NIAA’s purpose is to provide a forum to facilitate and engage industry leaders and organizations to derive solutions on the most current issues in animal agriculture.
It’s an honor and privilege to serve as your Chairman of the Board of Directors this past year. The Board is representative of the membership base, comprised of very capable professionals that are highly committed to animal agriculture. Simultaneously, the NIAA staff continually goes above and beyond the call of duty to serve the membership and ensure the mission of NIAA is carried out to its fullest.

To that end, 2018 was a busy year for NIAA. Last year’s Annual Conference was very successful. The theme, Livestock Traceability: Opportunities for Animal Agriculture, isn’t a new topic for NIAA. However, the meeting focused on application in a fresh, new manner. Additionally, we were able to tie that together with an all-day workshop largely focused on the efforts of the Cattle Traceability Working Group — a comprehensive assembly of stakeholders representing a broad array of interests from the industry – all facilitated through NIAA.

The work with the Cattle Traceability Working Group began in November of 2017 following the 2017 Strategy Forum on Livestock Traceability. This Working Group is tasked with enhancing Animal Disease Traceability across the industry. As a result, NIAA was able to also host a second Strategy Forum on Livestock Traceability this last September in Kansas City. Once again, the event proved to be an important venue for facilitating discussion and developing strategy for the industry going forward.

Antimicrobial resistance (AMR) continues to be a major focus for the National Institute for Animal Agriculture. NIAA is providing significant leadership across the industry to ensure that all stakeholders are involved in the discussion regarding this all-important topic, resulting in several key initiatives in 2018.

In April, NIAA worked with the Center for Disease Control (CDC), and in cooperation with the Cattlemen’s Beef Board, to host a group of beef producers in Atlanta for a day-long immersion and discussion. These beef producers attended the previous year’s Antibiotic Symposium. This follow-up was a first-time event that proved very effective in terms of generating meaningful dialogue. Moreover, it’s a key initiative for NIAA toward increasingly involving producers in a proactive, comprehensive manner.

In June, NIAA, in cooperation with the CDC, played a key role in helping to facilitate a day-long antibiotic symposium at Hy-Plains Feedyard in Montezuma, Kansas. The response was overwhelming with a standing-room only crowd. Producers attended from multiple states — approximately 200 producers representing 2.5M head of cattle attended this one-day meeting.

November ushered in NIAA’s hosting of the 8th Annual Antibiotic Symposium (Overland Park, KS). This year’s theme being New Science & Technology. This issue is a highly important and complex topic. And NIAA’s partnership with the CDC over the past several years has allowed the symposium to broaden the outreach around antimicrobial resistance (AMR). Moreover, in line with NIAA’s mission, we’ve been able to ensure that meaningful dialogue is occurring across all disciplines around AMR.

Additionally, NIAA undertook an exciting new initiative in 2018 with a series of videos and radio segments around antimicrobial resistance. This was a new expansion for NIAA in terms of outreach and communication. I’m pleased to report these efforts have been highly successful with broad media exposure including RFD-TV and the network of the National Association of Farm Broadcasters.

That bring us to 2019: this year’s Annual Conference theme — Animal Agriculture: Innovation, Technology and Consumer Engagement — an increasingly important topic for us. Animal agriculture is faced with the challenge of meeting the protein needs of an ever-expanding population; meanwhile, there’s seemingly mounting skepticism in the public around the use of technology in fulfilling that demand in the future. In addition to addressing the complex challenge of innovation and technology, NIAA will also facilitate an interactive workshop on Animal Disease Traceability in cooperation with USDA.

NIAA remains committed to the industry. Every event and project is designed to serve our membership, the industry and the public-at-large. We continually keep our members informed through the NIAA Weekly News Bulletin, emailed every Thursday morning, our Twitter feed @NIAA_Comm, which includes our activities during events, and our Facebook page www.facebook.com/animalag.

It is each of you who make NIAA a successful and thriving organization. I am looking forward to another successful year in 2019.

Sincerely,

Dr. Nevil Speer
As a member-driven non-profit, the National Institute for Animal Agriculture works to unite and advance the aquatic livestock, beef, dairy, equine, poultry, small ruminant, and swine industries comprising animal agriculture.

NIAA’s Board of Directors represents a cross-section of state and national association leadership, private practice and government veterinarians, extension specialists, educators, researchers, state and national government regulatory personnel, producers, and allied business professionals.

NIAA’s volunteer Board of Directors governs the organization, provides continuity for the organization, monitors programs and services, and accounts to the members and the public for the operations and services of the organization and expenditures of its funds.

NIAA provides industry professionals with opportunities for knowledge and education leading to improvement in food animal production. Its focus is to create a safer and continuously wholesome food supply, improved animal care and handling, and the eradication of costly diseases threatening the health of the country’s domestic animal population.

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Livestock Traceability: Opportunities for Animal Agriculture
April 10-11, 2018

Traceability & the Real World Interactive Workshop
April 12, 2018

Livestock Traceability: Opportunities for Animal Agriculture was the theme of the NIAA 2018 Annual Conference, which took place April 10-12, 2018 in Denver, Colorado.

In 2018, food safety concerns, possible disease events and the ability to intervene and remedy exposure was discussed as it is related to the media, the minds of shoppers, and at the forefront of agendas for both industry associations and government agencies. NIAA took a position to provide its Annual Conference as a forum for animal agriculture professionals to lead the discussion across all species.

Livestock Traceability cuts across all of animal agriculture. Information shared at the 2018 Annual Conference from key industry spokespersons included discussions on international trade, perspectives beyond livestock, the current ADT program, consumer demand, technology, economic impact, global perspectives, data management and much more, all of which influence consumers, policy makers, producers and distribution industries.

Security and sustainability are connected, and traceability allows the industry to understand the production system and be in the know about what is happening along the supply chain. It draws attention to the impact on the environment and human and animal welfare concerns.

The takeaway from the 2018 NIAA Annual Conference was that stakeholders across the animal agriculture and food industries have an opportunity to understand the benefits of Livestock Traceability, the need for it, and a way forward to actively engage in it.

The livestock industry has been involved in traceability for years, but, unlike other food sectors who have done it successfully, animal agriculture was still working in 2018 on embracing traceability and deciding how to take it to the next level — to consider the entire chain from farm to fork.

Other industries have taken advantage of traceability long before livestock, such as produce, seafood, pharmaceuticals, electronics, and aircraft industries. Animal agriculture can leverage what others have learned about traceability.
Conference participants learned that social license, which is how society, not government, permits an industry to operate, is granted or denied based on how communities of people, such as consumers, perceive a company or industry to be demonstrating values consistent with their own. Traceability and transparency each have become strong values for consumers.

The discussion on Livestock Traceability was challenging, but exciting. With the diverse list of speakers presenting all the components of traceability, the discussion was about the complete idea of how traceability is being managed throughout the industry.

NIAA provided an opportunity for a united voice about livestock traceability from across the industry. In addition to possible disease outbreaks, the conversation also turned to global trade concerns, biosecurity issues, brand marketing and place of origin labeling which concern and influence consumers, policy makers, producers and distribution industries.

To expand the dialogue at the meeting, the NIAA Species Committee members were included in the Issue Council discussions for the first time at the 2018 Annual Conference. All the issues which matter to individual species groups were a part of the larger conversation in the six different Councils meetings on Animal Health Emergency Management, Global Animal Health and Emerging Disease, Antibiotics, Animal Care, Animal ID & Information Systems, Food Security, Regulatory & Trade and a special meeting of the Aquatic Livestock Committee.

Also new at the NIAA 2018 Annual Conference was the Technology Showcase that allowed attendees to learn about the most current technology, products and services focused on Livestock Traceability.

NIAA hosted an interactive workshop titled: **Traceability and the Real World** on Thursday, April 12, immediately following the conference agenda. The workshop focused on economics, technology, data management, action items, and first and next steps.
NIAA Annual Awards

Chairman’s Award
NIAA 2018 Chairman of the Board Dr. Nevil Speer (left) and 2017 NIAA Chairman of the Board Dr. Tony Forshey (right) present the 2018 NIAA Chairman’s Award to Mr. Glenn Fischer, Allflex USA, Inc. This award is in recognition for dedication and devotion to the advancement of animal agriculture.

Meritorious Service Award
NIAA presented Mr. R. Scott Stuart (right) the Meritorious Service Award, recognizing him as an individual who has made extensive contributions and has given exemplary service to the animal agriculture industry and to NIAA. Mr. Stuart is the CEO at Cattlemen’s Beef Promotion & Research Board and former NIAA Managing Director and President and CEO of the National Livestock Producers Association. Also pictured is Dr. Marvin Beeman, Littleton Equine Medical Center.

President’s Award
Dr. Nevil Speer (left) presents Dr. Lucas Pantaleon, Pantaleon PLLC and NIAA Board Member, the 2018 NIAA President’s Award for exemplary leadership and dedication to the organization.

Advocate for Animal Agriculture Award
The 2018 NIAA Advocate for Animal Agriculture Award is presented to Mr. Ned Arthur, Truffle Media Networks (right), by Dr. Nevil Speer. The award goes to an outstanding advocate and communicator for animal agriculture.

CATTLE TRACEABILITY WORKING GROUP
One outcome from the Strategy Forum was the formation of the Cattle Traceability Working Group. Their goal is to enhance cattle identification and traceability to better serve the needs of producers, marketers, exporters, and animal health officials. The Cattle Traceability Working Group is made up of professionals from various segments of the cattle industry, commercial organizations and producer associations who work collaboratively to enhance the traceability to protect animal health and market access. Five sub-groups have been formed to address each of the relevant issues including Communications & Transparency, Collection Technology, Responsibilities & Opportunities, Information Liability and Data Storage & Access.
Traceability — is fundamental to many key aspects of the food industry. Primarily, it helps facilitate transparency and consumer trust — both domestically and internationally — a critical step with consumers who want to know more about where food comes from.

Simultaneously, the beef industry recognizes the importance of implementing an end-to-end individual animal Traceability solution to help facilitate traceback in the event of a major disease outbreak.

NIAA has been involved in traceability going back to the early 1990s, when traceability initiatives around the world came in to play. For the last 15 years, there have been renewed efforts in the U.S. by industry, state animal health officials and the USDA to create a national traceability framework.

NIAA has been a facilitator for the ID discussions for the past two decades and the 2018 Strategy Forum on Livestock Traceability hosted by NIAA September 25-26, 2018 in Kansas City, Missouri brought together beef and dairy producers, cattle feeders, state veterinarians, livestock markets, and technology and data experts to work toward solutions that will work for all.

The USDA’s Animal Disease Traceability system continues to evolve and create an environment where industry can drive a traceability system which can cooperatively meet the needs of government, States, and industry. The cattle industry is complex with 750,000 producers and most states operate on different systems.

The USDA Traceability Team presented at the 2018 Strategy Forum evaluated advancing key Traceability Initiatives and by discussing what is going to help create value for producers, markets, feeders, backgrounders, and others in the industry.

Another featured report was from an independent group which grew out of the NIAA 2017 Strategy Forum, co-hosted with USAHA. Although formed at the NIAA Forum, the Cattle Traceability Working Group (CTWG) is independent of any other organization where the 40-member group looks at the challenges of traceability and addresses the topics around ID and traceability through five task groups.

The overarching goal of the CTWG is to enhance cattle identification and traceability to a level that serves the needs of producers, marketers, exporters, and animal health officials. An update from the CTWG was an important segment of the 2018 Strategy Forum.

From an historical perspective, tracking animals in case they are sick is fairly straightforward, but when the discussion turns to data sharing, finding ways to add value will have a great deal more success. As one speaker put it, “The primary fear is the trace part of traceability, which means to some find me, know me, supervise me.”

Evolving technologies presented at the 2018 Strategy Forum are key to helping Livestock Traceability be an empowerment move versus one of accountability. Participants were given reasons to get on board so that the industry can choose the direction to take, find the tech to do it and, according to one attendee, “We can quit talking about it and get it done!”

Or, as another presenter voiced, “Check your hat at the door and be prepared to roll up your sleeves to work together to create industry-driven solutions.”

There was also a Technology Showcase featured at the Strategy Forum, with the most current technology, products and services focused on cattle traceability.

THE STRATEGY FORUM ON LIVESTOCK TRACEABILITY PLANNING COMMITTEE

Mr. Glenn Fischer, Allflex USA, Inc.  
Mr. Chuck Adami, Equity Cooperative Livestock  
Mr. Adam Brock, Dairy Farmers of Wisconsin  
Mr. Joe Leathers, 6666 Ranch  
Mr. Justin Smith, Kansas Department of Agriculture
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**NIAA Antibiotics Symposium**

Since 2011, the NIAA-hosted Antibiotics Symposium has provided a setting for a thoughtful exchange of ideas for the betterment of animal and human health.

The National Institute for Animal Agriculture (NIAA) hosted its 8th Annual Antibiotic Symposium November 13-15, 2018 in Overland Park, Kansas. The theme was **New Science & Technology Tools for Antibiotic Stewardship**.

All sectors of the animal food production industry and partners in public health came together for collective and continued dialogue around the new and developing science of one of the most important topics in health today, encompassing every human and every animal in the world.

The discussion focused on whether various stakeholders are too siloed, that is, doctors only talk to other human doctors, veterinarians only talk to veterinarians and people in environmental science talk to other environmental scientists, which is not conducive to solving the problem. Many want to be part of the solution, and many speakers detailed the need to work together — with human medical doctors talking to veterinarians and those in the pharmaceutical industry working more closely with professionals in agriculture, as examples, as well as public agencies cooperating across specialties.

A One Health solution, incorporating all the factions, was central to all the conversations. Attempts to date at reducing antibiotics use have been relatively narrow in scope, with human and animal medicine operating independently.

Additionally, for humans and animals alike, health is often determined long before treatment becomes necessary. Stress and poor nutrition are leading precursors to disease. Presenters talked about management systems that will allow...
producers to raise animals with less disease and reduced need for antibiotics.

The responsibility in the animal agriculture industry starts with producers, farmers and ranchers, and extends to veterinarians, educators, and researchers to better understand how to reduce disease and, therefore, reduce the need for antibiotics resulting in healthier and happier animals.

Antibiotic use and judicious use of antibiotics and animal welfare all fit together. There is a need to educate ourselves, and at every chance, communicate with consumers that the animal agriculture industry is being a good steward of antibiotics and livestock. In addition to a “whole picture” the One Health approach toward herd health education should be targeted to consumers about how antibiotics are used in livestock production.

A consensus of the Symposium is that there is a responsibility of judicious antibiotic usage but also a responsibility to treat animals when they are sick just as physicians have a responsibility to treat children and adults when they become sick with a bacterial infection.

As always at NIAA discussions, attendees sought to identify common values, share knowledge and experiences with honest dialogue while looking for areas of consensus on strategies for the future.
Committees and Councils

The National Institute for Animal Agriculture serves the animal agriculture industry by providing opportunities to build consensus across the aquatic livestock, beef, dairy, equine, poultry, small ruminant, and swine communities. NIAA extends continuing education and communication linkages to animal agriculture professionals across the industry. NIAA is dedicated to eradicating diseases endangering the health of animals, wildlife and humanity; promoting a safe and wholesome food supply for our nation and the world; and advancing best practices in environmental stewardship, animal health and welfare.

Aquatic Livestock Committee
To advance sustainable aquatic livestock (aquaculture) industries, by addressing key issues relevant to farmed aquatic animal health, well-being, seafood safety, public health and environmental concerns.
  Chair: Mr. Todd Low – Hawaii Department of Agriculture

Animal Care Council
To identify and monitor issues surrounding the care and handling of livestock and to develop resources and educational materials for distribution to industry, producers, educators and other individuals interested in livestock care issues.
  Co-Chairs: Dr. Jim Logan – Wyoming Livestock Board
             Dr. Peter Mundschenk – Arizona Department of Agriculture

Animal Health Emergency Management (AHEM) Council
To provide a forum for representatives from animal agriculture, the veterinary profession, governmental agencies and academia to address animal health emergency management (AHEM) issues that may adversely affect animal agriculture or public health.
  Chair: Dr. Dustin Oedekoven – South Dakota Animal Industry Board

Animal Identification & Information Systems Council
To play an important role in bringing unresolved issues such as advocating cost-effective technologies and systems for modernizing the identification of livestock that has significant implications for residue avoidance, disease control and providing management information to producers.
  Co-Chairs: Mr. Glenn Fischer – Allflex USA, Inc.
             Dr. Boyd Parr – Clemson University
**Antibiotics Council**

To enhance an animal agriculture industry that is aligned with judicious antibiotic use policies and practices.

The mission of the Antibiotics Council of NIAA is to facilitate and encourage:

1. The judicious use of antibiotics in food animal production to ensure public health, food safety, animal health and welfare
2. Applying sound sciences as the basis for decision making and policy development regarding antibiotics in food animal production
3. Education and communication on the role, benefits, risks and most current information on antibiotic uses in food animal production
4. Leadership and partnership with food chain stakeholders (from farms to consumers to allied industry, etc.) to promote judicious antibiotic use policies and practices

*Co-Chairs:  Dr. Eric Moore – Norbrook, Inc.
Dr. Leah Dorman – Phibro Animal Health Corporation*

**Global Animal Health and Emerging Diseases Council**

Bring awareness of emerging foreign and domestic animal diseases to the attention of the NIAA membership and explore and seek solutions to the global consequences of these diseases for those directly and indirectly involved in protecting U.S. food animal health.

*Co-Chairs:  Dr. Julie Smith – University of Vermont
Dr. Carla Huston – Mississippi State University*

**Food Security, Regulatory & Trade Council**

Identify current challenges to or problems with national and international trade by cross-disciplinary discussion between Government, Academia, and Industry and recommend solutions or suggestions for enhancement through the novel application of information, communication, and technology.

To enhance and assure the wholesomeness of products derived from livestock and to encourage research to identify, develop and implement management strategies to avoid and eliminate contamination from products derived by livestock.
About NIAA

National Institute for Animal Agriculture (NIAA) was founded to serve animal agriculture professionals and organizations as a source for information and education, a host for consensus-building discussion and collaboration, and a conduit for connections and communications to promote better understanding within and about the animal agriculture industry.

Who is NIAA?
Members include professionals in animal agriculture including producers from across the industry, veterinarians, educators, governmental agency specialists, researchers and scientists, and allied industry representatives. NIAA serves the entire animal agriculture spectrum including aquatic livestock, beef, dairy, equine, poultry, small ruminant, and swine.

NIAA also represents professionals in these fields:
- Animal Health
- Animal Care & Handling
- Animal Production (on-farm)
- Animal Identification
- Information Systems
- Environmental Issues
- International Trade
- Biosecurity
- Biotechnology
- Preventative Health Strategies
- Disease Eradication
- Emergency Management
- Antimicrobial Resistance
- Sustainability

NIAA MEMBERS...
CONNECT with fellow industry professionals uniting the animal agriculture community.
REPRESENT your business to state and national leadership across all sectors of your industry.
DRIVE positive change within animal agriculture.
PARTICIPATE in decision-making actions leading to resolutions on essential industry-wide challenges.

“Having been a member of NIAA for almost 20 years, I continue to find it refreshing and valuable to be able to interact with a group of individuals representing the entire spectrum of animal agriculture thru NIAA. Animal ID, Antibiotic Use in Animals and Humans, Traceability, and Climate Resiliency are examples of critically important topics being discussed at NIAA events. Participants in Annual Meetings get a chance to engage in the total spectrum with cutting edge discussions and presentations. The communication system with members throughout the year is the best that I have ever seen in my 55 years of activity in animal agriculture.”

Leonard S Bull, PhD, PAS
Emeritus Professor of Animal Science
NCState University
Services and Benefits
- Serve on Committees & Councils — be integrally involved in addressing key issues affecting animal agriculture
- Become a Leader — utilize talents and enhance your leadership portfolio by serving with a prominent national organization
- Voting Rights — allows you to influence industry direction
- List Serves — peer-to-peer interaction and discussion on timely topics
- Receive News & Information for Animal Agriculture
- Weekly News Bulletin — stay abreast of industry news and information relating to key issues in animal agriculture
- Virtual Membership Directory — be listed with a direct link to member organization sites
- Discounts on Meeting Registrations — save money on educational meetings/conferences/continuing education opportunities

Membership in the NIAA is open to all persons and entities, subject to review and approval by the NIAA Board of Directors. Membership in the NIAA is not based on race, color, national origin, age, disability, sex, religion or political beliefs. The NIAA provides a forum for open discussion on differing viewpoints affecting agriculture. However, NIAA’s Board of Directors reserves the right to deny an application for membership when, in its sole discretion, it determines that an applicant’s membership will be unduly disruptive or contrary to the mission and goals of the NIAA.

Membership Categories
National Associations and Commercial Organizations
Membership for organizations and corporations that operate at a national or international level, as well as federal agencies (such as USDA, APHIS, FSIS, FDA and DHS). Multiple organization contacts permitted within this membership, full voting privileges.

State Level Associations & Publicly Supported Institutions/Agencies
Membership for state government agencies, diagnostic laboratories, university-affiliated groups or associations that operate at a state level, and also federal agencies at regional locations. Multiple organization contacts permitted, full voting privileges.

Individuals (Self-Employed)
Membership for self-employed or small entities, such as producers, practitioners, retirees or others that do not fit a state or national level membership. Single contact, full voting privileges.

NIAA Mission
NIAA’s purpose is to provide a forum to facilitate and engage industry leaders and organizations to derive solutions on the most current issues in animal agriculture.
2018 NIAA Membership

As of March, 2019

National Members
American Angus Association
American Assn of Vet Lab Diag
American Dairy Goat Assn
American Farm Bureau Federation
American Horse Council
American Humane Certified
American Sheep Industry Assn
Aquabounty Technologies
Dairy Farmers of America, Inc.
Elanco
Holstein Association USA, Inc.
Livestock Marketing Assn
National Farmers Union
National Livestock Credit Corporation
National Livestock Producers Assn
National Milk Producers Federation
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Dairy Records Management Systems
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Y-TEX Corp.
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Alabama Dept of Ag & Industries
Arizona Department of Agriculture
Arkansas Farm Bureau
Arkansas Livestock & Poultry Commission
California Dept of Food & Ag
Colorado Dept of Agriculture
Colorado Dept of Agriculture
Colorado State University
Dairy Farmers of Wisconsin
Delaware Dept of Agriculture
Florida Dept of Ag & Consumer Services
Florida Farm Bureau Federation
Georgia Dept of Agriculture
Hawaii Dept of Agriculture
Idaho State Dept of Agriculture
Illinois Farm Bureau
Indiana State Board of Animal Health
Iowa Dept of Ag & Land Stewardship
Iowa Dept of Homeland Security and Emergency Management
Iowa Farm Bureau Federation
Kansas Dept of Agriculture
Kansas Farm Bureau
Kentucky Dept of Agriculture
Louisiana Farm Bureau Federation, Inc.
Michigan Dept of Ag & Rural Development
Michigan Farm Bureau Federation
Michigan Pork Producers Association
Minnesota Board of Animal Health
Minnesota Pork Board
Mississippi Board of Animal Health

“NIAA’s meetings provide a good opportunity for agriculture industry professionals, producers, government officials, and scientists to learn about emerging topics and work together on issues facing the industry. Connections made through NIAA has helped the Livestock Marketing Association continue to advance conversations on a variety of topics important to our membership.”

Chelsea Good
Vice President of Government Affairs, Industry Affairs, and Legal
Livestock Marketing Association
2018 NIAA Membership continued

As of March, 2019

“NIAA continues to focus on issues of importance to the U.S. agricultural industry. Topics such as antibiotic use, disease management and livestock traceability have all been central to their annual events and ongoing communication efforts. NIAA provides a platform for industry experts to collaborate on these issues and determine how best to strategically address them within their particular regions, enabling opportunities for continuous development in a variety of critical areas.”

Kathryn Britton
Senior Director of IMI Global Operations & Corporate Marketing
Where Food Comes From, Inc.

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Iowa State University - Center for Food Security & Public Health
National Livestock Commission Assn
Northwest Dairy Assn
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North Dakota Dept of Agriculture
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