

Animal Agriculture Alliance

Purpose

The Animal Agriculture Alliance is a national non-profit organization representing the entire food chain, standing for and promoting modern agriculture, especially in relation to animal welfare issues. The Alliance advocates for responsible solutions to common animal welfare challenges.

Mission

The Alliance's mission is to communicate that animal well-being is central to safe, high-quality, affordable food and other essential products. The Alliance communicates the role of modern animal agriculture to economy, productivity, vitality and security.



Programs and activities

A priority for the Alliance is coordinating a supplier/customer roundtable to engage restaurant, food service and retail stakeholders with livestock production industry representatives for solutions for animal welfare and related issues.

A second major objective is a current report on the progress of animal welfare management across species to ensure all food chain segments and consumers are aware of the advances and efforts toward enhancing animal welfare.

A third major objective is to monitor World Organization for Animal Health (OIE) activity and update members on issues that might negatively affect the USA. The Alliance is the official liaison between the USDA and industry to coordinate industry input for development of international animal welfare standards.

The Alliance is working to become the primary information source on the prudent use of antibiotics.

The Alliance has facilitated the development of animal welfare programs across all species, and promoted these programs to industries and consumers. The Alliance also developed its Stakeholders Summit, serving as a forum for the food industry to become better educated on animal welfare, antibiotics and activism.

To increase security at food industry facilities, the Alliance

presents anti-terrorism training. "This course teaches the process that a terror group goes through to launch an attack and shows how to intervene in that process," said Ken Witt, SER Field Specialist for MFA Incorporated.

These activities prove our capacity to make a difference for our industry.

The Alliance monitors and reports on animal welfare/animal rights activists, as well as emerging legislative initiatives, and we mobilize action as appropriate.

Key staff

Kay Johnson, executive vice president, is responsible for membership development, managing administrative functions and staff. Johnson supervises issue management, programs, delivery tasks and serves as chief spokesperson. She has been with the Alliance since its inception, and served as executive director of its predecessor association since 1994.

Philip Lobo, communications director of the Alliance, manages communications and public affairs. Prior to joining the Alliance, Lobo served as editor of Feed Management and in an international marketing role with a leading feed ingredient supplier.



Location and markets

The Alliance is in Arlington, Virginia, across the Potomac River from Washington, D.C. Since many of the businesses that comprise its membership are multinational or global, the Alliance actively addresses animal well-being issues globally. The Alliance is a 501(c)(3) non-profit organization and is funded through contributions.

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