

Industry Initiatives for Environmental Sustainability - a Role for Everyone

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Sustainability goals, by design, are specific to a farm or organization. Charting future directions and documenting progress takes **commitment and community**. Whether it is establishing baselines, visioning goals, or identifying on-farm changes that **reduce environmental impacts**, there are many ways to be involved, on and off the farm. This webinar will introduce current and future **industry-based initiatives** for environmental sustainability in the livestock and poultry sector, and how Livestock and Poultry Environmental Learning Community learners can **play a critical role** in their region.

An application for continuing education credit for Certified Crop Advisors (CCAs) and members of the American Registry of Professional Animal Scientists (ARPAS) will be submitted.

More Information on the Topic

- U.S. Roundtable for Sustainable Beef usrsb.org
- U.S. Roundtable for Sustainable Poultry & Eggs us-rspe.org
- We Care porkcares.org
- Innovation Center for Dairy usdairy.com/about-us/innovation-center

Ryan Bennett is the executive director of the U.S. Roundtable for Sustainable Poultry & Eggs as well as the International Poultry Welfare Alliance. These organizations **engage stakeholders from the entire poultry and egg supply chain** to continuously improve sustainability and welfare. In this role, Bennett oversees the facilitation, management, and execution of the organizations' strategies, bringing together the world's leading experts in poultry and eggs toward their common goals.
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Kathleen Fisher is the Associate Director of Sustainability, Policy for the National Cattlemen's Beef Association where she serves as the Director of Membership for the U.S. Roundtable for Sustainable Beef (USRSB). The USRSB brings together a diverse group of stakeholders that are committed to **building upon the strong foundation of U.S. beef production** through a collaborative, multi-stakeholder effort. Together, this group of individuals and companies work toward the USRSB's mission to **advance, support, and communicate continuous improvement in sustainability of the U.S. beef value chain**.
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Curt Gooch leads the Goals Measurement and On-farm Measurement programs at Dairy Management Inc. and works on many other projects under the dairy environmental stewardship umbrella, all targeted to **support the industry movement toward environmental, economic, and social sustainability**. He is considered an expert in many areas including dairy facilities & management, cow-comfort & well-being, manure handling, manure treatment for energy recovery (anaerobic digestion), nutrient recovery, environmental impact reduction, farmstead greenhouse gas emissions quantification and mitigation, and whole-farm systems.
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Hema S. Prado joined the American Egg Board (AEB) in June as their first **Director of Sustainability**, where she oversees the development & administration of AEB's **comprehensive new sustainability program**, encompassing critical industry-level research and education initiatives. Hema came to AEB with 20 years of experience in environmental, agricultural, and health issues, most recently with the US EPA. Hema has an M.S. in Environmental Management and a B.A. in Environmental Studies and Psychology. Email: hprado@aeb.org



Marguerite Tan is the Director of Environmental Programs at the National Pork Board. With over 15 years of experience developing and implementing site-specific environmental compliance and sustainability programs, her goal is to **connect consumers, suppliers, and governing bodies to agricultural producers** on a platform of environmental stewardship and sustainability while balancing economic viability.
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How do I participate?

- If it is your first time joining us for the LPELC webinar series, follow the steps at: lpec.org/how-do-i-participate-in-a-webcast/
- If you are a returning viewer, go to lpec.org/live to download presentations and connect live.



Livestock and Poultry Environmental Learning Community

The LPELC is a project dedicated to the vision that individuals involved in public policy issues, animal production, and delivery of technical services for confined animals systems should have on-demand access to the nation's best science-based resources. See our website at: lpec.org

