



THE CENTER FOR  
FOOD INTEGRITY

**Growing Distrust in Animal Ag? USFRA, Animal Scientist and HSUS to Discuss**  
*Representatives Join Panel at CFI's Strategy Conference, May 18-19*

KANSAS CITY, Mo. (March 14, 2016) – The most recent consumer trust research from The Center for Food Integrity (CFI) shows consumers have growing concern over the treatment of animals raised for food. Addressing this concern will be the goal of the CFI 2016 North American Strategy Conference on Animal Agriculture, May 18-19, at McDonald's Hamburger University in Chicago.

CFI research reveals that a near-record 60 percent strongly agree with the following statement: "If animals are treated decently and humanely I have no problem eating meat, milk and eggs." Yet, a much smaller percentage of consumers, 25 percent, strongly agree that U.S. meat comes from humanely treated animals.

Asking "How Do We Close the Animal Ag Gap?", the conference will highlight three areas of consumer interest: animal housing, antibiotic use and emerging genetic advancements.

"Strategy Conference will explore why the divide exists and what those in animal agriculture can do to close it," said Charlie Arnot, CEO of CFI. "It's important that we embrace that skepticism and discuss strategies to earn consumer trust."

Gestation stalls, cage-free egg production and other animal housing topics will be discussed by expert speakers and panelists. Paul Shapiro, vice president of farm animal protection, The Humane Society of the United States (HSUS), will join Janeen Salak-Johnson, Ph.D., associate professor, stress physiology and animal well-being, University of Illinois Department of Animal Sciences, and Randy Krotz, chief executive officer, U.S. Farmers and Ranchers Alliance (USFRA), on a panel to address topics related to animal housing.

The annual CFI North American Strategy Conference on Animal Agriculture, sponsored by the United Soybean Board, hosts leaders from local, state, national and international producer organizations and livestock coalitions, along with allied industry, branded food companies and government organizations. Free to attend, the Strategy Conference begins Wednesday, May 18 at 1 p.m., and adjourns Thursday, May 19 at noon. Learn more and [register to attend on our website](#).

*The Center for Food Integrity is a not-for-profit organization that helps today's food system earn consumer trust. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The Center does not lobby or advocate for individual companies or brands. For more information, visit [www.foodintegrity.org](http://www.foodintegrity.org).*