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Taking a stand for the future of farming

By: [Tien Le, Alltech](#)

At World Pork Expo 2025, Alltech hosted its third annual World Pork Expo Business Seminar with a clear mission: to unite voices across the agriculture community in shaping a stronger, more resilient future for our industry.

Titled “Fighting for the Future of Agriculture: Everyone’s Role in Shaping the Narrative,” the session drew a full room — over 150 producers, state associations, industry partners and media — all eager to engage in an imperative conversation. The documentary [World Without Cows](#), created to inform and expand the global conversation about cows and the environment, was a particular focus.

Moderated by Lori Stevermer, who recently served as president of the National Pork Producers Council (NPPC) and is a customer success manager at Alltech, the panel tackled tough but essential questions:

- Is storytelling enough on its own?
- What do we need to understand about groups working against animal agriculture’s messaging?
- What must be true for our industry to have a lasting impact beyond agriculture?

Addressing misinformation with clarity and confidence

One of the most urgent issues addressed during the seminar was the threat posed by organized activist groups that aim to influence public policy and consumer perception. The conversation focused on the strategic and well-funded efforts behind these movements, which are often designed to discredit modern livestock production practices through emotionally driven campaigns and manipulated content.

Rather than reacting defensively, panelists advocated for a proactive approach grounded in transparency, data and personal experience. Misinformation thrives in a vacuum, and the agriculture industry has an opportunity — and responsibility — to fill that space with fact-based, value-driven communication. By being present in the conversations that shape consumer opinion and public policy, the industry can ensure that the realities of modern animal agriculture are accurately represented.

“I want to mention the World Without Cows documentary first — it features farmers, not associations. They’re authentic, they’re real, and that’s what matters most: being human and authentic. The more of that, the better,” said Andy Curliss, vice president of strategic engagement at NPPC.

Elevating the producer voice

In fact, across the discussion, a central theme emerged: The voice of the producer is one of the most powerful tools the agriculture industry has. There is a clear need to bring forward [real stories from the farm](#) to demonstrate the dedication, care and innovation that define modern pork production.

Panelists emphasized that producers shouldn’t feel alone in this effort. Many consumers are disconnected from food production, and even those who are curious may not know where to look for accurate information.

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“When we talk about the value of the producer voice, it is there. And I hope that, through things like the documentary *World Without Cows*, we're creating a forum to bring that producer voice to the forefront so that more people who are growing up very disconnected from the farm are hearing that producer voice,” said Susanna Elliott, Alltech's chief marketing and communications officer.

By providing easy-to-access resources and amplifying producer stories across multiple platforms, the industry can reach broader audiences and help bridge the gap between rural and urban communities.

This sense of shared purpose extends beyond the farm. It includes partners across the entire value chain, from input providers and processors to retailers and consumers. Everyone has a role to play in protecting agriculture's future.

Building trust in a distrustful era

Panelists shared insights into shifting public attitudes and trust dynamics, referencing data that shows trust in food and agriculture actually increasing, even as trust in other institutions declines. This represents a unique and encouraging opportunity for the industry to lead by example.

“We spend so much time responding to noise that seems overwhelming, but if you step back and look at the data, you'll see — the public supports us. They trust farmers. They love our products,” Curliss said.

As public conversations around food, health, sustainability and the environment grow more complex, agriculture can offer clarity and connection. People value honesty, consistency and shared values — all of which are embedded in the daily work of farmers and producers.

Trust is not built overnight. It requires long-term engagement, active listening and a willingness to communicate not just what the industry does, but why.

As Elliott reminded the audience, **“Trust takes such a long time to build and can be shattered in a moment. Hopefully, *World Without Cows* builds momentum and credibility by showing the different ways producers around the world are delivering the same commitment to animal welfare, to the environment, to nutrition for all.**

“As policy decisions are made, they can have unintended consequences, even with the best intentions. That's why it's important to encourage broader conversations and involve producers. Often, we share the same goals — we just need to find the common ground.”

By focusing on shared concerns and demonstrating a commitment to continuous improvement, agriculture can continue to strengthen its relationship with the public.

“Every person in this room has a role in that trust factor, and I don't think we can just hope that people understand. I think we have to help people understand going forward. I think we all have some stake in this future of agriculture if we want it to be what it has the potential to be,” said Kylee Deniz, executive director of the Oklahoma Pork Council.

Engaging the next generation

The discussion also highlighted the importance of [engaging with younger audiences](#), from consumers to future industry professionals. These groups are often targets of activist messaging, and they are forming opinions now that will influence their decisions for years to come.

Reaching the next generation requires more than just repeating traditional messages. It calls for creativity, authenticity, and a presence in the spaces where young people consume information. This includes not only educational outreach and public-facing campaigns but also direct interaction on social media platforms and through online communities.

By equipping young advocates with fact-based content and giving them opportunities to share their own stories, the agriculture community can build a more resilient narrative that connects with emerging audiences.

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The power of collaboration

Advocating for agriculture is not a task for any one organization or individual. It is a collective effort. [Collaboration across sectors — including allied industries, producer groups, academic institutions and policymakers — is critical to driving impact.](#)

“As much as we say ‘Producers, tell your stories,’ I think there’s a responsibility for the rest of us in agribusiness to also give a platform to tell those stories, to bring those stories together. That’s what we hope World Without Cows does, because there are many firsthand accounts from producers and ranchers represented within the documentary,” said Elliott.

Alltech’s commitment to Working Together for a Planet of Plenty® was reflected throughout the seminar, not just in the content shared but in the engagement it inspired. The industry, it was clear, must continue to unite around a common purpose and present a coordinated, credible voice in public discourse. This kind of collaboration ensures that agriculture is not only defending against misinformation but also proactively defining the future of food production in a way that supports the health of people, animals and the planet.

Looking ahead

The enthusiasm and passion in the room at World Pork Expo reaffirmed a deep belief in the future of agriculture. While challenges remain, the industry is equipped with the tools, talent and tenacity to meet them.

“What gives me hope is, we produce a safe, affordable, nutritious, delicious product that people love, and great people produce it. And so every day when things are hard, you know, thinking back to the plate or to the farm gate, there’s just so much to be thankful for,” said Deniz.

As the conversation evolves, so too must our strategies for engaging the public, protecting producer interests, and advocating for sound policy. Opportunities like this World Pork Expo Business Seminar play a crucial role in shaping that path forward by fostering honest dialogue, sharing best practices, and building momentum around a shared vision.