

## Join the Alliance as “Partners in Progress” at 2023 Summit

*By: Emily Solis, manager, communications and content, Animal Agriculture Alliance*

How can we create a sustainable future for animal agriculture? By building it together. And the 2023 Stakeholders Summit is your opportunity to help take the incredible progress we’ve already made to new heights. It’s your best chance to partner with stakeholders throughout the food chain and across commodities. To share ideas and form connections that will elevate the farm and food communities in ways that lift everyone. To collaborate toward vital progress. And to learn how you can do your part to help protect, sustain, and advance our entire community. So, wherever you are in the food chain, join us in making a real difference. Join us as **“Partners in Progress”** at the 2023 Summit, slated for May 4-5 in Arlington, Virginia.



Ray Starling, general counsel of the North Carolina Chamber and former presidential advisor, will kick off the event with a keynote presentation discussing what he calls the “farmer versus foodie conundrum.” On one side are “insiders” who understand the food system and are rightly proud of it. On the other side are “outsiders” who champion the in-vogue notion that the food system is “broken.” These competing visions for the future of food and farming will ultimately take us to very different destinations. During his session, Starling will consider how we can better bridge the gap between the two opposing forces. In another session, Jack Hubbard, partner and owner of Berman, will share the true intentions and strategies behind extremist animal rights groups and how we can safeguard our future with messages and tactics proven to diminish their exploitation of animals and donors.

Starling and Hubbard join many other noted experts on the Summit agenda, including:

- Austin Gellings, Director of Agriculture, Association of Equipment Manufacturers
- Nicole Rodriguez, RDN, Owner, Enjoy Food. Enjoy Life./Step Bite Step
- Johan van Arendonk, PhD, Chief Innovation and Technology Officer, Hendrix Genetics
- Paul Davis, PhD, Director of Animal Food Safety, American Feed Industry Association
- Sara Crawford, PhD, President, Sustainable Environmental Consultants
- Marcy Tesmann, President & CEO, C.O.next
- Roxi Beck, Director, Consumer Engagement, The Center for Food Integrity
- Mike Bober, President & CEO, Pet Advocacy Network
- Joe Proudman, Associate Director for Communications, UC Davis CLEAR Center

In addition to keynotes and panel presentations, interactive workshops on how to be “Partners Around the Plate: Shifting the Conversation About Food” and “Growing Trust, Protecting Futures: Build Your Public Trust Communications Strategy” will give attendees the opportunities to put Summit speakers’ thought-provoking messages into action.

The Alliance’s annual Summit brings together thought leaders in the agriculture and food communities to discuss hot-button issues and out-of-the-box ideas to connect everyone along the

food chain, engage influencers and protect the future of animal agriculture. To see the full agenda and register, visit [bit.ly/AAA23Summit](https://bit.ly/AAA23Summit).