

**National Western International
Agribusiness Center
(January 11-26, 2020)
&
International Livestock Forum
(January 10-11, 2020)**



Denver, Colorado

Integrity, diversity, partnership, community, quality, and stewardship are values The National Western Stock Show (NWSS) prides itself on. The National Western Stock Show endeavors to educate and lead the world in developing solutions to agricultural issues through their vision, mission, and values. The values of diversity and community are exemplified through The National Western International Agribusiness Center (NWIAC).

Each year, the National Western Stock Show hosts international guests from over 30 countries. Supported through sponsorships from generous Ambassadors, the NWIAC provides a common area for many international guests to network and relax. In addition to a lounge area and light refreshments, the NWIAC is equipped with basic office equipment, available for use during business hours. The NWIAC is commonly known around the grounds as the “international room,” and it is located in the heart of the historic Stock Yards. As an honored international guest, visitors are provided with a limited-edition NWSS collector’s badge, granting them access to the grounds for the entirety of the show. The National Western Stock Show strives to educate and foster international relationships between agriculture industry leaders, guests and Ambassadors, and this is made possible through the NWIAC, as well as the partnership with Colorado State University on the International Livestock Forum.

International Livestock Forum

The International Livestock Forum (ILF) is an annual conference held at Colorado State University that brings together industry leaders and professionals to discuss domestic and international livestock and food production. Within the ILF is a unique opportunity for selected students from around the world to participate in the Student Fellowship Program, which invites students to attend the Forum, network with industry

professionals, and get exclusive tours of local food and livestock operations, and the National Western Stock Show.

The 2020 Student Fellowship Program of the International Livestock Forum was held from January 9th to January 12th, hosting students who represented the world, from Florida to Ghana and everywhere in between. Out of over two-hundred applicants for this program, nineteen students were awarded the opportunity to attend the forum on a travel stipend. These 19 future leaders of livestock and meat production were given the opportunity to learn about innovation and technology in the agriculture industry; while touring a meat processing plant, a dairy farm, and a feedlot all near Greeley, Colorado. Following this day of inductive tours, the students had the ability to meet and listen to influential professionals within the field of agriculture at the ILF with other conference attendees.

Students Fellows had the unique opportunity to visit JBS USA, a leading processor of beef and pork in the United States. JBS provided the students insight on some of the technology being utilized to make meat packaging processes more efficient and less time-consuming. From the conveyor belts implemented throughout the entire facility, to the computerized sorting system that retrieves the correct order that was placed on the semi-truck, students witnessed first-hand how the company uses innovation and emerging technology in the meat processing and shipping aspects of the operation.

Students also had the opportunity to gain insight at the Aurora Dairy Farm and the Five Rivers Feedlot. At the Aurora Dairy Farm, students observed advanced automation and efficiency of the milking parlor. Finally, the students visited the Five Rivers Feedlot, where they learned how the precise layout of the feedlot that makes it the most efficient,

effective, and humane. Students had the opportunity at the feedlot to see ideas applied from Dr. Temple Grandin, a keynote speaker on animal welfare at the forum.

On Saturday, January 11th, Student Fellows joined other guests of the International Livestock Forum and enjoyed a full day of industry insights. Topics included 'United States and World Production by the Numbers' presented by Randy Blach, the CEO of CattleFax, and sessions relating to animal welfare, foreign disease control, global trade and more. Randy Blach discussed the growth opportunities within the agriculture production, leading by example, innovating for future generations.

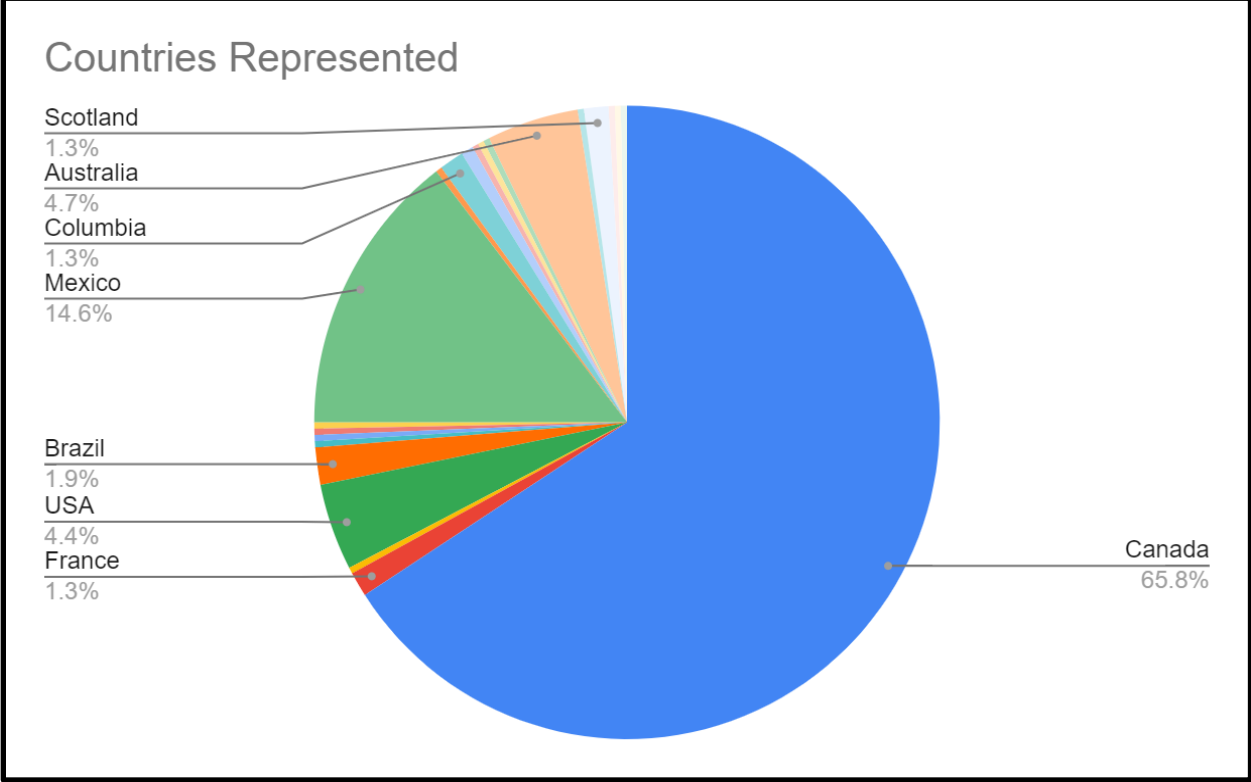
A panel of three influential industry leaders was put together to cover international perspectives on trade. Panelists included Clay Eastwood from the National Pork Board, Administrator Ken Isley from the USDA Foreign Agriculture Service, and President and CEO of the U.S. Meat Export Federation, Dan Halstrom. The panel discussion focused on different perspectives pertaining to agriculture across the globe.

Fellowship Students also spent time at the National Western Stock Show. After the conference on Saturday night, the students visited the NWSS grounds and attended the Colorado vs. the World Rodeo Finals. To end their travels on Sunday, January 12th, the students had the opportunity to meet and have breakfast with President and CEO of the National Western Stock Show, Paul Andrews, before spending a day behind the scenes with vets and stock contractors at the show.

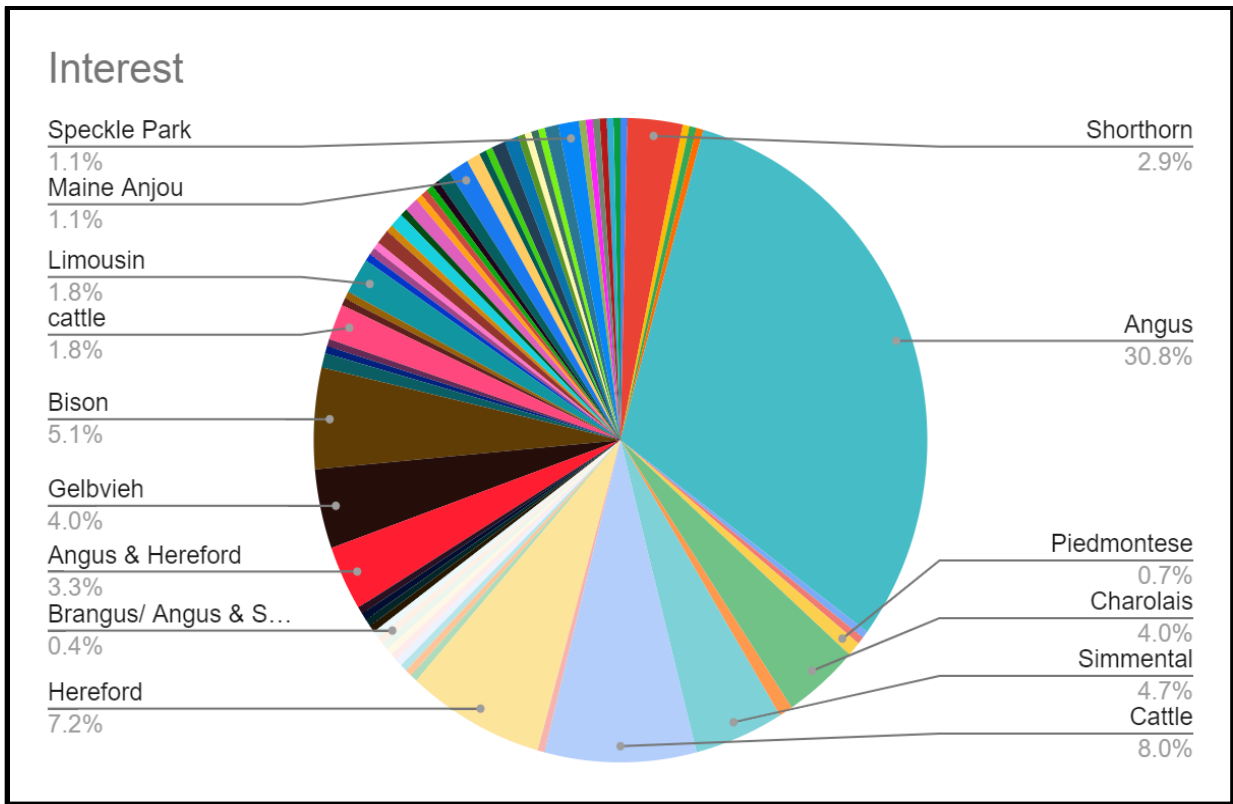
National Western International Agribusiness Center 2020

During the 2020 National Western Stock Show, there were over 770 guests that traveled through the NWSS International Agribusiness Center. The overwhelming majority of travelers were from Canada, Mexico, and Australia. On average, the National Western Stock Show annually attracts visitors from over 40 countries across the show. In the

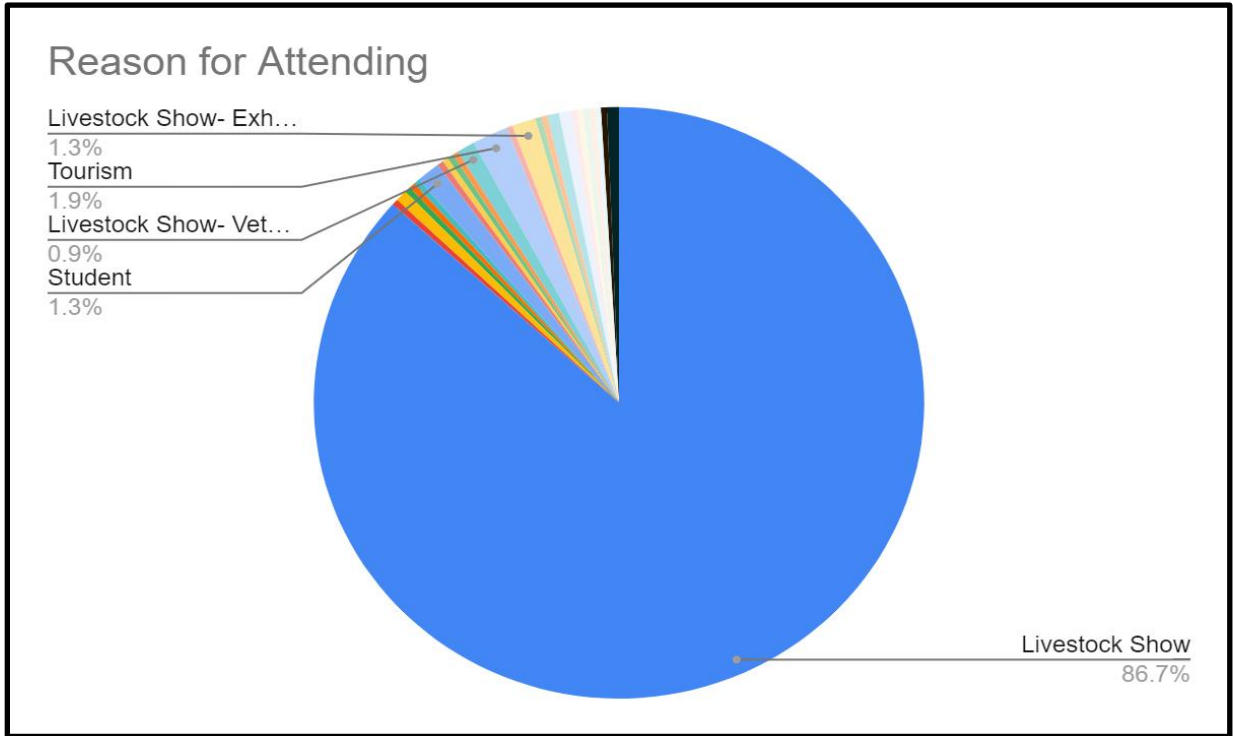
Livestock Yards, partly due to location and exclusivity, the international room registered approximately 18 countries were on the collected visitor registration logs. These forms are represented below:



When guests were asked what brought them to the National Western Stock Show, the majority of visitors were interested in cattle, with Angus and Herefords being the most dominant breeds of interest. Guests also expressed interest in equine shows and some of the non-traditional livestock, specifically bison.



While the majority of NWIAC visitors come with the intent to experience the Livestock Shows (86%), all of the categories listed on the registration form were represented in some capacity.



The National Western International Agribusiness Center is supported by an International Agribusiness committee, Ambassador sponsors, interns, and loyal stock show volunteers. Some volunteers have devoted more than 30 years to the National Western International Agribusiness Center. The NWIAC could not be where it is today without the generous support from all of its contributors. With that, we would like to say thank you to all of our volunteers and staff who helped make the International Agribusiness Center a success during the 2020 National Western Stock Show!

Thank you to all of the 2020 International Agribusiness Sponsors:

Bank of Colorado
Barber Foods
Birko Corporation
Bovine Elite
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Colorado Beef Council
Colorado Corn
Colorado Department of Agriculture
Colorado Livestock Association
Key Bank
New Mexico Department of Agriculture
United States Meat Export Federation
5 Rivers Cattle Feeding
Glenda Mostek
Jim Reis
Skylar Houston
Steve McCarthy

Pictures



Visitors from Mexico at the 2020 International Agribusiness Center.

Visiting Collegiate Livestock Judging team from Australia.





Many guests at the 2020 NWIAC hailed from provinces in Canada.

Left-Right Pictured: Anneliese Phippen (Executive Assistant to the President/CEO), Kelsey Beets (Intern), and Paul Andrews (President and CEO of the NWSS).

