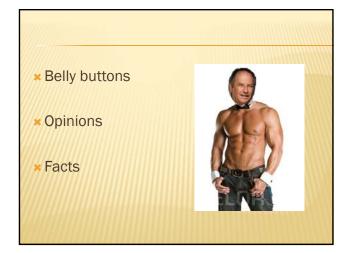


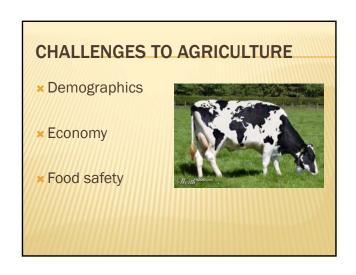
VDACS MISSION

- * Promote economic growth in agriculture
- Provide consumer protection and public health
- * Protect animal health and welfare



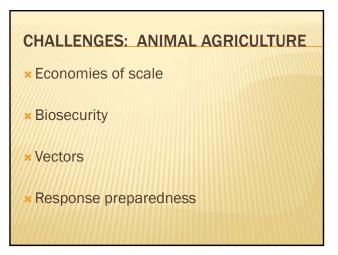
CHALLENGES

- Common to agriculture or larger economies
- * Animal agriculture











CHALLENGES: ANIMAL AGRICULTURE

* Animal Welfare and Transparency

"....in today's highly urbanized culture most young adults have little connection to or knowledge about farming and farming practices. This lack of knowledge deprives them of context when it comes to understanding a video clip involving farm animals. "Grandin



CHALLENGES: ANIMAL AGRICULTURE

- Dietary and consumption decisions
- Production and consumption preferences
- *Small, local, direct to market farmers

CHALLENGES: ANIMAL AGRICULTURE

- Distrust of regulators, government, professionals?
- **×** Communications

