

SESSION FOUR: Animal Agriculture at the Urban-Rural Crossroads

Round Table Meeting June 2024

Please remember to follow Chatham House Rule.





Moderator

Dr. Dawn Thilmany

**Professor of Agricultural Economics
Colorado State University**

SESSION 4 SPEAKERS



Mel Coleman Jr.
Co-founder
Coleman Natural Foods



Jason Weller
Global Chief
Sustainability Officer
JBS



Julie Anna Potts
President and CEO
Meat Institute

Consumers

How have your companies and organizations responded to changing consumer values and perspectives?



Community Dynamics

How are you investing in and promoting the role of animal agriculture in rural communities...and the importance to urban areas?



Current Issues

What current animal ag issues represent opportunities to improve the understanding of and healthy relationships between rural and urban areas?





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**Co-founder
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How have your companies and organizations responded to changing consumer values and perspectives?

How are you investing in and promoting the role of animal agriculture in rural communities...and the importance to urban areas?

What current animal ag issues represent opportunities to improve the understanding of and healthy relationships between rural and urban areas?



QUESTION AND ANSWER

Please submit your questions on the meeting app or use one of the microphones.



Dr. Dawn Thilmany
Colorado State University



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Coleman Natural Foods



Jason Weller
JBS



Julie Anna Potts
Meat Institute

1) Go to App 2) Go to Your Agenda 3) Find the Session 4) Q&A Tab

