

2025 International Livestock Congress

EFFECTIVELY COMMUNICATING SOUND
SCIENCE AND THE VALUE OF
ANIMAL AGRICULTURE TO SOCIETY

MARCH 4-5, 2025

NRG CENTER | HOUSTON, TEXAS, USA



2025 International Livestock Congress

Effectively Communicating Sound Science and the Value of Animal Agriculture to Society

TUESDAY, March 4, 2025

1:30-2:00 pm Registration

2:00-2:15 pm Welcome

James O. Reagan, PhD, Chairman, International Stockmen's Educational Foundation, J&M Dorpers, Fort Collins, CO

Chris Boleman, C.E.O., Houston Livestock Show and Rodeo

Randy Pauly, Chair, International Committee, Houston Livestock Show and Rodeo

Overview of Issues Facing Livestock and Meat Industries

2:15-2:20 pm **Moderator: Mohammad Koochmaraie, PhD**, CEO Meat Division, IEH Laboratories and Consulting Group

2:20-2:40 pm ***Role of Meat in Global Diet Health***

Frederic Leroy, PhD, Professor, Bio-Engineering Dept., University of Brussels, Belgium

2:40-3:00 pm ***Sustainable Livestock Production***

Kim Stackhouse-Lawson, PhD, Director, AgNext, Professor, Dept of Animal Science, Colorado State University, Ft. Collins, CO

- 3:00-3:20 pm ***Role of Science in Society***
Keith Belk, PhD, Professor, Dept of Animal Science, Colorado State University, Ft. Collins, CO
- 3:20-3:40 pm ***Addressing Issues through the Protein Pact***
Eric Mittenthal, PhD, Chief Strategy Officer, Meat Institute, Washington, DC
- 3:40-4:10 pm ***Speaker Panel Q&A***
Frederic Leroy, Kim Stackhouse-Lawson, Keith Belk, Eric Mittenthal
- 4:10-4:30 pm ***Wrap-up and preview tomorrow***
Justin Ransom, PhD, Sr. Director, Sustainable Food Strategy, Tyson Foods, Springdale, AR
- 4:30-5:30 pm Student Fellows informal mixer with ISEF Board of Directors, speakers, and other professionals
- 5:30-7:00 pm International Committee Reception (followed by rodeo)

WEDNESDAY, March 5, 2025

- 7:00-7:55 am Continental Breakfast
- Effectively Communicating the Right Message to the Right Audience**
- 7:55-8:00 am **Moderator: Miriam Martin, PhD**, Director, Animal Health and Welfare, Meat Institute, Washington, DC
- 8:00-8:30 am ***Communication Challenges***
Charlie Arnot, CEO, Center for Food Integrity, Kansas City, MO
- 8:30-9:30 am ***Communication Basics – Speaker Panel***
Charlie Arnot, Laura Fischer, Hillary Makens, Michael Uetz, Annaline Padayachee, Melissa San Miguel, Alexa Lamm
- 9:30-10:00 am ***Audience Segmentation Analysis***

Laura Fischer, PhD, Assistant Professor, Dept of Agriculture Education and Communications, Texas Tech University, Lubbock, TX

- 10:00-10:30 am Break/Interaction with Student Fellows
- 10:30-11:00 am ***National Cattlemen's Beef Association Communications***
Hillary Makens, PhD, Senior Executive Director, Issues Management & Public Relations, NCBA, Centennial, CO
- 11:00-11:30 am ***Misconceptions/Misinformation Communication***
Michael Uetz, PhD, Principal/Owner, Midan Marketing, Chicago, IL
- 11:30-12:00 pm ***International Communications Perspective***
Annaline Padayachee, PhD, Director, Laetatio Pty Ltd, Brisbane, Australia
- 12:00-1:25 Lunch + Student Fellows Recognition and interactions
- 1:25-1:30 pm **Moderator: Mindy Brashears, PhD**, Horn Professor and Director of the International Center for Food Industry Excellence, Texas Tech University, Lubbock, TX
- 1:30-2:15 pm ***Media Training***
Melissa San Miguel, President, Red Flag USA, Washington, DC
- 2:15-3:45 pm ***Engaged Training to Effectively Connect Consumer with Food***
Charlie Arnot, CEO, Center for Food Integrity, Kansas City, MO
- 3:45-4:00 pm Break/Networking
- 4:00-4:30 pm ***Summary/Call to Action***
Alexa Lamm, PhD, Professor of Science Communication, Dept of Agricultural Leadership, Education and Communication, University of Georgia
- 4:30-5:00 pm ***Closeout***
Jason Strong, PhD, Australia
- 5:00-6:00pm Student Fellow interaction and program feedback with ISEF Board of Directors