



# Nebraska AgRelations Council

104 ACB • University of Nebraska-Lincoln • P.O. Box 830918 • Lincoln, NE 68583-0918 • 402-472-2821 • FAX 402-472-0025

## Ag at the Crossroads Conference November 6, 2008, Thursday • Lancaster Event Center • Lincoln, Nebraska

### Theme: Influences and Challenges for Food Animal Production in Nebraska and the United States

The 2008 Ag at the Crossroads Conference on November 6 will examine political, social and consumer trends influencing the future of the food animal industry in the U.S. The conference is sponsored by the Nebraska AgRelations Council and the UNL Department of Agricultural Economics.

#### Program Outline

- 8:00 a.m.     **Registration**
- 8:35 a.m.     **Opening and Welcome** — Craig Buescher, President of NAC
- 9:00 a.m.     **How the Livestock and Poultry Industries Moved to Intensive Production** —  
Dr. John Lawrence, director of the Iowa Beef Center at Iowa State University
- 10:00 a.m.    **The Influence of the Consumer and the Market System on Livestock and Poultry Production** —  
Dr. Ted Schroeder, professor of livestock marketing at Kansas State University
- 11:00 a.m.    **Questions and Answers** — Dr. Lawrence and Dr. Schroeder
- 11:30 a.m.    Break
- 12:00 p.m.    **Lunch** (2-meat Buffet)
- 1:00 p.m.     **The History of the Animal Welfare/Rights Movement and Current Developments** —  
Dr. Wes Jamison, research fellow at the University of Florida
- 1:50 p.m.     **Questions and Answers**
- 2:00 p.m.     **World Demand for Protein Food Sources** —  
Dr. Marilyn Schnepf, chair of the UNL Department of Nutritional Science and Dietetics
- 2:50 p.m.     **Questions and Answers**
- 3:00 p.m.     **Break**
- 3:15 p.m.     **How the Poultry Industry Has Responded to Challenges to Its Production Systems** —  
Chad Gregory, senior vice president of United Egg Producers
- 4:00 p.m.     **Questions and Answers**
- 4:15 p.m.     **Adjourn**

The conference will begin at 8:30 a.m. on November 6 at the Lancaster Event Center located at 4100 N. 84th Street in Lincoln. The registration fee includes a luncheon, breaks and conference materials. **Advance registration is \$40, if received by October 31 and \$50 thereafter.**



### Conference Registration Form

Name/s \_\_\_\_\_

Address \_\_\_\_\_

Town/City/Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

\_\_\_\_\_ Reservations @ \$40.00 each

\_\_\_\_\_ Registration at the door \$50.00 each

Total enclosed \$\_\_\_\_\_ (Make check payable to **Nebraska AgRelations Council**)

Send to: NAC, University of Nebraska-Lincoln, 104 Ag. Communications Bldg., P.O. Box 830918, Lincoln, NE 68583-0918. Reservation Deadline: **October 28, 2008.**