



FOR IMMEDIATE RELEASE

Contact: Teres Lambert

Ph: 847-838-2966

tlambert@animalagriculture.org

ID INFO EXPO 2009 to Explore Viable Alternatives for Functional Animal Identification in the U.S.

Colorado Springs, Colo. (July 1)—As the debate rages about animal identification in the United States, **ID INFO EXPO 2009** will explore the challenges facing a national animal identification program and ways to move animal identification forward. ID INFO EXPO 2009, presented by the National Institute for Animal Agriculture, is set for Aug. 25-27 at the Westin Crown Center, Kansas City, Mo.

"ID INFO EXPO will provide a collaborative atmosphere in which concerns and solutions can be addressed in order to enhance animal identification," states Glenn Fischer, chairman of the ID INFO EXPO Planning Committee. "Based on comments received at USDA Secretary Vilsack's listening sessions regarding animal ID, we know what won't work; this conference will focus on what can work."

Victor Velez, vice chairman of the Planning Committee, emphasizes that the conference will zero in on four key areas: 1) the current state of, and need for, animal identification in the United States; 2) the obstacles to gaining ID participation; 3) the ID opportunities that exist; and 4) the next crucial steps to developing a functional animal identification program in the United States.

"The EXPO will provide a wealth of information on the status of animal identification as well as provide a forum for discussion by those in the livestock industry who have concerns and ideas regarding how to enhance ID in the country," Velez adds.

The EXPO's opening general session will start with an up-to-the-minute report on the status of animal identification programs in the United States and outline what full participation in animal ID could mean to animal agriculture. Other opening general session topics include global implications of identification and models of traceability within other commodities and industries.

Individual conference session topics will cover obstacles and opportunities in relationship to an identification program. During the obstacles session, participants will delve into areas such as cost

to producers, technology challenges and producers' concerns regarding the confidentiality of information developed and utilized within identification programs. In the opportunities session of the EXPO, animal health management tools will be discussed as well as the economics and market access opportunities associated with ID.

Another topic on the conference agenda is how incentives can be—or perhaps should be—a part of participation in animal identification.

The conference's concluding session will focus on producer and consumer benefits from a functional identification system that will meet the needs of animal health officials and traceability requirements of management and marketing systems.

In addition to the conference sessions, a Tradeshow will provide participants access to the latest in animal identification and information technologies.

Individuals registering for the EXPO prior to July 17 will receive a \$50 discount and can register for \$425. Cost of registration for NIAA members registering before July 17 is \$375.

The Westin Crown Center has a highly discounted room rate for ID INFO EXPO attendees. Rooms can be reserved online at www.animalagriculture.org or by calling the Westin Crown Center and 816-474-4400 and requesting the ID INFO EXPO group rate.

Complete conference information and online registration is available at www.animalagriculture.org.

The National Institute for Animal Agriculture provides a forum for building consensus and advancing proactive solutions for animal agriculture—the beef, dairy, swine, sheep, goat, equine and poultry industries. NIAA is dedicated to programs that work towards the eradication of disease that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome from supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members represent all facets of animal agriculture.

#