

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

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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**

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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**, Scientific Project Manager, Foundation  
for Food & Agriculture Research, 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