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**The ID Mandate: Meeting Consumer and Government Demands –
Theme of ID INFO EXPO 2009 Set for Aug. 25-27**

COLORADO SPRINGS, CO—With the increase in demand for livestock traceability coming from consumers and governments, ID INFO EXPO 2009 is the place to be Aug. 25-27. The EXPO, now in its eighth year, provides a unique national forum in which all livestock stakeholders can convene to discuss the issues surrounding the implementation of a U.S. national animal identification system.

Individuals who want to speak out and be heard regarding the National Animal Identification System and share ideas to further participation in NAIS are urged to attend the ID INFO EXPO at the Westin Crown Center in Kansas City, Mo. Sponsored by the National Institute for Animal Agriculture, the ID INFO EXPO will center on the theme “The ID Mandate: Meeting Consumer and Government Demands” and will include presentations, discussion sessions and a tradeshow.

“ID INFO EXPO 2009 aligns with NIAA’s mission to provide a forum for building consensus and advance solutions for animal agriculture—in this case animal identification,” states Glenn Fischer, chairman of the ID INFO EXPO Planning Committee. “This is a national forum where individuals—producers, regulatory, scientists, educators, state and national livestock leaders and allied industry—can come together, address specific concerns and be heard. All conference sessions will be informative, interactive and solution-oriented.

“At the conclusion of the conference, our goal is to have identified solutions that will help advance a system that is animal health driven, moves toward 48-hour traceability and helps preserve the profitability of our animal agriculture industry.”

Fischer explains that the conference is designed so those attending can arrive Tuesday morning, Aug. 25, and depart Thursday afternoon, Aug. 27. Conference sessions will start Tuesday afternoon at 1 p.m. and conclude Thursday afternoon at 1 p.m.

The opening general session will address the state of animal identification today in the United States and a look at how systems were implemented in other countries and within specific species. Wednesday's conference sessions will cover challenges as well as opportunities associated with a national animal identification system. Specific items that will be discussed include cost, confidentiality, technologies, potential regulation, export opportunities or potential closed export doors, as well as other issues. Thursday's session will be devoted to identifying elements of a workable national animal identification system that has 48-hour traceability, serves animal agriculture, helps protect the profitability of animal agriculture and meets consumer and government needs.

Individuals who register prior to July 17 receive a \$50 discount and can register for \$425. Cost of registration for NIAA members registering before July 17 is \$375.

The Westin Crown Center has a highly discounted room rate for ID INFO EXPO attendees. Rooms can be reserved online at www.animalagriculture.org or by calling the Westin Crown Center and 816-474-4400 and requesting the ID INFO EXPO group rate.

Complete conference information and online registration is available at www.animalagriculture.org.

The National Institute for Animal Agriculture provides a forum for building consensus and advancing proactive solutions for animal agriculture—the beef, dairy, swine, sheep, goat, equine and poultry industries—and provides continuing education and communication linkages for animal agriculture professionals. NIAA is dedicated to programs that work towards the eradication of disease that pose risk to the health of animals, wildlife and humans; promote a safe and wholesome from supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being. NIAA members represent all facets of animal agriculture.

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