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'The Greenest Generation' the pinnacle of Alltech's symposium

Alltech's Annual International Animal Health and Nutrition Symposium concluded on the greenest generation and the wide ranging solutions available to our society.

Dateline: Lexington, Kentucky

April 21, 2008—Alltech's Annual International Animal Health and Nutrition Symposium (April 20-23) concluded on the greenest generation and the wide ranging solutions available to our society. The symposium highlighted new green technologies required to address this global concern.

Alltech's founder and president, Dr. Pearse Lyons, captured the audiences' attention by urging them to 'rethink technology and business practices and transform the agricultural industry'. He further added that the future of the next generation will depend on redefining our mind set. According to Lyons, "Our responsibly is to feed a hungry world and necessity is the mother of invention, we must constantly look for sustainable energy resources." He further added that the message of the greenest generation is for society to believe in their dreams and innovate solutions.

Dr. Mark Lyons, international projects director, Alltech, presented on 'Creating The Greenest Generation'. He emphasized, "We have to lead the next generation, erase apathy, embrace new technology and encourage the next generation so that they can create bigger and brighter things." He suggested the challenge is to become inter-connected, look for partnership and collaboration and embrace problems. He further discussed the concept of the Greenest Generation and suggested that "No power on earth can stop an idea whose time has come."

Alltech's annual Medal of Excellence was presented to Dr. Ronan Power for his extensive work in advancing the use of Nutrigenomics and gene expression profiling, as tools for improving nutritional strategies in both animals and humans.

Looking to the young minds of the industry, the 2008 Young Scientist award was awarded to Craig Lauder, Utah State University, U.S.A., for his research scientific paper on "The Estrogenic Mycotoxin Zearalenone and its Importance in Livestock Production."

Three of the world's top agricultural policy makers came together to debate the Greenest Generation. Mike Johanns, former secretary of the U.S. Department of Agriculture (USDA); David Byrne, former EU Commissioner for Health and Consumer Protection; and Osler Desouzart, president of OD Consulting in Brazil, informed delegates of green solutions to consumer safety, energy and environmental concerns based on their different perspectives.

John Y. Brown, Jr., the architect of Kentucky Fried Chicken (KFC) discussed how KFC grew from humble origins to become a global superbrand. He reiterated that "Superbrands are not discovered and they don't happen by mistake." He further compounded this insight by indicating that nothing in business happens without a sale.

Dr. Karl Dawson, director of worldwide research, Alltech, addressed key issues in the animal livestock industry and provided delegates with ten green technologies for animal agriculture. His discussion focused on the impact the livestock industry has on three areas namely climate change, water availability and biodiversity. He suggested that as the world changes we need to adapt new strategies such as organic trace mineral supplementation, emission arming and novel waste management systems, which address green concerns.

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