

The Next Generation of Animal Agriculture



Date(s): April 8 – 10, 2024

Location(s): Kauffman Foundation
4801 Rockhill Road
Kansas City, MO 64110

InterContinental Hotel –
Kansas City on the Plaza
401 Ward Parkway
Kansa City, MO 64112

Registration rates:

Just-in-time registration April 2 – April 7:

Members: \$565 Non-members: \$690

On-site registration:

Members: \$765 Non-members: \$890

Agenda

Monday, April 8

1:00-6:00pm National Assembly of State Animal Health Officials – *invite only*
InterContinental Hotel
Plaza Room
401 Ward Parkway
Kansas City, MO 64112

1:00 PM NIAA Advanced Training for Animal Agriculture Leaders – *invite only*
InterContinental Hotel
Rooftop Ballroom
401 Ward Parkway
Kansas City, MO 64112

- 3:30 PM NIAA Leadership Roundtable – *invite only*
Board, Council, and Working Group leaders prepare for their sessions.
NIAA Offices
435 Nichols Road, Suite 200
Kansas City, MO 64112
- 6:00 PM **Welcome Reception** – *Open for attendees of Annual Conference*
InterContinental Hotel
Rooftop Ballroom
401 Ward Parkway
Kansas City, MO 64112
- KC Animal Health Corridor invited
 - [NIAA Awards](#) presented to recipients

Tuesday, April 9

- 8:00 AM **Welcome**
Eric Moore, DVM – NIAA Chair
- 8:30 AM **Opening Keynote**
Leading Next Generation Innovation Ecosystems in Animal Agriculture
William Weldon, Ph.D. – WCW Animal Health Consulting, LLC
- 9:15 AM **Highly Pathogenic (HPAI) Avian Influenza Update & Roundtable**
- With the recent announcements of HPAI infections in goats, mature dairy cows and, now, humans, animal agriculture is faced with a new disease affecting animal health. While much about these new infections is being researched and explored, this time during the annual conference will be dedicated to a status update and conversations on animal agriculture moving forward, together, on research, communications, and education. Join NIAA member leaders on the forefront of this topic.*
- Megin Nichols, DVM, MPH, DACVPM, The Centers for Disease Control & Prevention (moderator)
 - Brandon Treichler, DVM – Select Milk Producers
 - Bud Dinges, DVM – Texas Animal Health Commission
 - Justin Smith, DVM – Kansas Department of Agriculture
- 10:15 AM **Morning Coffee & Networking Break**
- NIAA Advanced Training for Animal Agriculture Leaders Capstone Project Reports:** As [Cohort 2](#) concludes their 16-month experience, leaders will present their recommended path including challenges, solution ideas, and evaluation metrics for animal agriculture to achieve a desired future state. Each Cohort Team and desired future state is listed below.

- 10:30 AM **Pre-Competitive Environments**
By 2026, animal agriculture leaders will once again work collaboratively on pre-competitive topics in an environment that fosters collaboration through research, education, and promotions. From research and development to marketing and sales to procurement, animal agriculture leaders will hold each other accountable for maintaining a pre-competitive environment for specific topics.
- Amanda Butterfield – The Meat Institute
 - Brandon Treichler – Select Milk Producers
 - Jon White – United Producers
 - Stephanie Ward – North Carolina State University
 - Austin Snook – Merck Animal Health
- 11:15 AM **Politics of the Minority**
As animal agriculture leaders work to ensure the economic, environmental, and social sustainability of our industry sector, they will become better prepared to “navigate” the formation of policy and regulations at the local, state, national, and global levels. Specifically, animal agriculture leaders will follow a strategy for better collaboration to garner desired policy and regulatory environments. Animal Agriculture will excel in “politics of the minority.”
- Trisha Klement Glassinger – Klement Promotions
 - Tressa Lacy – Trans Ova Genetics
 - Grant Sardella – ABS Global
 - Tim Bardole – United Soybean Board
 - Sarah Thomas – Select Sires, Inc.
- Noon **Lunch**
- 1:30 PM **Organizational Excellence**
By 2026 – NIAA’s 110th Anniversary, the organization will be an animal agriculture organization of choice – a must-join, must-participate association. Driven by its current mission and rich history, NIAA’s structure – board of directors, councils, volunteer leaders, and professional staff, will function in the most effective and efficient manner possible. The organization will be prepared to meet the needs of its members and partners as the third decade of the 21st century is on the horizon.
- Jared Bramer – Kemin Nutrition
 - Chandler Mulvaney – National Cattlemen’s Beef Association
 - Phillip Lancaster – Kansas State University
 - TJ Flax – DTN
 - Kayla Rink – Dairy Farmers of America

2:15 PM

Protein Co-Existence

It is widely accepted that consumers value choice within the food system and that the demand for protein globally will continue to increase – in quantity and quality. As the leading protein of choice, animal derived proteins will continue to not only lead the protein market in 2026 but will set the tone and environment for research, education, and promotion. Consumers and especially influencers will have high trust in animal agriculture to “model the way” for all protein providers to co-exist in the food system. Animal agriculture’s “social license” is solid.

- Jake Renner – Martinez Media & Marketing
- Miriam Martin – The Meat Institute
- Jennette Rietcheck – Norbrook, Inc.
- Jennifer Schmitt - University of Minnesota
- Shannon Ellis – United Soybean Board

3:00 PM

Working Group Breakouts

- Equine Working Group
 - Jared Wareham, ABS Global
 - Kelly Loganbill, Bader Rutter
- Animal Agriculture Innovation & Investment Working Group

Dive into conversation on the current state of innovation and investment in animal agriculture to explore and discuss opportunities for collaboration between all species and sectors of the animal agriculture value chain. Speakers “sparking” the conversation are:

 - Paul Koffman, Merck Animal Health
 - Connie Bowen, Farmhand Ventures
 - Kimberly Young, KC Animal Health Corridor

5:15 PM

Adjourn

Wednesday, April 10

8:30 AM

Welcome

8:45 AM

Working Group Reports*

- Equine Working Group
- Animal Agriculture Innovation & Investment Working Group

9:15 AM

Council Meeting Breakouts

- Animal Disease Issues & Emergency Management
Lucas Pantaleon, DVM, DVM One Health (Chair)
 - **PRRSV impact on antibiotic usage in the growing pig population**
Isadora Machado, DVM – Iowa State University
 - **Aligning valid research outcomes with stakeholder values**
David Renter, DVM, PhD – Kansas State University
 - **Highly Pathogenic Avian Influenza: Emerging Issues and Vaccine**
Chang-Won Lee, DVM, MS, PhD – US National Poultry Research Center, USDA

- **Innovative studies and mitigation strategies for transboundary agricultural vector-borne diseases**

Jayme Souza-Neto, PhD – Kansas State University

- Sustainability
 - Fabian Bernal, Dairy Management, Inc. (Co-Chair)
 - Ashley McDonald, JD, National Grazing Lands Coalition (Co-Chair)

Effectively Mobilizing Collaborations on Sustainability

As Council members foster consensus on the language, metrics, and messaging that articulate the value of sustainability initiatives, join fellow animal agriculture leaders to explore case studies of successful projects and programs that have overcome challenges in this space, and attendees will then participate in developing some potential "keys to success." The NIAA Sustainability Council will focus on serving as a central hub for sharing data and knowledge while discussing global and national standards. All to ensure the viability and acceptance of animal agriculture in today's food system.

The first case study is how the Association of Equipment Manufacturers effectively implemented sustainability councils and mobilized industry leaders around sustainability assessments.

- Austin Gellings, Association of Equipment Manufacturers

The second case study is the Integrity Beef Sustainability Pilot Project, which demonstrated it is possible to track sustainability through the entire beef production value chain and create a scalable model for the U.S. beef industry by aligning with the vision, indicators and metrics of the U.S. Roundtable for Sustainable Beef.”

- Deke Alkire, Consultant

The third case study is a project through The National Pork Board with several collaborators who are investing grant funds from USDA's Partnership for Climate Smart Commodities program to support the completion of Pork Cares Farm Impact Reports by pork producers in three states, incentivizing the adoption of climate-smart practices and quantifying the results.

- Jill Brokaw, National Pork Board

11:30 AM

Lunch

12:45 PM

Council Meeting Breakouts

- **Antibiotics**

- Megin Nichols, DVM, MPH, DACVPM, The Centers for Disease Control & Prevention (Co-chair)
- Justin Welsh, DVM, Merck Animal Health (Co-chair)

- **Animal Identification & Information Systems**

- Eric Moore, DVM, Norbrook, Inc.: Moderator
- **US CattleTrace Update**
Alex Acheson, US CattleTrace

- 3:00 PM **Afternoon Coffee & Networking**
- 3:30 PM **Council Reports***
- Animal Disease Issues & Emergency Management
 - Sustainability
 - Antibiotics
 - Animal Identification & Information Systems
- 4:30 PM **Closing Keynote:**
Data's Value Toward Innovation in Food Animal Agriculture
Daniel Foy, Co-founder and CEO of AgriGates
- 5:15 PM **Annual Meeting**
- Retiring Chair's Address
 - Executive Director's Report – Written
 - Board of Directors Elections
- 6:00 PM **Closing**

**Council and Working Group Reports will include:*

- *Updated or revised Resolutions with specific direction*
- *Specific topics within the Council or Working Group's Purpose that require additional action – convenings, research, resource materials, etc.*
- *2024 -2025 Calendar of Activities – webinars, roundtables, listening sessions, etc.*