

EXPO CARNES Y LÁCTEOS 2023

La exposición para la industria cárnica y láctea del mundo

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Protein PACT: El compromiso impulsado por datos de la industria cárnica y avicultora de EUA con la mejora continua

Julie Anna Potts – North American Meat Institute (NAMI)

Semblanza del conferencista

Julie Anna Potts is the President and CEO of the North American Meat Institute, where she leads the Institute in the implementation of all programs and activities for the association. An agriculture veteran, Potts previously served the American Farm Bureau Federation (AFBF) as its executive vice president and treasurer. Potts first joined AFBF in 2004, serving as general counsel until 2009. In 2009, she was named chief counsel of the Senate Agriculture Committee, serving under then-Chairman Blanche Lincoln of Arkansas. Earlier in her career, Potts was an associate in the environmental law groups of the Washington, DC, law firms Mayer Brown, LLP, and Sonnenschein, Nath & Rosenthal. She also clerked for U.S. Magistrate Judge John M. Facciola in the U.S. District Court for the District of Columbia from 1997-1998.

Potts earned her law degree at The George Washington University Law School in Washington, DC, and her bachelor of arts in English at Bryn Mawr College in Bryn Mawr, Pennsylvania. She is a trustee of The Pennsylvania State University and serves on the boards of Agriculture Future of America, the International Stockmen's Educational Foundation, the International Meat Secretariat and the Nationwide Mutual Insurance Company. In January 2021, Potts was appointed to USDA's Agricultural Policy Advisory Committee.

Resumen de la conferencia

The North American Meat Institute (NAMI) and more than a dozen partners throughout the animal protein supply chain at the end of 2021 launched the Protein PACT for the People, Animals and Climate of Tomorrow, the largest-ever effort to strengthen animal protein's contributions to healthy people, healthy animals, healthy communities and a healthy environment. This session will detail the Protein PACT's bold goals and targets, progress on industry data collection, and ways it is engaging and partnering with international food and agriculture organizations to demonstrate animal protein's critical role in nutrient-dense, sustainable diets and global food security.

By implementing transparent metrics, the Protein PACT, through its outreach to international associations, multi-national companies, and foreign governments, is well positioned to demonstrate empirically animal protein's numerous benefits.