

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, 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**, 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
- 8:30-9:00 am ***Communicating to the Needs of Your Audience***  
**Laura Fischer, PhD**, Assistant Professor and Director for the Center for  
Agriscience Communications, Dept of Agriculture Education and  
Communications, Texas Tech University, Lubbock, TX
- 9:00-9:30 am ***National Cattlemen's Beef Association Crisis Preparedness and  
Consumer Communications***  
**Hillary Makens**, Senior Executive Director, Issues Management & Public  
Relations, NCBA, Centennial, CO
- 9:30-10:00 am ***How to Talk so Consumers will Listen: Effectively Communicating the  
Value of Meat***  
**Michael Uetz**, Principal/Owner, Midan Marketing, Chicago, IL
- 10:00-10:30 am Break/Interaction with Student Fellows

- 10:30-10:35 am      **Moderator: Mindy Brashears, PhD**, Horn Professor and Director of the International Center for Food Industry Excellence, Texas Tech University, Lubbock, TX
- 10:35-11:05 am      ***International Communications Perspectives: Challenging the position of farmers, commodities and nutrition with a whole food systems approach***  
**Anneline Padayachee, PhD**, Director, Laetatio Pty Ltd, Brisbane, Australia
- 11:05-12:00 pm      ***Understanding and navigating today's media landscape***  
**Melissa San Miguel**, President, Red Flag USA, Washington, DC
- 12:00-1:30              Lunch + Student Fellows Recognition and interactions
- 1:30-3:00 pm         ***Engage Training to Effectively Connect Consumer with Food***  
**Charlie Arnot**, CEO, Center for Food Integrity, Kansas City, MO
- 3:00-3:30 pm         Break/Networking
- 3:30-4:30 pm         ***Q&A Panel with the Speakers***  
**Charlie Arnot, Laura Fischer, Hillary Makens, Michael Uetz, Anneline Padayachee, Melissa San Miguel, Alexa Lamm**
- 4:30-5:00 pm         ***Making a Global Commitment to Effective Communication***  
**Alexa Lamm, PhD**, Professor of Science Communication, Dept of Agricultural Leadership, Education and Communication, University of Georgia
- 5:00-6:00pm          Student Fellow interaction and program feedback with ISEF Board of Directors