



For Immediate Release
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Help Secure Animal Agriculture's Future- Register Today for Tenth Annual Summit

Jason Shoultz of America's Heartland Will Serve as Moderator

Early registration is now open for the Animal Agriculture Alliance's annual Stakeholders Summit! Celebrate the 10th anniversary of this unique educational event by joining other food and feed industry leaders in Arlington, Virginia on May 5-6 to explore the theme: **"United We Eat: Securing Animal Agriculture's Future"**.



Jason Shoultz, a founding member of the [America's Heartland](#) team, will serve as moderator for the event, facilitating discussion about the future of food production between speakers and attendees. Shoultz brings with him a deep understanding of the challenges facing food producers today.

"Jason's insight will help Summit attendees explore new ways to educate consumers about food production using television, radio, and social media," Executive Vice President Kay Johnson Smith said. "These tools offer exciting ways for stakeholders to unite and protect consumer choice and farmers' right to feed us."

Since 2005, America's Heartland has helped viewers understand how farmers and ranchers- big and small- provide food, fiber, and fuel for the United States and the world. Shoultz' travels as senior reporter for the show have led him through two dozen states and four countries, where he has interviewed hundreds of farmers and ranchers in an effort to share their stories.

Shoultz began his career as a television reporter and later taught journalism courses at Quinnipiac University in Connecticut. An Iowa native, he gained firsthand knowledge of food production on his grandparents' produce and hog farms.

The 2011 Summit will focus on hot topics that have the potential to impact the future of animal agriculture in the U.S, such as activism, the decline of agricultural literacy, and legislative action. Workshops will help attendees bridge the urban-rural divide using innovative communications strategies to educate consumers about modern farm practices.

The Summit also offers a unique opportunity for stakeholders from across the country to meet and network. View photos from last year's Summit [here](#).



For a second year, the event will be held at The Westin Arlington Gateway hotel. Attendees should book rooms in the "Animal Agriculture Alliance" block at the special rate of \$239 by visiting the hotel's [website](#) or by calling (703) 717-6200. Reservations must be made by April 16 to be guaranteed the discounted rate.

Early registration for the one-and-a-half day conference is \$325 for Alliance members and \$375 for non-members. The Alliance is offering a special rate of \$275 for those in government or academia. Registration can be completed [online](#) or by contacting the Alliance at (703) 562-5160 or summit@animalagalliance.org. On-site registration will not be available.

The 2011 Summit has been approved at 8 CEU credits for ARPAS members. Please access the new [event website](#) for more information about the Summit.

For questions and comments, please contact summit@animalagalliance.org or call 703-562-5160.

About the Alliance:



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