



## 2012 Livestock Care Conference “Defining The Future” March 21 & 22

### SPEAKER BIOGRAPHIES



**Charlie Arnot** is CEO of the Center for Food Integrity and President of CMA, a consulting company with offices in Missouri, Iowa, Indiana and Ohio. The Center for Food Integrity is a non-profit organization dedicated to building consumer trust and confidence in today’s food system with members from the U.S. and Canada.

In his role as president of CMA, Charlie and the CMA team work with companies and associations across the food system in issues management, public relations, strategic facilitation and marketing communications. Charlie is recognized as a thought leader on food and agriculture issues and is a thought provoking writer and speaker.

Charlie spent ten years as vice president of communications and public affairs for Premium Standard Farms; he worked for a public relations agency, was an award winning radio journalist and worked in video and film. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.



**Theresa Dietrich** is Principal of People Talking Market Research Services, Toronto, Ontario. Theresa Dietrich of People Talking has a proven track record translating fact based learning to shape strategic decision-making. She is an independent and experienced market researcher and marketer skilled at bringing her strong business experience to qualitative and quantitative research methods, because she has been both a client and supplier. In 2008, Theresa opened her own firm, People Talking, which specializes in research with the Consumer Packaged Goods, Agriculture and Financial Services industries. This was a natural progression after spending seven years with a full-service research-consulting firm serving clients from a broad range of industries. An HBA graduate of the Ivey School of Business at UWO, Theresa spent the first 18 years of her career in increasingly senior marketing positions working for outstanding organizations such as Nabisco Brands, General Mills, Coca-Cola and Diageo where she learned the importance of research as a tool to aid strategic business decisions. Theresa is a member of the Qualitative Research Consultants Association (QRCA) and the Marketing Research Industry Association (MRIA) and is a Certified Market Research Professional (CMRP).



**Gene Gregory** entered the egg business in 1960 taking a job with Corn Belt Hatcheries in Gibson City, Illinois. Through the 22 years with the company he held numerous positions including Vice President and General Manager. Under his management, the company business included the hatching and marketing of 4 million day old pullet chicks per year, feed manufacturing, a poultry house construction company, and the production and marketing of eggs from 500,000 layers.

In 1982, Gene began his career with United Egg Producers as Member Services Director for the Midwest region.

In 1992 he accepted the position of Senior Vice President of United Egg Producers and moved to the headquarter office in Alpharetta, Georgia.

In addition to other management responsibilities he was a leader in the development of UEP's "5-Star" Total Quality Assurance Food Safety Program, UEP's Animal Husbandry Guidelines and the "UEP Certified" animal welfare program.

In February 2007, the UEP Board of Directors promoted Gene to the position of President and CEO.

United Egg Producers is a national organization with egg producer members in most every state and representing approximately 90% of all the nation's egg production. UEP also maintains a legislative office in Washington, D.C.



**Glynn Tonsor** is an Assistant Professor in the Department of Agricultural Economics at Kansas State University (KSU). Glynn grew up on a farrow-to-finish swine farm in northeast Missouri. Tonsor obtained a B.S. from Missouri State University and Ph.D. from KSU. He was a faculty member at Michigan State University from May 2006 to March 2010 when he joined the KSU faculty.

Tonsor has broad interests and experiences, which span issues throughout the meat supply chain. Through both applied research and first-hand knowledge with livestock production, Glynn has expertise in topics including animal identification and traceability, animal welfare and handling, food safety, and price risk management and analysis. Glynn's research on a host of livestock economic issues has resulted in multiple journal article publications and numerous outreach contributions.



**Herman Vermeer** graduated at Wageningen University as an Animal Scientist in 1986. He worked on housing and welfare of veal calves from 1986 to 1988 (IVO-Schoonoord, Zeist) and on reproduction in pigs from 1988 to 1990 (Research Institute for Pig Husbandry, Rosmalen) and started on housing and welfare of pigs in the same institute from 1990 to 2000. Development of group housing systems for sows, housing of finishing pigs (group size) and farrowing pens were the main projects. Since 2000 he is working at Wageningen UR Livestock Research in Lelystad (Netherlands) as scientific researcher and project leader on conventional and organic pig projects. These national and EU projects focus on understanding the interaction between the animal and its environment.