



**For Immediate Release**  
For further information contact  
Emily Meredith  
(703) 562-5160  
[emeredith@animalagalliance.org](mailto:emeredith@animalagalliance.org)

## **Following New Poll, Alliance to Explore ‘Sustainability’ at Summit** *Representatives from World Wildlife Fund, Elanco Animal Health, Cobb-Vantress and Alltech to Participate*

March 24, 2014 – Panelists from Elanco Animal Health, the World Wildlife Fund, Cobb-Vantress and Alltech will seek to define sustainability as it relates to agriculture on a panel at the upcoming Stakeholders Summit, the Animal Agriculture Alliance announced today. Jason Clay (World Wildlife Fund), Aidan Connolly (Alltech), Claudia Garcia (Elanco) and Mitch Abrahamsen (Cobb-Vantress) will participate on a panel dedicated to exploring industry advancements and challenges in producing more food using fewer resources at the Alliance’s 13<sup>th</sup> annual Stakeholders Summit, themed “**Cracking the Millennial Code**,” to be held May 8-9, 2014 in Crystal City, VA.

Millennials say they are more focused on the environment than their parents’ generation, 76% to 24%, according to a new [poll](#). The poll – commissioned by the Clinton Global Initiative and Microsoft, found that 66% of millennials say there is “solid evidence” the earth is getting warmer, and 75% of those respondents say human activity is responsible for it. The survey aimed to identify top priorities for millennials, and indicated that more than two-thirds of respondents said they are willing to pay more for products from sustainability-focused companies.

Yet—millennials struggle to concretely define sustainability and identify what role “sustainable products” play in their purchasing decisions. Summit panelists will grapple with the complex issues surrounding environmental sustainability and discuss what the term means to each of their organizations and corporations.

“Sustainability isn’t a destination, it’s a journey,” said Alliance President and CEO Kay Johnson Smith. “Our panelists recognize the quest for more sustainable agriculture doesn’t just include better environmental stewardship, but also ensuring that we can continue to feed a growing population using fewer resources, while maintaining economic viability and top-notch animal care. I’m excited for our distinguished panelists to discuss industry advancements and opportunities for the future.”

The Stakeholders Summit is a one-of-a-kind conference that is attended by a diverse group of decision makers, including representatives from farms, ranches, food processors, restaurants, grocery stores, legislators, universities and government agencies. While the 2013 Summit explored the role transparency and effective communications efforts play in countering misinformation spread by animal rights activists and other detractors, this year’s Summit will focus on the most influential demographic in the U.S.: millennials.

To learn more about these, and other Stakeholders Summit presenters and panelists, be sure to visit the Alliance [website](#). **Early registration for the Alliance’s Stakeholders Summit ends April 8<sup>th</sup>, 2014—so register today to take advantage of discounted rate.**

### **Details:**

Early registration for the one-and-a-half day event is \$375 for Alliance members and \$425 for non-members; \$325 for those in government or academia. Media and students interested in registering should contact [Emily Meredith](#). Registration materials and a full event schedule (as of March 10, 2014) can be found on the [Summit website](#).

This year, the Summit will be held at the Renaissance Arlington Capital View Hotel. Rooms are available at a special group rate of \$195.00 per night on the [hotel’s website](#) or by calling (703) 413-1300. Conveniently located just one mile from Washington Reagan airport, this luxury hotel is nestled in the heart of Crystal City’s dining and business district.

As always, the Alliance's Stakeholders Summit will be social! Be sure to follow the hashtag #AAA14 for updates about the event. For general questions about the Summit please contact [summit@animalagalliance.org](mailto:summit@animalagalliance.org) or call (703) 562-1411.

### **Get involved:**

Show your support for the Alliance's communications and educational efforts by becoming an official Summit sponsor today! For a complete listing of the 2013 Summit sponsors or to watch [video recordings](#) from the 2013 Summit please visit the Alliance website. Current 2014 sponsors include: **Conference Direct, Farm Credit, Watt Global Media, United Soybean Board, Cooper Farms, National Pork Board, Alltech, National Cattlemen's Beef Association, National Pork Producers Council, Agri-Beef, Kemin Industries, Elanco Animal Health, the National Chicken Council and *Meatingplace***. To see additional Summit partners, please visit our website.

Please contact [Emily Meredith](#), Communications Director at (703) 562-1413 to find out how to get involved by sponsoring the event or donating to the silent auction.

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### **About the Alliance:**



The [Animal Agriculture Alliance](#), a 501(c)(3) non-profit organization, is a broad-based coalition of individual farmers and ranchers, producer organizations, veterinarians, scientists, suppliers, packer-processors, private industry and retailers. The Alliance's mission is to communicate the important role of animal agriculture to our nation's economy, productivity, vitality, security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to our daily lives. Find the Alliance on [Facebook](#), [Twitter](#), and [Youtube](#).