



**For Immediate Release**

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## **“The Big Fat Surprise” author Nina Teicholz to headline Alliance Summit** *Early registration is open through April 3<sup>rd</sup>*

January 23, 2017 – Nina Teicholz, an investigative journalist and author of the International (and *New York Times*) bestseller, “The Big Fat Surprise: Why Butter, Meat & Cheese Belong in a Healthy Diet,” will speak at the 2017 Animal Agriculture Alliance Stakeholders Summit. The Summit is set for May 3-4, 2017 in Kansas City, Mo. Early registration is now open for the event.

“The Big Fat Surprise” – named the number one science book of 2014 by *The Economist* and a 2014 “Best Book” by the *Wall Street Journal*, *Forbes* and *Library Journal* – challenged the conventional wisdom on dietary fat by explaining why people have been needlessly avoiding meat, cheese, whole milk and eggs for decades. In her book, Teicholz documented how the past sixty years of low-fat nutrition advice has amounted to a vast uncontrolled experiment on the entire population, with disastrous consequences for our health.

Before researching nutrition science for nearly a decade, Teicholz was a reporter for National Public Radio and also contributed to many publications, including the *Wall Street Journal*, *New York Times*, *Washington Post*, *The New Yorker*, and *The Economist*. She attended Yale and Stanford where she studied biology and majored in American studies. She has a master’s degree from Oxford University and served as associate director of the Center for Globalization and Sustainable Development at Columbia University. She lives in New York city.



The theme for the 2017 Summit is “Connect to Protect: #ActionPlease2017.” Whatever your role in animal agriculture - farmer to association executive, government official to agriculture or food company leader – the Summit is your chance to join a united force committed to protecting animal agriculture and finding solutions to the challenges you face.

“The Alliance has worked for years to promote the role that meat, dairy and eggs play in a healthy, balanced diet through our **Meat Matters** campaign,” said Kay Johnson Smith, Alliance president and CEO. “I personally highly enjoyed reading “The Big Fat Surprise” and following Nina as a prominent voice in challenging the claims frequently made by activist groups to disparage the consumption of animal products. I’m confident her message will be highly valuable to our Summit attendees and can’t wait to hear from her.”

Be sure to check the Alliance website for the most up-to-date Summit information. You can also follow the hashtag #AAA16 and #ActionPlease2017 for periodic updates about the event. For general questions about the Summit please contact [summit@animalagalliance.org](mailto:summit@animalagalliance.org) or call (703) 562-5160.

### Did you attend the 2016 Summit?

If you attended the 2016 Summit and were inspired to take action to secure the future of animal agriculture, we'd love to hear from you! Your story could be featured at the 2017 event. Contact Casey Whitaker at [cwhitaker@animalagalliance.org](mailto:cwhitaker@animalagalliance.org) to learn more.

### Make your plans to attend:

The early registration rate of \$425 is available through April 3<sup>rd</sup>. Discounted rates are available for Alliance members, government officials, university representatives and students. To see all rates and register, visit <http://animalagalliance.org/summit/register.cfm>. Complimentary registration is available for reporters covering the event for media outlets. Contact Hannah Thompson-Weeman at [hthompson@animalagalliance.org](mailto:hthompson@animalagalliance.org) for details.

The Summit will once again be held in Kansas City in 2017 with all events taking place at the InterContinental Kansas City at the Plaza. Rooms are available at a discounted rate of \$175 as supplies last. Rooms must be booked by April 3<sup>rd</sup> to receive this rate. For hotel booking instructions, visit <http://animalagalliance.org/summit/index.cfm?PageID=8>.

### Get involved:

Show your support for the Alliance's outreach efforts by becoming an official Summit sponsor today! To explore opportunities for 2017 please visit <http://animalagalliance.org/summit/index.cfm?PageID=3>. For more information on sponsorship opportunities, contact Allyson Jones-Brimmer at [ajonesbrimmer@animalagalliance.org](mailto:ajonesbrimmer@animalagalliance.org).

Thank you to our 2017 Summit sponsors: U.S. Poultry & Egg Association, Farm Journal Media, Meatingplace, Watt Global Media, Merck Animal Health, Charleston | Orwig, Diamond V, Zoetis, American Feed Industry Association, Alltech, Inc., Aviagen Group, Bayer HealthCare LLC, Cargill, Cattle Empire, LLC, Farm Credit, Genus PLC - PIC/ABS, Hendrix Genetics, Hy-Line North America LLC, Potash Corp., Seaboard Foods LLC, Provimi North America, Inc., National Cattlemen's Beef Association, National Pork Board, National Pork Producers Council, United Soybean Board, Iowa Soybean Board, American Veal Association, Council for Biotechnology Information, United Egg Producers and Cobb-Vantress, Inc.

### About the Alliance:



The [Animal Agriculture Alliance](http://animalagalliance.org) is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We **connect** key food industry stakeholders to arm them with responses to emerging issues. We **engage** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **protect** by exposing those who threaten our nation's food security with damaging misinformation. Find the Alliance on [Facebook](#) and [Twitter](#).