

**USAHA/AAVLD Joint Plenary Session**  
**Challenges, High Tech Solutions, and Success Strategies in Animal Agriculture**  
**Monday, October 17<sup>th</sup>**  
8:00 am -12:00pm

The program, hosted by renowned farm broadcaster Max Armstrong, will feature industry leaders in economics, policy and technology.

"We feel the caliber and knowledge of these speakers will provide unique insight that we are not exposed to on a regular basis," said Dr. Boyd Parr of Clemson Livestock Poultry Health and USAHA co-chair.

"Get ready to enjoy having these speakers open your minds and challenge you to become engaged in the process of moving U.S. animal agriculture fast forward in a sustainable and profitable way." said Dr. Pat Halbur of Iowa State University and AAVLD program co-chair.

**8:00 USAHA/AAVLD Welcome (Dr. Boyd Parr and Dr. Pat Halbur)**

**8:10 Max Armstrong (nationally renowned farm broadcaster) provides initial remarks and moderates.**



Max Armstrong, The Voice of American Agriculture, anchors the Penton Agriculture broadcast group that includes television, radio, enhanced Web content, custom video, and custom programming. Millions of farmers, ranchers and consumers have viewed Max's TV programs and heard his radio broadcasts during his more than 30 years of industry experience. He is one of the most widely recognized and highly regarded agricultural journalists in America. You can hear him on radio stations throughout the country with weekday broadcasts of his ag perspectives on "Farm Progress America" programs and his wit, wisdom and observations in "Max Armstrong's Midwest Digest" segments; and weekly co-hosting the "Saturday Morning Show" on the legendary radio powerhouse, WGN radio. He is co-founder and co-host of "This Week In AgriBusiness," broadcast on the popular RFD-TV satellite and cable channel that is carried on more than 120 additional local television stations throughout the nation's best ag areas. Max and Orion Samuelson host this highly regarded weekly ag business and news program 52 times each year.

**8:25 Dr. David Kohl (Professor Emeritus, Virginia Tech). Economic challenges and opportunities facing U.S. animal agriculture.**



David Kohl received his M.S. and Ph.D. degrees in Agricultural Economics from Cornell University. For 25 years, Kohl was Professor of Agricultural Finance and Small Business Management and Entrepreneurship in the Department of Agricultural and Applied Economics at Virginia Tech, Blacksburg, Virginia. He was on special leave with the Royal Bank of Canada working on advanced initiatives for two years, and also assisted in the launch of the successful entrepreneurship program at Cornell University. Kohl is Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech. Kohl has traveled almost 9 million miles throughout his professional career! He has conducted more than 6,000 workshops and seminars for agricultural groups such as bankers, Farm Credit, FSA, and regulators, as well as producer and agribusiness groups. He has published four books and over 1,500 articles on financial and business-related topics in journals, extension, and other popular publications. Kohl regularly writes for *Corn and Soybean Digest*, and other ag lending publications.

**9:10 Dale Moore, Executive Director of Public Policy, American Farm Bureau Federation – Challenges and Opportunities for US Animal Agriculture: Meeting the demands of global and domestic markets while fighting burdensome regulation.**



Dale is the Executive Director for Public Policy at American Farm Bureau Federation. Dale joined AFBF in November 2011 as deputy executive director for Public Policy and as manager of the agriculture and trade policy team. Dale brings 30 years of experience in public policy and communications to Farm Bureau. In 2001, Dale was appointed by President Bush as USDA's chief of staff and served all four individuals appointed as Secretary of Agriculture by the President (Ann M. Veneman, Mike Johanns, Chuck Conner (acting) and Ed Schafer). He also provided transition assistance to President Obama's agricultural advisors. He also spent over a dozen years on Capitol Hill, working in various positions for the House Agriculture Committee and in the personal office of (now) Sen. Pat Roberts (KS) when he served in the House of Representatives. Just prior to joining Farm Bureau, he worked for Policy Directions Inc. as a lobbyist, providing strategic planning and representation for a variety of agricultural and food industry clients. Dale has also worked for two livestock associations. He was executive director for legislative affairs of the National Cattlemen's Beef Association in the late '90's, and in the early '80's as the communication director for the Kansas Pork Producers Council. He also has worked as a writer and photographer for Blue Cross and Blue Shield. Dale received a bachelor of science degree in animal science from Fort Hays State University (Hays, Kansas) and grew up in southwest Kansas on a livestock, hay and grain farm. He and his wife, Faith, have two grown sons and are the proud grandparents of three grandkids.

**9:55 Panel – Max Armstrong, David Kohl and Dale Moore**

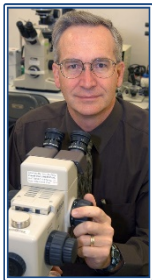
**10:05 Break**

**10:20 Professor Daniel Berckmans (Leuven, Belgium) Experiences with Precision Livestock Farming in Europe.**



Daniel Berckmans, PhD obtained a Masters in Bio-engineering and received his PhD (1986) in Agricultural Sciences from Katholieke Universiteit Leuven, Belgium. Since 1998, he is Full Professor at the K.U. Leuven and Head of the Division M3-Biores (Measure, Model & Manage responses). Daniel Berckmans is also Coordinator of the European Committee for Precision Livestock Farming (since 2003). During the last 20 years, the research group M3-Biores, under the guidance of Daniel Berckmans, expanded and for the last 15 years continuously counts more than 20 researchers who prepare their PhD. The main field of research consists of real time signal analysis of humans, animals and plants including bio-environmental monitoring and management. The focus of the research team lies on the development of real time algorithms to monitor and control Complex, Individual and Time varying Dynamic (CITD) living organisms. The group is doing research and pioneering with the approach of Precision Livestock Farming since 1991. The team has over 230 journal publications, 14 patents and generated 15 products in collaboration with industry, including stress monitoring in race car driving, lameness detection in dairy cows and a pig cough monitor.

**11:05 Dr. Randall Prather (University of Missouri). Precision breeding to advance animal health and welfare.**



Dr. Randall Prather is a Curators' Professor and Distinguished Professor of Reproductive Biotechnology at the University of Missouri, where he also serves as Associate Leader of the *Food for the 21st Century* Reproductive Biology Cluster. He earned his BS and MS from Kansas State University, and PhD and Postdoc from the University of Wisconsin-Madison. Since 2003, Dr. Prather has also provided leadership for UMC's National Swine Research and Resource Center as its Co-Director. Under his leadership the center has produced over 1000 cloned pigs representing wild types and over 40 different genetic modifications. Dr. Prather's research has focused on the early mammalian embryo. His group has been a leader in developing pig models for human diseases such as cystic fibrosis and advancing the potential for using genetically engineered pigs for human organ transplantation. In 2015, he led a team of researchers that utilized gene editing to produce pigs resistant to porcine reproductive and respiratory syndrome virus which costs the global swine industry over \$800 million per year.

**11:50 Panel – Max Armstrong, Daniel Berckmans and Randall Prather**

**Noon Adjourn**