

CENTER FOR ANIMAL WELFARE SCIENCE

# CAWS MONTHLY UPDATE

MARCH 2022

Purdue University's Center for Food and Agricultural Business will partner with the Purdue Center for Animal Welfare Science to host the Consumer-Driven Changes in Ag Market Channels Micro-Course online on April 6.

During this interactive microcourse, Nicole Olynk Widmar, associate head and professor in Purdue's Department of Agricultural Economics; Candace Croney, associate vice provost for diversity, inclusion and belonging, director of the Purdue's Center for Animal Welfare Science and professor of animal behavior and well-being; and Carson Reeling, associate professor in the Department of Agricultural Economics, will guide participants in navigating the impacts of consumer-driven changes in livestock markets and agricultural policy.

This course is inspired by Widmar's Consumer Corner page, which consists of weekly hot-button topics, consumer-derived lessons for agricultural businesses drawn from nontraditional places, and the impetus to think differently about how consumer research can inform decision-making.

"Each Monday morning, Consumer Corner addresses what's happening in the market, what you should be

watching for, what to potentially expect in the future and much more," Widmar said. "I'm really looking forward to bringing these writings to life in the virtual classroom as we look at some of the big issues our industry is facing from all angles."

Microcourse participants will draw insights from Consumer Corner letters and articles to take a historic look at livestock industry changes and garner insights that help people process today's pressing issues. They will also look forward and ponder carbon markets and dive into the multitude of political, regulatory and social issues as well as discuss what they mean for decision-making.

Microcourses are short, live, online sessions focused on topics relevant to today's agribusiness industry environment. Participants receive access to engaging content, gain tools immediately applicable to their work and have the opportunity to engage directly with fellow participants and faculty instructors through topic-focused discussions and activities.

Early registration is encouraged as spots are limited. The registration fee for this microcourse is \$495/person. Learn more about the course and register at <http://agribusiness.purdue.edu/cc-micro>.

## UPCOMING EVENTS

APRIL 6  
MICRO-COURSE

SPECIAL RATES FOR CAWS  
FACULTY AND STUDENTS

Dr. Nicole Olynk Widmar





## Dr. Luiz F. Brito, Ph.D.

Assistant Professor of Quantitative Genetics  
and Genomics  
Department of Animal Sciences  
Purdue University

**Tuesday, March 29, 2022**  
**4:00 pm - 5:00 pm**

Join by Zoom: <https://purdue-edu.zoom.us/j/97218822727>

### VIRTUAL SEMINAR

# *IMPROVING LIVESTOCK WELFARE THROUGH THE INTEGRATION OF GENOMICS AND COMPLEMENTARY DATA SOURCES*

Dr. Luiz Brito earned a B.Sc. in Animal Science and a M.Sc. in Genetics and Animal Breeding from the Federal University of Vicosa, Brazil. His passion for livestock genetic improvement led him into further education by obtaining a PhD degree in Quantitative Genetics and Genomics in the Centre for Genetic Improvement of Livestock (CGIL) at the University of Guelph, under the supervision of Dr. Flavio Schenkel. During his PhD, Luiz worked on genetic and genomic studies in dairy goats and meat sheep and part of his research was developed at the Invermay Agricultural Centre (AgResearch) in New Zealand. Upon completion of his Ph.D. in 2016, Luiz did a 2-year post-doc at the University of Guelph under the mentorship of Dr. Filippo Miglior and Dr. Flavio Schenkel. In August 2018, he joined the Department of Animal Sciences at Purdue University (Indiana, USA) as an Assistant Professor of Quantitative Genetics and Genomics. Luiz also holds an Adjunct Faculty position at CGIL

since September 2018. At Purdue University, Dr. Brito's research program is mainly focusing on: 1) the integration of multiple data sources (large-scale and high-throughput phenotypes and omics-derived datasets) to reveal the genetic basis underlying the phenotypic variability in livestock behavior, welfare, and overall resilience; and, 2) the development of selection methods and approaches to enable efficient incorporation of these traits into livestock breeding programs, while maintaining enough populational genetic diversity.



Center for Animal Welfare Science