



THE CENTER FOR
FOOD INTEGRITY

Scientists and Industry to Discuss Genetic Advancements and Consumer Trust
CFI Strategy Conference to Host Expert Speakers and Panel, May 18-19

KANSAS CITY, Mo. (March 28, 2016) – Are the emerging genetic advancements being made today outpacing the moral, ethical, legal and regulatory conversations? Speakers and panelists will discuss these issues and the need to earn consumer trust in the benefits these advancements offer at the CFI 2016 North American Strategy Conference on Animal Agriculture, May 18-19, at McDonald’s Hamburger University in Chicago.

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. 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.

Recognizing this gap between consumer support and perception, speakers and panelists at CFI’s Strategy Conference will be asked “How Do We Close the Animal Ag Gap?” on issues like emerging genetic advancements, antibiotic use and animal housing.

“There are advancements in animal genetics that could help prevent disease and improve animal well-being, but we must discuss and address potential consumer concerns about these technologies,” said Charlie Arnot, CEO of CFI. “We’ll encourage attendees from across the food system to embrace that skepticism and explore opportunities to close the gap on consumer concerns about animal agriculture.”

An expert panel will discuss these emerging genetic advancements and how they may impact consumer trust. The panel features Alison Van Eenennaam, Ph.D., Cooperative Extension Service specialist, animal genomics and biotechnology, University of California, Davis; Bill Christianson, DVM, Ph.D., chief operating officer of PIC; and Mark Walton, Ph.D., chief marketing officer of Recombinetics.

Emerging genetic advancements provide opportunities to improve animal well-being. PIC recently announced the development of the first pigs resistant to PRRS, one of the most devastating diseases to the pork industry. In addition, Recombinetics has worked with UC, Davis to develop technology to inhibit horn growth in dairy cows, which would eliminate the need for dehorning.

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](#).



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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.