

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 Koohmaraie, 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**
Pedro Carvalho, PhD, Assistant Professor and Feedlot Specialist, AgNext, 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, Pedro Carvalho, 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 and
honored guests
- 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 ***Truth, Trust and Science - How to Maximize Impact on the Public
Discussion of Meat and Livestock***
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 Crisis Preparedness and
Consumer Communications***
Hillary Makens, Senior Executive Director, Issues Management & Public
Relations, NCBA, Centennial, CO

- 11:00-11:30 am ***How To Talk So Consumers Will Listen: Effectively Communicating the Value of Meat***
Michael Uetz, 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 ***Does the “News” Matter Anymore?***
Melissa San Miguel, President, Red Flag USA, Washington, DC
- 2:15-3:45 pm ***Engage 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, Australia
- 5:00-6:00pm Student Fellow interaction and program feedback with ISEF Board of Directors