



Politics, Activism and Religion:

*Influencing the
Debate on Animal
Welfare in America*

8th Annual Stakeholders Summit

May 12 -13, 2009

Hotel Monaco

Old Town Alexandria, Virginia



Summit 2009

Dear Food Industry Leader,

Please join us for the Animal Agriculture Alliance's 8th annual Stakeholders Summit, set for May 12-13, 2009, at the Hotel Monaco in the heart of historic Old Town Alexandria, VA. This inviting and historic venue is an appropriate choice for our conference this year in that many decisions impacting the future of our country were made here by such great leaders as George Washington, Thomas Jefferson, Robert E. Lee and Abraham Lincoln.

This year, more than ever before, strong leadership in agriculture and the food industries is critical. Decisions will be made that will impact the future of food production in your state and in our great country. The number of initiatives launched by the activists this year – whether through legislation, public relations campaigns, undercover videos, and yes, even strategic efforts to influence our religious and world leaders – is overwhelming.

It's important for all food industry stakeholders to be well-informed and commit to working together to ensure the decisions made this year are in the best interests of agriculture, consumers and our nation's security. We must make certain the decisions made will not restrict our choices about what we choose to eat, and will not negatively impact our ability to feed our own citizens and others in need around the world as the population growth explodes.

To help strengthen state's efforts on this front, we have added an Adjunct Workshop on Building a Strong State Coalition. Registration is separate, but you are invited to attend both the Summit and Workshop or either independently. The purpose of this workshop is to help state agricultural organizations better understand what it takes to build a strong coalition. Attendees will hear from some of the most experienced state coalition leaders about what has worked for them and what hasn't, and learn how you too can build a strong coalition. No other conference has offered this type of workshop, and we feel it will be invaluable to help our efforts collectively across the country.

Thanks to our sponsors for your support. Without it, this educational and cross-industry networking opportunity would not be possible. Thanks to all attendees, in particular those who attend every year. We trust you will find this year's Summit the most beneficial yet. Lastly, thanks to all members of the Animal Agriculture Alliance. We appreciate your membership support and your foresight in understanding the importance of these issues and that we must unite to maintain the freedom to choose what we want to eat as well as ensure the public's confidence in food production in the U.S. Without your support, the Alliance would not be able to accomplish its mission to educate, connect and protect our family of producers, processors and other feed and food industry stakeholders.

For more information, visit our website at www.animalagalliance.org or contact us at 703-562-5160 or by email at summit@animalagalliance.org. We hope to see you in May!



Kay Johnson Smith
Executive Vice-President

8th Annual Stakeholder's Summit



About the Animal Agriculture Alliance

The Animal Agriculture Alliance works to:

Connect farmers, ranchers, their suppliers, processors, scientists, veterinarians, government officials, retailers, and restaurants to consumers by providing the greatest network across the animal food chain, as well as a unified voice;

Educate the public, media and decision makers by utilizing truthful, science-based information to better their understanding of animal agriculture's importance to their quality of life and our nation's security;

Protect consumers' right to choose their foods; protect farmers' & ranchers' ability to raise animals using science-based practices; and protect other stakeholders' ability produce and sell food products to meet consumers' expectations.

Established since 1987, the Alliance serves as the most established organization providing a forum for animal agriculture and food industry stakeholders to unite and develop solutions to challenges posed by activists and other threats through accurate and effective communication. The Alliance is a 501(c)(3) non-profit organization.

We invite you to join the Animal Agriculture Alliance if you're not already a member. For membership information, please visit the Alliance website at www.animalagalliance.org

Registration Information

Target Audience

Management of all companies and individuals involved “from farm to fork,” association leaders, communications and public affairs staff, veterinarians, animal scientists and other academicians, legislators and staff, and government officials.

Moderator

Mike Adams, Host, *AgriTalk - The Voice of Rural America*

Hotel Information



Hotel Monaco Alexandria

A Kimpton Hotel in the heart of Old Town Alexandria

480 King Street, Alexandria, VA 22314
(10 minutes from Reagan National Airport)

Hotel Phone: 703-842-2734

- ❖ Reservations must be made by **April 19:**
Phone: 1-800-368-5047, or at www.monaco-alexandria.com
Booking Code: AIL
Special Rate for Animal Ag Alliance block: \$219 single/double

Event Registration

Registration includes two continental breakfasts, lunch, an evening reception on Tuesday, and a copy of the Summit Proceedings (will be mailed after the Summit).

	Member	Non-Member	Gov't & Academic
By April 25	\$325	\$375	\$275
After April 25	\$375	\$425	\$325

**** Participation qualifies for 9 CEUs with the American Registry of Professional Animal Scientists (ARPAS) ****

How to Register:

- ❖ Securely Online at: www.animalagalliance.org/Register
- ❖ By Fax: 703-524-1921 (registration form is in back of booklet)
- ❖ By Mail: (address is on registration form)
- ❖ Pay by check, AMEX, VISA or MC

Schedule of Events



Tuesday, May 12

- 7:30 am..... **Continental Breakfast**
- 8:30 am..... **Welcome to Summit 2009**
Alliance Initiatives
Cliff Becker, Chairman, Animal Agriculture Alliance; Vice President and Publishing Director, Vance Food Systems 360°
- 8:40 am **Recent Developments and Future Directions**
Mike Adams, Host, *AgriTalk Radio* and Summit Moderator
- 8:45 am..... **The New Administration's Approach to Animal Agriculture**
The Honorable Tom Vilsack, U.S. Secretary of Agriculture - *invited*
- 9:30 am..... **Federal Legislative Forecast**
The Honorable Collin Peterson, Chair, House Agriculture Committee - *invited*
- 10:15 am **Break**
- 10:30 am **International Animal Welfare Initiatives**
- **International Animal Welfare Guidelines – Why the OIE?**
Dr. Bernard Vallat, Director General, OIE (World Organization for Animal Health) - *invited*
 - **Establishing International Guidelines: Cultural Differences**
Dr. Joy Mench, Professor of Animal Science, University of California at Davis - *invited*
 - **Why the USA is Actively Engaged & the Role of the Animal Agriculture Alliance**
Kay Johnson Smith, Executive Vice President, Animal Agriculture Alliance

- 12:00 pm **Lunch**
Keynote Address: The Price of Giving In
Bruce Vincent, Founder and Executive Director, Provider Pals; President of Communities For A Great Northwest; President of the League of Rural Voters - *invited*
- 1:30 pm..... **State Legislative Initiatives**
State Ballot Initiatives – Forecasting Future Initiatives & Their Impact
John Matsusaka, President Initiatives and Referendum Institute - *invited*
Case Study of New Jersey: Regulating vs. Legislating Animal Welfare Standards
Dr. Nancy Halpern, Director, Division of Animal Health, State of New Jersey
- 2:45 pm **Breakout Sessions I**
- A** **What Do Consumers Need to Hear? Delivering Positive Messages to the Public**
 - B** **Social Networking 101: How to Establish & Effectively Utilize Your Own FaceBook, MySpace and YouTube Accounts**
Krissa Thom, Member Services Manager, Animal Agriculture Alliance
 - C** **Reaching Students: Successes Found on College Campuses and in Secondary School Classrooms**
Barbara Jackson, American National Cattlewomen's
 - D** **Reaching the Urban Audience**
- 3:30 pm..... **Break**
- 3:45 pm **Breakout Sessions II**
(Same as Breakout Sessions I)
- 4:30 pm..... **Why Do Animals Matter? Animals and the Use of Religion in the Animal Welfare Debate**
Dr. Wes Jamison, Associate Professor of Communication, Palm Beach Atlantic Univ.
- 5:30 – 7:00 pm **Reception**

Wednesday, May 13

- 7:30 am..... **Continental Breakfast**
- 8:30 am..... **Improving Security and Deterring Threats to Your Business**
Paul Battaglia, Senior Security Specialist-
 Office of Security’s Financial Crimes
 Enforcement Network, U.S. Department
 of Commerce
- 9:00 am..... **Updates to Producer Groups’ Animal Welfare Programs**
Swine: **Sherrie Niekamp**, Director, Animal
 Welfare, National Pork Board
Cattle: **Tom Field**, Executive Director –
 Producer Education, National Cattlemen’s
 Beef Association
Laying Hens: **Derek Yancey**, President,
 Morning Fresh Farms - *invited*
Dairy: **Dr. Jamie Jonker**, Director,
 Regulatory Affairs, National Milk
 Producers Federation
Veal Calves: **Dr. Adnan Aydin**, American
 Veal Association
- 10:00 am **Break**
- 10:15 am **Big or Small, Local or Not: Meeting Niche Demands While Feeding the World**
- 11:00 am **Live Broadcast from the Summit, AgriTalk’s Mike Adams speaks about:**
- **Why Antibiotics in Agriculture Are a Part of the Solution**
Craig Rowles, DVM, Partner and General
 Manager, Elite Pork Partnership - *invited*
 - **Earning Appreciation of Urban Dwellers: Case Study of NY Farmers’ Partnership with New York City**
Tom O’Brien, Executive Director,
 Watershed Agricultural Council – *invited*
- 12:00 pm **Take Home Thoughts and Actions**
Kay Johnson, Executive Vice President,
 Animal Agriculture Alliance

Wednesday, May 13 (cont.)

Adjunct Workshop on Building a Successful State Coalition

- 1:00 pm **National Benefits of Strong State Coalitions**
Kay Johnson Smith, Executive Vice President,
Animal Agriculture Alliance
- 1:15pm **Successes and Challenges of Building
a Strong State Coalition**
Aaron Putze, Executive Director, Coalition to
Support Iowa's Farmers
- 2:15pm **Ohio's Past & Future State Coalition Efforts**
David White, Senior Director, Policy Development
& Research, Ohio Farm Bureau and Former
Executive Director, Ohio Livestock Coalition
- 3:15pm **Break**
- 3:30pm **Roundtable Discussion – Key Elements of
Building A Successful State Coalition**
Purpose & Mission ♦ Who Should Belong
Successful Organizational Structure(s)
Strategies & Tactics to Employ ♦ Networking with
other State Coalitions & national groups
♦ Other Thoughts
- 5:00pm **Wrap Up & Closing Thoughts**
- 5:15pm **Reception**

Summit & Workshop Speakers



Mike Adams



Cliff Becker



Dr. Nancy Halpern



Dr. Wes Jamison



Dr. Jamie Jonker



Sherrie Niekamp



Colin Peterson



Kay Johnson Smith



Krissa Thom

Additional Invited Speakers:

Dr. Adnan Aydin ♦ Paul Battaglia ♦ Tom Field
Barbara Jackson ♦ Dr. Joy Mench ♦ Tom O'Brien ♦ Dr. Craig Rowles
Dr. Bernard Vallat ♦ Tom Vilsack ♦ Bruce Vincent ♦ Derek Yancey

Sponsors

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For more information, contact Krissa Thom at kthom@animalagalliance.org or by phone (703)562-1414

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Stakeholders Summit Registration Form

May 12 - 13, 2009

Hotel Monaco, Alexandria, VA

Name _____ Title _____

Name for Badge _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

I will attend the following scheduled activities on Tuesday, May 12th:

Lunch Reception: 5:30 - 7:00pm

Breakout Sessions: Please rate from 1-4 according to your preference:

(We will do our best to accomodate your first choice, but it is not guaranteed)

A. What do Consumers Need to Hear? B. Social Networking 101
 C. Reaching Students D. Reaching the Urban Audience

Registration Fees*	Through 4/25	After 4/25
Member	\$325	\$375
Non-Member	\$375	\$425
Government/Academic	\$275	\$325

*All fees in U.S. Dollars

State Coalition Workshop - \$50 Total Fees Enclosed \$ _____
(Payable to: Animal Agriculture Alliance)

Payment Method Credit Card Check Enclosed
Credit Card American Express MasterCard Visa

Card Number _____ Exp. Date _____

Name on Card _____ Signature _____

Fax or mail completed form to:

Animal Agriculture Alliance, Attn: Summit Coordinator
P.O. Box 9522, Arlington, VA 22209; Fax: 703.524.1921



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