



Media Release

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FOR IMMEDIATE RELEASE

The Sustainability Principle: Turning Crisis Into Opportunity

Alltech's 2009 Animal Health and Nutrition Symposium will examine how sustainability efforts can elevate business strategy and drive profits

[Lexington, KENTUCKY] – As the economy and businesses struggle and the world faces unprecedented challenges, the annual Alltech Symposium will focus on finding answers to the major issues facing the animal feed industry including rising feed costs, managing in a time of crisis, and sustaining and growing business in an economic downturn. **‘The Sustainability Principle – securing long term profitability in a period of crisis’** is the theme for Alltech’s 25th Annual Symposium. The meeting, held in Lexington, Kentucky, May 17-20, is regarded as a premier industry conference, known for the caliber of speakers and research presented. Comprised of industry and species-specific presentations as well as interactive sessions, professionals from around the world can exchange ideas and strategies and offer solutions to forge a brighter future for the animal nutrition industry.

“Wherever there’s a challenge, opportunity follows. Sustainability is the single biggest business opportunity of our time and is increasingly becoming a critical driver of business growth. By embracing sustainability we are not only providing the world with food in a safe and cost-effective manner, but also protecting the welfare of future generations,” said Alltech President, Dr. Pearse Lyons.

Alltech’s Medal of Excellence will be awarded to Dr. David Byrne, former EU Commissioner for Health and Consumer Protection. Dr. Byrne will also take part in the plenary session where he will discuss crisis management in today’s environment and will challenge our industry to meet,

what he calls, the 'PACE Principle:' achieving long-term **profitability** while continuing to be conscious of **animal** welfare, responsive to **consumer** needs and **environmentally** friendly.

A Dynamic Agenda

"The 2009 program is the most dynamic to date," said Lyons. "To mark the 25th annual meeting, we will host the 'Great Debate' on sustainability. Representatives from the consumer food market and the animal production industry will discuss the 'PACE Principle' with the aim of exploring the viability of sustainability initiatives in the animal production industry."

"In addition to the species nutrition sessions, we have added a section on feed quality and regulation," explains Alltech's Director of Regulatory Affairs, Steve Traylor. "This was in response to increasing demand for information on how products are regulated in global environments and how the registration process works in different markets."

Topics within each species session will include discussions on: the importance of nucleotides in diets of the young animal; the use of multi-enzyme complexes to release maximum energy from both traditional and non-traditional diets containing ingredients higher in fiber; and immune modulatory compounds. The meeting will also explore opportunities in the area of novel mycotoxin binders and information on the interactions between inorganic and organic minerals and their overall interaction with compounds in a premix.

"The conference will also look at new energy sources and feature the importance of and steps towards effectively branding our businesses. Branding is becoming increasingly important within our industry," said Lyons. "To illustrate this point, a living icon and superbrand - Muhammad Ali - will attend the opening session."

During the course of the event, the winner of Alltech's Young Scientist Competition for university students will also be announced.

For more information, visit www.alltech.com/symposium

A tentative agenda is as follows:

Plenary Sessions:

Dr. T.P. Lyons, President, Alltech

- *The Sustainability Principle — The Next Agricultural Imperative: The 6 pillars on which you can rebuild your business and rebuild our industry.*

David Byrne, former EU Commissioner for Health and Consumer Protection, 2009 Alltech Medal of Excellence winner

- *Crisis Management – A Leadership Challenge: Learn how the mad cow debacle of the '90s was turned into unprecedented consumer confidence in the food chain. The key lessons from the architect behind the renaissance.*

Young Scientist Award: Embracing education to create our own destiny:

- *Our youth are our future. 2000 students from around the world compete to become the young scientist of the year and in doing so they bring new and fresh ideas.*

Great Debate: Sustainability – For realists or for dreamers?

- *Join leaders from governments, corporations and foundations as they discuss the future of agriculture sustainability*

Declan Coyle, Andec Communications

- *A living branding exercise: The Alltech World Equestrian Games and the Alltech European Championships — Branding Alltech globally.*

Dr. Mark Lyons, Director of International Projects, Alltech

- *From primary student to PhD: Starting early with the building blocks and paving a path for our PhD's — Our successors and the industry's future.*

Prof. Karl Dawson, Director of Worldwide Research, Alltech

- *The changing agricultural paradigm: Are you ready for the technological innovations that will be needed to make animal agriculture sustainable?*
- *Cellulose: The New Energy Source: 90% of the energy at 10% of the cost — How cellulose will become the energy source of the future.*

Species Speakers and Topics:

Poultry

How can focusing on breeder nutrition and those first seven days lower mortality, improve growth rates and overall health, and improve the bottom line.

- P. Ferket, North Carolina State University, North Carolina, USA
- D. Wages, North Carolina State University, North Carolina, USA
- Colm Moran, Alltech, France
- E. Santin, Federal University of Parana, Brazil
- S. Scheideler, University of Nebraska, Nebraska, USA
- S. Solomon, Vigonac, France
- Neil O'Sullivan, Hy-Line International, Iowa, USA
- Simon Shane, North Carolina, USA
- B. Humphreys, California Polytechnic State University, California, USA
- Rob Renema, University of Alberta, Canada

Pig

By focusing on the entire lifecycle, from the baby pig to the grower-finisher, we'll examine which technologies can improve immunity and maximize the use of our raw materials.

- J. Pettigrew, University of Illinois, Illinois, USA
- Tom Clemens, Clemens Food Group, Pennsylvania, USA
- W. Henry, Ireland
- J. Sporke, Asesorias Portc Ltda, Chile
- G. Hill, Michigan State University, Michigan, USA
- Bill Close, Close Consultancy, United Kingdom

- T. Blaha, Hanover University of Veterinary Medicine, Germany
- Colm Moran, Alltech, France
- J. Le Dividich, INRA St. Gilles, France

Ruminant

Can we make more milk with less feed? The answer to this question not only means more money in the tank, but more sustainable farming practices. From the young calf to the third lactation cow, there are many technologies that can help us become more profitable.

- Mike Hutjens, University of Illinois, Illinois, USA
- Randy Shaver, University of Wisconsin, Wisconsin, USA
- Virginia Ishler, Penn State University, Pennsylvania, USA
- Finbar Mulligan, University College Dublin, Dublin, Ireland
- J Fink-Grimmels, Utrecht University, Netherlands
- Yianikouris, Alltech, USA
- Alex Bach, IRTA, Spain
- Mike Galyean, Texas Tech University, Texas, USA
- Mike Engler, Cactus Feeders, Texas, USA
- J. Tricarico, Alltech, USA
- Simon Timmermans, Horizon Beef, Iowa, USA

Aquaculture

While our fish stocks are dwindling, consumer demand for seafood is on the rise. Not only must we embrace sustainability practices, but we must overcome challenges in production in order to continue the positive growth in this emerging market.

- Nengas, Hellenic Centre for Marine Research, Greece
- M. Izquierdo, Grupo de Investigacion en Acuicultura, ULPGC & ICCM, Spain
- C. Wallace, Marine Harvest, Scotland, UK
- B. Peterson, USDA, USA
- S. Rider, The University of Plymouth, UK
- P. Intriago, Shells & Fish, Inc., Florida, USA
- D. Sanchez, Alicorp SAA, Argentina

Regulatory

There are two types of companies in this world: those that have had a crisis, and those that will. In light of the recent food crises around the world, food safety and regulatory issues are more important than ever.

- David Byrne, Former European Commissioner for Health and Consumer Protection, Ireland
- Elinor McCartney, Pen & Tec Consulting, Spain
- B. Timmons, Alltech, USA
- Roncancio Pena, C, EFSA, Italy
- David DeCou, OMRI Listed, Oregon, USA
- Alexander Doring, FEFAC, European Feed Manufacturers' Federation, Brussels, Belgium
- Jim Riddle, University of Minnesota, Minnesota, USA
- Dir Wang Liwen, National Feedstuffs Evaluation & Examination Office, China

Equine

The Alltech FEI World Equestrian Games will come to Lexington, Kentucky in 2010. What does this event mean to the horse industry? How will these equine athletes perform at their zenith for 16 days? We'll look at these key issues as well as the marketing opportunities associated with them.

- Catherine Dunnett, IEN, Suffolk, UK
- Bridgett McIntosh, University of Tennessee, Tennessee, USA

- Jodi Crowley, Lakeland Animal Nutrition, Florida, USA
- Tonya Stephens, University of Florida, Florida, USA
- Catherine Keogh, Director of Marketing, Alltech

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