animal Identification and Information Systems Council Meeting: USDA Update

DECEMBER 7

The Council welcome Dr. Aaron Scott, DVM, PhD, DACVPM (epidemiology) from USDA-APHIS. Dr. Scott, shared the latest things his ADT shop had coming up, including publishing the new regulation, funding plans, program compliance and operations, and strategy for upcoming years.

Number of registrants: 73

Animal Identification and Information Systems Council Meeting:

2023 Key Priorities

DECEMBER 14

Council co-chairs, Nevil Speer, PhD and Linda Mills, invited Council members to join a feedback session to plan for 2023 programming and learn more about how animal identification and information systems play an integral role in climate-smart ag.

Number of registrants: 30



ANNUAL CONFERENCE

2022 Annual Conference APRIL 20 -22

NIAA's hybrid Annual Conference was hosted April 20 - 22, 2022. The theme for the program was *Producing Protein for a Food Insecure & Uncertain World - Leading Food Security, Sustainable Production, and Innovation*.

Today's world is changing at an ever-increasing pace. 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 agenda explored producing protein for a food insecure and uncertain world. The planning committee for annual conference was led by:

- Jared Wareham – ABS Global 2
- Kelly Loganbill – Midan Marketing
- Chelsea Good, JD – Livestock Marketing Association
- Lucas Pantaleon, DVM, MS, DACVIM, MBA – Pantaleon PLLC/Ogena Solutions

Speakers included:

- Diana Kander, JD – keynote speaker, NYT best-selling author, and innovation expert
- Lamar Steiger – ranch management consultant, board member of FoodCap New Zealand, and trusted beef innovation advisor to Wal-Mart and ABS Global
- Janette Barnard, MBA – Merck Animal Health, Prime Futures
- and more!

Number of registrants: 139



CATTLEMEN'S BEEF BOARD ANNUAL REPORT

NIAA was selected as a contractor for The Cattlemen's Beef Board (CBB) for the 2022 fiscal year beginning October 1, 2021 to September 30, 2022. Each year, the Beef Checkoff's budget is dedicated to programming that includes research, foreign marketing, industry information, consumer information and safety. Part of the CBB resources supported the 12th Annual Antibiotics Symposium in Alexandria, VA, November 1-3, 2022.

The other portion of the CBB resources supported an engagement visit for a group of ten farmers, ranchers, and veterinarians on a tour and roundtable with the Centers for Disease Control and Prevention (CDC).

NIAA's Producers and Partners project was approved in 2021 with a plan to connect farmers and ranchers and industry professionals to CDC and other public health professionals to learn and engage on the importance of responsible antibiotic use in animal agriculture. A follow up visit will be planned in 2023.





NIAA hosted the 12th Antibiotics Symposium in Alexandria, Virginia and continued NIAA's focus on a One Health approach to antimicrobial resistance and stewardship. *Exploring Stewardship, Sustainability and Collaboration*, connected leaders from animal, human and environmental health organizations and provided an opportunity to collaborate on research, education and communication endeavors. Symposium aligned with One Health Day on November 3.


Number of registrants: 80

EXECUTIVE SUMMARY

With the introduction of the term “zoonosis” by Dr. Rudolf Virchow (MD) in the 19th century, and the later advent of the term “One Medicine” by Dr. Calvin Schwabe (DVM, ScD, MPH), the intimate ties between human and animal health have long been recognized. The term “One Health” then emerged in the early 2000s, signifying that these interrelationships exist not only between human and animal health but also with environmental health.

These three pillars of One Health intersect closely in the animal agriculture industry. The National Institute for Animal Agriculture (NIAA) can trace its roots back to the Livestock Conservation Institute, an organization established in 1916 to explore and address livestock-related zoonotic disease. Today, the NIAA is still dedicated to addressing the risks of zoonotic disease, and has developed a particular focus on antimicrobial resistance. At the NIAA's in 2022, entitled “Exploring Stewardship, Sustainability, and Collaboration,” the presentations and discussions highlighted the importance of antimicrobial stewardship for the sustainability of the livestock industry.

The symposium began by exploring sustainability in the food system and the ties between sustainability and One Health. Every animal lost to disease reduces the sustainability of animal agriculture by increasing the amount of land, labor, and other inputs required per unit of product. Antimicrobial stewardship efforts aimed at reducing not only the use of antimicrobials, but also the need for antimicrobials, are inherently designed to improve animal health. For example, production stockmanship improves animal health by improving animal care. Good stockmanship reduces animal stress, which correspondingly reduces the negative impacts of stress on the immune system and thereby allows the animal to better resist disease.



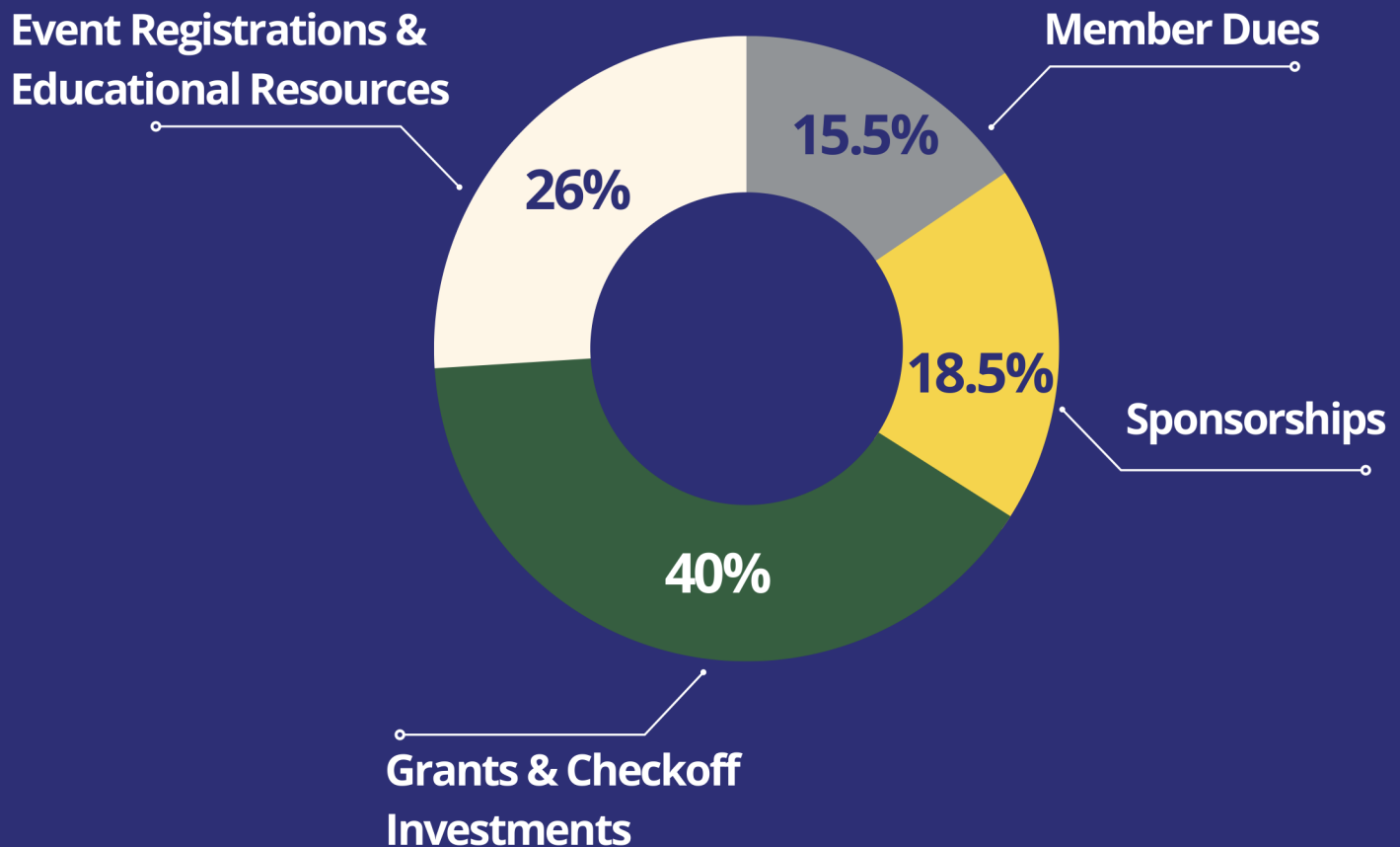
Reducing disease-related losses by improving animal health also benefits humans by providing improved food security and a reduced risk of zoonotic disease. From the One Health perspective, improvements in antimicrobial stewardship will improve agricultural sustainability while supporting the health of animals, humans, and the environment. Investors are increasingly recognizing and favoring sustainability in animal agriculture, further increasing the economic value of sustainable agricultural practices such as antimicrobial stewardship.

NIAA's Antibiotics Symposium connects stakeholders from across the industry as well as multiple government organizations with a vested interest in animal agriculture. Attendees included representatives from the Food and Drug Administration (FDA), the Centers for Disease Control and Prevention (CDC), the U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS), USDA Agricultural Research Service (ARS), the Environmental Protection Agency (EPA), and the National Institutes of Health (NIH). Symposium participants had the opportunity to not only hear updates from each organization but also to ask questions and learn about how the different agencies interact. Speakers and participants discussed domestic policies as well as the importance of monitoring global trade and antimicrobial use policies.

The conference highlighted several recent developments and success stories related to One Health and antimicrobial stewardship in animal agriculture. For example, the FDA shared that the animal health industry was voluntarily complying with efforts to improve veterinary oversight of medically important antimicrobials. This is an important step in improving animal stewardship, but it could also bring challenges to the retail side of the industry as both retailers and producers adapt to the changes. California has required veterinary oversight of medically important antimicrobials for several years now and has invested in tools like antibiograms to continue improving their stewardship. Antibiograms, which summarize susceptibility data for a given species and pathogen, can provide valuable information for both determining an appropriate empiric antibiotic treatment and monitoring trends in antimicrobial resistance. Another valuable tool for improving antimicrobial stewardship is antimicrobial use data, but building an acceptable system to track antimicrobial use has been difficult. The Regan-Udall Foundation has taken on this challenge: the foundation is currently developing the framework for a public/private partnership that could effectively capture antimicrobial use data while protecting the privacy of participating producers and veterinarians.

Focused breakout sessions at the NIAA symposium captured the wide variety of expertise of symposium participants. The communication breakout session allowed participants to collaboratively build ideas to engage consumers and share the story of animal agriculture. Outcomes from the research breakout session will help the National Institute of Antimicrobial Resistance Research and Education guide future antimicrobial alternatives research. In the education breakout session, participants discussed their plans to help build a teacher fellowship program currently being developed by the American Farm Bureau Foundation for Agriculture in collaboration with the NIAA. This fellowship program will help educators teach science concepts through an animal agriculture lens. To conclude the symposium, participants gathered in small groups to reflect on their key takeaways. The word cloud on the following page shows some of the most common themes shared by participants and clearly reflects the goals of the 12th Annual NIAA Antibiotics Symposium: Exploring Stewardship, Sustainability, and Collaboration.

YEAR IN REVIEW



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.

PARADIGM

In 2020, The member-only Paradigm newsletter was launched 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.

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. Paradigm newsletters and webinars occur monthly and highlight a viewpoint, counter viewpoint, or roundtable discussion regarding current issues within animal agriculture.

In its second full year, these are the monthly newsletters and webinars in 2022:

- Now's the Time to Lead the Sustainability Conversation
- What is Animal Agriculture's BHAG?
- A Deeper Dive into Protein Choice
- Meatless Diet: A Privilege Only Some Can Afford
- Introducing the Chairman of the Board
- Stability, Value Messaging Ease Consumer Worries During High Inflation
- Communication Over Conspiracy
- Which is Better: To Try and Fail, or to Fail to Try?
- Producers and Partners
- Recurring Research Theme: Concerns About Antibiotics, Hormones and Animal Welfare

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



ADVANCED TRAINING FOR ANIMAL AGRICULTURE LEADERS

The Advanced Training for Animal Agriculture Leaders is a program developed by the National Institute for Animal Agriculture (NIAA) to empower animal agriculture leaders to positively affect the future of animal agriculture in the U.S. and around the world. NIAA, with guidance from its members and stakeholders, designed this world-class leadership and experiential learning program to ensure today's leaders fully appreciate the depth and breadth of animal agriculture and its role in today's food system.



CRITICAL THINKING

Seeking and critically evaluating information, and applying knowledge gained to make decisions and solve problems



LEADERSHIP DEVELOPMENT

Building capacity for self-knowledge, improving one's self, and understanding how to cultivate environments that allow others to be their best



CONNECTING AND RELATING SKILL DEVELOPMENT

Fostering effective internal and external relationships and engaging effectively with different audiences



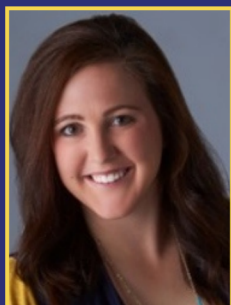
OPERATIONAL EXCELLENCE

Recognizing the variety of approaches to food system production and seeking leading practices across the value chain

COHORT 1



Rebecca Barnett
NASDA



Tera Barnhardt DVM
Animal Welfare Consulting
& Research LLC



Pierce Bennett
Minnesota Farm Bureau



Kaitlyn Briggs DVM, MBA
Dairy Management, Inc.



Ryan Goodman
Certified Angus Beef



Todd Hanten
Hanten's Dairy



Katherine Harrison
Harrison Farms



Michelle Hiscocks
Iowa State University



Madison Hopcia
Upstate Niagara Cooperative



Josh Luth
SCS Global Services



Karaline Mayer
Hill's Pet Nutrition



Eric Moore DVM
Norbrook, Inc.



Hayley Springer DVM
Penn State University



Reginald Strickland
Stickland Farming Group

2022 AWARD RECIPIENTS



Nevil Speer, PhD
Chairman's Award



Ms. Linda Mills
President's Award



Mr. Glenn Fischer
Animal Agriculture
Advocate Award



Tony Forshey, DVM
Meritorious
Service Award

2022 MEMBERS

Commercial

ABS Global, Inc.
Allflex USA, Inc.
Animal Health International
Boehringer Ingelheim Animal Health USA Inc.
CattlePass
Creekstone Farms Premium Beef
Cultivated Conversations, Inc.
Darling Ingredients Inc.
Datamars, Inc.
DeLaval
Diamond V
EZid - AVID ID Systems
Fort Supply Technologies LLC
Hy-Plains Feedyard LLC

IMI Global / Where Food Comes From
Kemin Animal Nutrition & Health
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.
United Producers
Vytelle, Inc.
Wiechman Pig Co., Inc.
Y-Tex Corporation

National

American Farm Bureau Federation
American Goat Federation
American Sheep Industry Association
American Veterinary Medical Association (AVMA)
Dairy Farmers of America (DFA)
Holstein Association USA, Inc.
Livestock Marketing Association

National Milk Producers Federation
National Pork Board
North American Renderers Association (NARA)
Soybean Meal Information Center
U.S. CattleTrace
United States Animal Health Association (USAHA)

Public

Centers for Disease Control and Prevention (CDC)
Clemson University
Michigan Farm Bureau Federation

Mississippi State University - College of Vet Med
University of Kentucky

State

Arizona Department of Agriculture
Colorado Department of Agriculture
Dairy Farmers of Wisconsin
Delaware Department of Agriculture
Florida Department of Agriculture & Consumer Services
Georgia Department of Agriculture
Hawaii Department of Agriculture
Illinois Farm Bureau
Indiana State Board of Animal Health
Iowa Department of Agriculture & Land Stewardship
Iowa Farm Bureau Federation
Kansas Department of Agriculture
Kansas Farm Bureau
Kentucky Beef Council
Kentucky Department of Agriculture
Livestock Identification Services Ltd
Michigan Department of Agriculture
Michigan Pork Producers Associations

Minnesota Board of Animal Health
Minnesota Pork Board
Missouri Department of Agriculture
Montana Department of Livestock
Nebraska Department of Agriculture
New York State Department of Agriculture and Markets
North Carolina Dairy Producers Association
North Dakota Department of Agriculture
South Dakota Animal Industry Board
Tennessee Department of Agriculture
Texas Animal Health Commission
Texas Farm Bureau
Utah Department of Agriculture and Food
Virginia Department of Agriculture & Consumer Services
Washington State Department of Agriculture
Wisconsin Department of Agriculture
Wisconsin Livestock Identification Consortium
Wyoming Livestock Board

University Pilot

Colorado State University
Iowa State University
Kansas State University
Michigan State University
North Carolina State University

Oklahoma State University
Texas A & M University
Texas Tech University
The Ohio State University
University of Nebraska-Lincoln

Students

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Mohammad Habibi, Oklahoma State University

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Madysn Mangum

Farmers & Ranchers

Anita Teek Dahnke, SNA Farms

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 Randy Berrier, Colorado Serum Company
 Kaitlyn Briggs, Dairy Management Inc. (DMI)
 Leonard Bull
 Paul Chard, Cattleman's Resource, Inc
 Keith DeDonder, Latham Biopharm Group
 Allan Dreyer, Timberview Farmstead
 Glenn Fischer
 Robert Foster, Foster Brothers Farm Inc
 Daniel Foy, AgriGates
 Ryan Goodman, Certified Angus Beef LLC
 Shekhar Gupta, MyAnIML
 Todd Hanten, Hanten's Dairy, Inc.
 Katherine Harrison, Harrison Farm
 Nephi Harvey, Fort Supply Technologies
 Steven Heller, EverAg
 Michelle Hiscocks, Iowa State University
 Madison Hopcia, Upstate Niagara Cooperative
 Kerry Keffaber, United Animal Health

James Kincheloe, Center for Science in the Public
 Interest (CSPI)
 Wade King, Datamars, Inc.
 Robert Kleemeier, I.D.ology
 Terry Lehenbauer, University of California - Davis
 Rob Leslie, Vetoquinol
 Josh Luth, SCS Global Services
 Kevin Maher, VetMeasure Inc.
 Stu Marsh, Y-Text Corporation
 Michael Mayes, North Carolina Department of
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 Julie Smith, University of Vermont
 Hayley Springer, Penn State University
 Reginald Strickland, Strickland Farming Group
 Christine Wilson, Maryland Dept. of Agriculture

PARTNERS

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