

ANIMAL AG ALLIANCE 2025 SUMMIT

**FOOD FOR  
THOUGHT  
DISHING ON  
SUSTAINABILITY**



# 2025 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.

## 2025 SUMMIT

The 2025 Summit was held April 30 – May 2 in Arlington, Va., and attracted **more than 215 in-person attendees**, in addition to **19 recording pass holders**. The event theme, **“Food for Thought: Dishing on Sustainability,”** emphasized the power of inspiration through ideas, conversations, and connections. With a focus on innovation and collaboration, the Summit brought together stakeholders from across the food chain to explore how we can shape the future of animal protein production to nourish generations to come.

Topics addressed included technology in agriculture, animal welfare, antibiotic use, consumer transparency, legal and legislative trends, and animal rights activism – all considered through the lens of sustainability and cross-sector partnership.

## OVERALL FEEDBACK

Overall, the 2025 Summit was rated **4.57 out of 5.0** by in-person attendees. Feedback included:



- "I absolutely adore the gigantic scope of information being tackled and the diversity of speakers. First time here, and I know I'll be back."
- "All in all, really appreciated the format—it's a jam-packed 1.5 days of really good content and networking opportunities. Thank you!"
- "Keep on the same course of diverse speakers who challenge attendees to think outside the box."
- "I loved this sustainability theme overall. I really liked hearing this theme in addition to the 'activist' sections."

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 **92% great or good**. Below are the top-rated sessions and key takeaways:

### Forks in the Road: Navigating Legal and Legislative Challenges

*Dayna Ghirardelli, Sonoma County Farm Bureau, Ryann Glenn, Husch Blackwell LLP, Mike Bober, Pet Advocacy Network*

This panel explored pressing legal and policy challenges confronting animal agriculture in the face of growing activist-driven litigation and legislation. Ghirardelli shared how her organization successfully defeated a ballot initiative that threatened the viability of large-scale farming. Glenn offered practical guidance for making sustainability claims that minimize legal exposure, particularly around accusations of “greenwashing.” Bober shared strategies for navigating regulatory uncertainty under a new administration, underscoring the importance of staying proactive. Attendees walked away with actionable insights to help protect the future of animal agriculture through legal preparedness and strategic communication.

[Overall session rating: 4.67 out of 5]

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### Serving Up Sustainability Conversations Using Artificial Intelligence

*Steve Lerch, Story Arc Consulting*

Lerch, a former Google executive, explored how generative artificial intelligence (AI) tools like ChatGPT and Gemini can elevate animal agriculture by simplifying complex data, generating ideas, and enhancing storytelling. He emphasized the importance of overcoming resistance to emerging technologies and showcased practical, actionable ways AI can support meaningful conversations around sustainability.

[Overall session rating: 4.65 out of 5]

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### Threat Convergence: Bridging Response Gaps in Cybersecurity, Biosecurity, and Animal Activism

*Andrew Rose, BIO-ISAC, Dan Frazen, CO Department of Agriculture, Kraig Kiehl, PA Department of Agriculture, Karen Meidenbauer, DVM, MPH, Johns Hopkins Applied Physics Laboratory*

Panelists underscored that food security is national security, pointing to threats such as zoonotic diseases, agro-crimes, cyberattacks, and coordinated activism. They advocated simple yet effective security protocols, proactive relationship-building with law enforcement, and utilization of tools like the IC3 portal for reporting cyber incidents. The discussion highlighted growing risks from misinformation and the evolving role of artificial intelligence in food security, urging cross-sector collaboration to bolster agricultural resilience.

[Overall session rating: 4.59 out of 5]

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**Recipe for Success: A United Front Against Animal Extremism**

*Kylee Deniz, Oklahoma Pork Council, Brandi Herndon, Tulsa State Fair*

Oklahoma agricultural leaders detailed their unified response to extremist protests aimed at the Tulsa State Fair’s popular birthing center. In response to the “Do Better OVMA” campaign and its negative messaging, a coalition – including the Oklahoma State Fair, OVMA, Cattlemen’s Association, Farm Bureau, and OSU Vet Med – mobilized to deliver positive, educational messages about animal care and fair etiquette. With continued activism anticipated and a ballot measure expected in 2026, speakers emphasized the critical role of unity and proactive public engagement in protecting animal agriculture.

[Overall session rating: 4.58 out of 5]

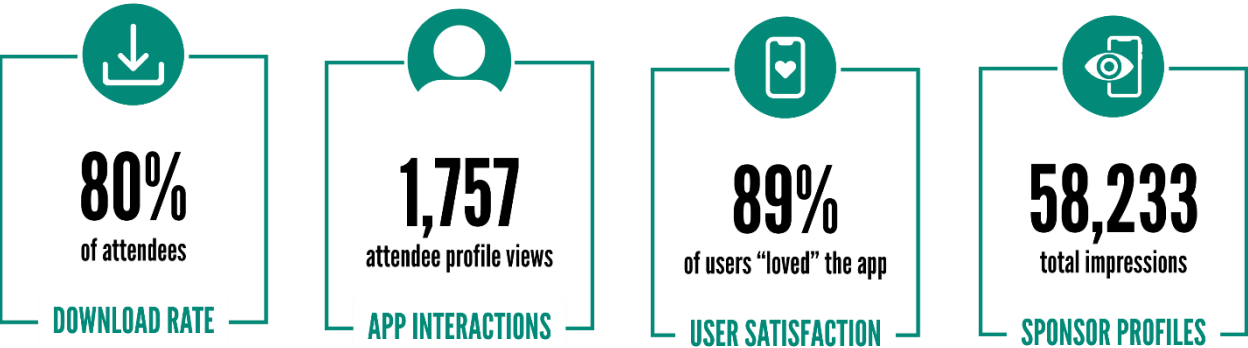
**Nourishing the Future: Modernizing Protein Recommendations for Personal and Planetary Health**

*Tessa Nguyen, RD, TN Media, Cara Harbstreet, RD, Street Smart Nutrition*

This session highlighted the importance of high-quality protein – considering essential amino acids, bioavailability, palatability, affordability, and accessibility – for both personal health and sustainability. Harbstreet emphasized that spreading protein intake throughout the day promotes satiety and that exceeding the recommended dietary allowance can have benefits, though there is a point of diminishing returns. The panel noted that animal proteins remain a high-quality nutrient source, and every dietary pattern has its nutrition strengths and weaknesses. Strategies were shared on tailoring nutrition messaging to diverse audiences to foster informed, inclusive food choices.

[Overall session rating: 4.38 out of 5]

**APP USAGE**

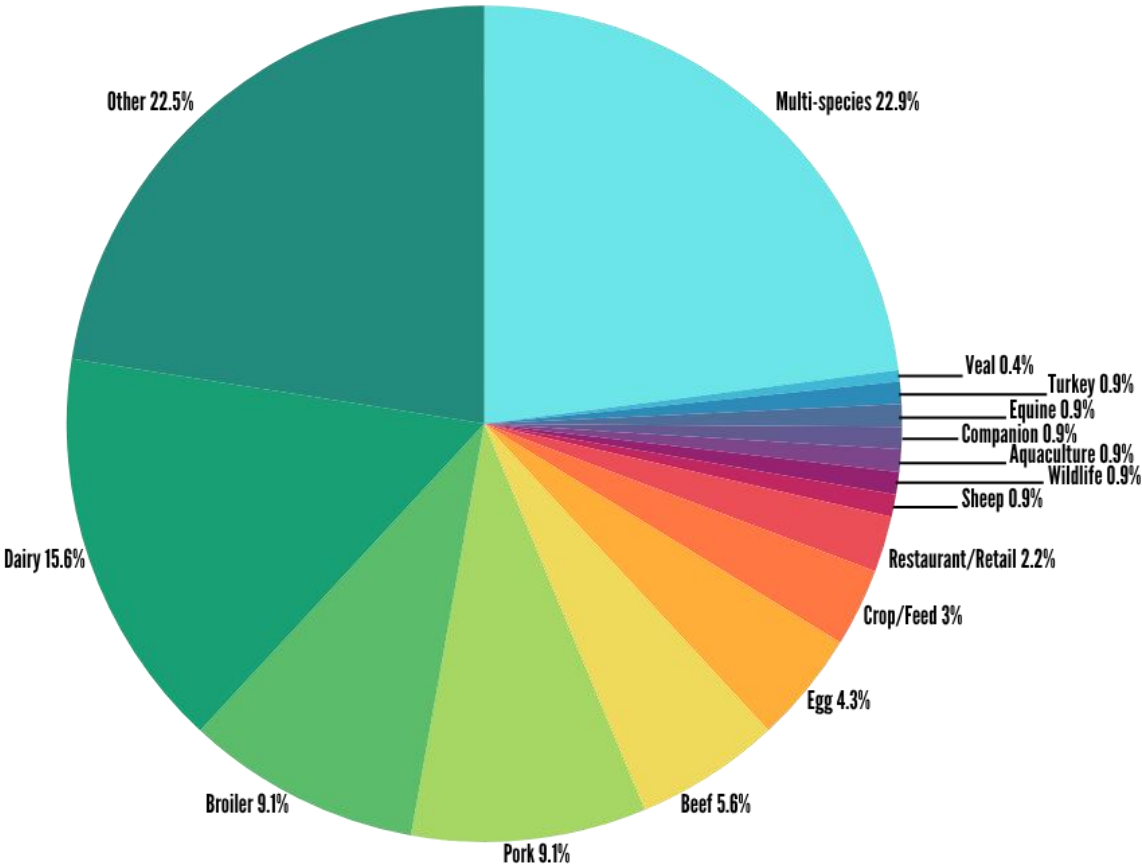


**SOCIAL PERFORMANCE**



# 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.



# SAVE THE DATE FOR 2026

The 2026 Stakeholders Summit is slated for May 5–7, 2026 at The InterContinental Kansas City at the Plaza in Kansas City, Missouri.

# CONTACT US

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