



## News Release

FOR IMMEDIATE RELEASE  
March 3, 2008

Contact: Teres Lambert  
847-838-2966  
[tlambert@animalagriculture.org](mailto:tlambert@animalagriculture.org)

### National Institute for Animal Agriculture Wants YOU

BOWLING GREEN, KY—A handsome incentive is available to individuals, national associations, commercial organizations, state organizations and publicly supported institutions aligned with animal agriculture that join the National Institute for Animal Agriculture (NIAA) by April 1.

“NIAA unites all animal agriculture species—beef cattle, dairy cattle, swine, sheep, goats, equine and poultry,” states Michele Vise-Brown, chief executive officer of NIAA. “If you’re involved in animal agriculture and care about now as well as its future, then you should be a part of this highly-focused non-profit, member-driven organization.”

Vise-Brown explains that NIAA’s species-specific and issues-specific committees provide the ideal forum for a person’s or organization’s voice to be heard. These information exchanges result in solutions, which are then shared across animal agriculture. NIAA also advances animal agriculture by delivering information and communication to targeted audiences—internally and to the public.

“April 1 was selected as the deadline for our new member incentive because that is the first day of NIAA’s annual meeting in Indianapolis,” Vise-Brown adds. “This year’s annual meeting theme is **‘Animal Care and Well-Being: Facts not Fiction.’** Opening General Session speakers will sort facts from fiction. They will identify today’s hot animal agriculture issues, explain why each of us should care about these issues and explain how these issues are being addressed. We’ll touch on ethics and political viewpoints, educating the public and how to deliver a united message. It’s going to be a highly informative Opening General Session.”

Vise-Brown says that national associations and commercial organizations that join NIAA between now and April 1 at the \$1,000 annual membership fee will receive two complimentary registrations at NIAA’s annual meeting in Indianapolis on April 1-3. State organizations and publicly supported institutions that pay the \$500 annual membership fee by April 1 will have the registration fee waived for one person at NIAA’s annual meeting.

Producers, veterinarians and other individual members who join NIAA at just \$250 annually will receive a 50 percent discount on their 2008 NIAA annual meeting registration fee.

“NIAA is a member-driven organization,” Vise-Brown states. “It is all about animal agriculture and the people involved in this dynamic and diverse business.”

To learn more about NIAA, visit [www.animalagriculture.org](http://www.animalagriculture.org) or call NIAA at (270) 782-9798.

The National Institute for Animal Agriculture (NIAA) mission is to provide forums for building consensus and advancing solutions for animal agriculture and to provide continuing education and communication linkages to animal agriculture professionals. NIAA is dedicated to programs that work towards the eradication of diseases that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome food supply for our national and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members represent producers, veterinarians, scientists, state and federal officials, and business executives.