



# 2024 SUMMIT IMPACT REPORT

# ABOUT THE STAKEHOLDERS SUMMIT

The Stakeholders Summit is the [Animal Agriculture Alliance's](#) annual one-of-a-kind conference attended by a diverse group of decision makers, including representatives from farms, ranches, allied industries, food processors, restaurants, grocery stores, legislatures, universities, government agencies and media. The Summit focuses on providing attendees with actionable insights and tools that can be implemented immediately.

## 2024 SUMMIT

The 2024 Summit was held May 8-9 in Kansas City, Mo. and attracted more than **260 in-person attendees**, in addition to **18 recording pass holders**. The event was themed **“Ready, Set, Solve: Advancing Animal Agriculture”** and focused on collaboration and partnership to drive the future of animal agriculture forward. Topics addressed included advancements in technology, animal welfare, antibiotic use, transparency for consumers, legal and legislative trends, and animal rights activism.

## OVERALL FEEDBACK

Overall, the 2024 Summit was rated **4.34 out of 5.0** by in-person attendees.



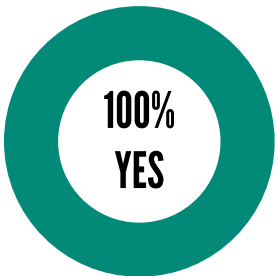
- “This was my first time attending and I had a great time! The overall logistics were excellent, and everything felt so organized and well thought out. Very relevant to what I do - and also interesting as just a passion of mine! The venue was perfect I thought as well. Can't wait to attend more!”
- “There’s nothing like this conference. From the thoughtful agenda to speaker quality to community connections, this is a great return on investment.”
- “Overall, the program was well organized. The majority of content/topics discussed were relevant to my business and I was able to really engage with a couple speakers (not all). I think the format of the meeting works well and the pace of the program kept moving, which is good. Overall, the venue was good and the conference provided value and insights.”

Based on the overall event feedback survey, attendees answered the following questions:

“Did you feel the event was a good investment of your time and financial resources?”



“Would you plan to attend a future Summit?”



“Would you recommend this event to a colleague?”



## SESSION FEEDBACK

Survey respondents rated Summit sessions as **93% great or good**. The following are the top-rated sessions and key takeaways from each.

### **Hurdles to Jump: Legal and Legislative Issues (4.5 out of 5)**

*Brianna Schroeder, Janzen Schroeder Agricultural Law LLC; Rick Stott, Superior Farms; Chelsea Good, Livestock Marketing Association*

Schroeder discussed state “right to farm” laws and how each state varies slightly. These laws are used to prevent nuisance suits. Stott provided an update on an ongoing ballot initiative in Denver, Co. seeking to ban processing facilities. Superior Farms is the only facility that would be impacted. Stott noted that the group behind the initiative is aiming to end animal farming in Colorado. According to Stott, the employees of the facility are those that will be impacted the most if this initiative passes. Good provided an update on initiatives like Ca. Prop 12 and the EATS Act. She noted that California would have to amend its law or Congress would have to preempt it to prevent its impact on farmers outside of its borders.

### **Whose Team Are They On? How Employees Can Make or Break Your Brand (4.4 out of 5)**

*Hinda Mitchell, Inspire PR Group*

Mitchell discussed the importance of creating a positive workplace culture for employees that emphasizes retention. She said employees who are invested in their employer will advocate for them. It’s imperative that employers in agriculture make an active decision to be an employer of choice. Mitchell recommended getting the right people in the door and then doing the work to keep those people in the company. When it comes to concerns about employees creating “undercover videos” for animal rights groups, she said we have to be able to trust employees. During the hiring process, if an applicant appears too good to be true, they probably are. If an activist is hired and releases an “undercover video,” the damage has already been done but could have been prevented through the hiring process.

### **Sticking the Landing: 7 Keys to Trust-Building Transparency (4.3 out of 5)**

*Roxi Beck, The Center for Food Integrity*

Beck highlighted the seven factors of transparency that can help organizations build trust, including having a history of operating with integrity and sharing information that is objective and reliable. Brands need a well-defined transparency strategy that is led by its core values. Building trust and transparency is a top-down approach that requires buy-in and enthusiastic support from leadership and empowers employees to feel comfortable sharing. Ultimately, brands need to get comfortable with being uncomfortable as they make the dedicated to decision to open up and get vulnerable with the public.

### **Going the Distance: Engaging from Farm to Fork (4.2 out of 5)**

*Wendy Reinhardt Kapsak, MS, RDN, International Food Information Council*

Kapsak shared findings from the International Food Information Council’s 2023 Food & Health Survey. Based on survey responses, more than 25% of people are eating more poultry and protein from whole-plant sources compared to last year and fewer are eating blended meat products. Only 1% of survey respondents noted they follow a vegan diet and 1% claimed they follow a vegetarian diet. Meat and poultry purchasing decisions are most impacted by climate concerns. When it comes to

influencing consumer purchasing decisions, health professionals are who they trust most. Credentialed experts like registered dietitians can play a pivotal role in the social media space.

**Crossing the Finish Line: What is Animal Agriculture’s BHAG? (4.1 out of 5)**

*J.J. Jones, National Institute for Animal Agriculture*

Jones shared that if we all do our part within animal agriculture – either individually or as organizations – “animal agriculture can and will continue to be a cornerstone of today’s food system.” Advancements in animal agriculture are nothing new. According to Jones, “We’ve demonstrated for decades, for centuries, for millennia, that we continue to evolve and build our capacities to adopt creative innovations and technologies.” The success of animal agriculture relies on each of us continuing to set “big, hairy, audacious goals” and working together to achieve those goals.

**ATTENDEE DEMOGRAPHICS**

The annual Summit is well-known for its diverse audience representing all sectors of animal agriculture and many various links along the food chain. The following chart is a breakdown of attendee demographics based on self-reported category selections.

