# 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?

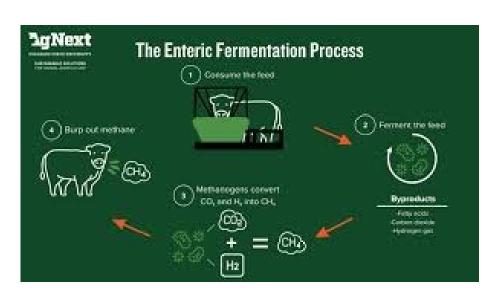






### Current Issues

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









#### Mel Coleman Jr.

**Co-founder Coleman Natural Foods** 



### **Jason Weller**

**Global Chief Sustainability Officer JBS** 



#### **Julie Anna Potts**

**President and CEO Meat Institute** 

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** 



Mel Coleman Jr.
Coleman Natural Foods



Jason Weller JBS



Julie Anna Potts
Meat Institute

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