

An American Feed Industry Association

WEBCAST

Salmonella Control Series

The American Feed Industry Association's Pet Food Committee has been developing written guidance on options for controlling 'Salmonella'. 'Salmonella' is considered an adulterant when found in pet foods and can lead to product recalls. Additionally, the Food and Drug Administration's Center for Veterinary Medicine has an ongoing Salmonella surveillance program to identify the presence in pet foods, feed and ingredients. Pending legislation is making this matter a higher priority for the feed industry. AFIA will conduct two webcasts this spring to help you understand how to control and manage 'Salmonella'.

"CONTROLLING SALMONELLA IN YOUR FACILITY"

MARCH 23, 2010, 2:00 TO 4:30 P.M. EDT

Speakers: Dr. Frank Jones, professor emeritus of the University of Arkansas and Jarrod Kersey, AFIA Pet Food Committee liaison

This webcast will review the general guidance on how to reduce the incidence of *Salmonella* in your facility. Pet food, feed and

ingredient manufacturers can benefit from the knowledge put together by this committee. In this webcast, we'll review the practical steps, from receiving to finished products, as well as answer questions.

"MANAGEMENT CONSIDERATIONS FOR SALMONELLA/MICROBIAL CONTROL"

APRIL 22, 2010, 2:00 TO 4:30 P.M. EDT

Speakers: A FDA CVM representative, who will only be on for the first portion of the webcast; Richard Sellers, AFIA vice president of feed regulation and nutrition; and Jarrod Kersey, AFIA Pet Food Committee liaison

This webcast will focus on management considerations for *Salmonella*-control policies. Pet food, feed and ingredient manufacturers can benefit from the knowledge put together by this committee. In this webcast, we'll review the considerations a manager must take into account in determining if *Salmonella*-control policies, such as FDA CVM's *Salmonella*/microbial policies, the Reportable Food Registry, sampling/testing, supplier contracts,

and potential recall. Expect time to ask questions too.



After the broadcast, each registered participant will be sent a copy of the webcasts in CD format. Questions may be submitted by the participants before, during or after the webcasts. Each of these webcasts will be approximately 150 minutes in length, including the question period. To register, go to www.afia.org or complete the attached form and forward it to AFIA. Check the registration form for early-bird and regular registration rates and deadlines.

Webcast Procedures: After confirmation of payment, you will receive an electronic confirmation. Forty-eight hours before the webcast AFIA will forward the Web address, teleconference number and password to access the webcast. AFIA's webcast supplier will provide specific instructions for use and how to check your computer to ensure the

latest software is loaded.

To access the webcast, each participant will utilize the web address and password to be placed in live webcast and other information and be placed into the live webcast. AFIA's webcast supplier allows for sound to be sent via your computer (if you are utilizing speakers), so no phone is necessary. If you choose to use the phone for listening, a number will be provided.

On your computer screen, you will see the first of the slides to be used. You will hear the presenter either over the phone or your computer and view his/her slides online. All lines will be muted from the start. If a participant wishes to ask a question during the presentation, simply type the question using your computer keyboard. Questions will be kept in a queue and answered as time permits or after the webcast via e-mail.

For more information on this technology or webcast, contact Veronica Pedrotty at AFIA at (703) 558-3563 or vpedrotty@afia.org.

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Salmonella Control Series

REGISTRATION FORM

Name _____ Firm/Organization _____

Job Title _____ E-mail (required) _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

Price of webcast (including CD-ROM of the webcast):

			<u>Early-Bird</u> - must be received by close of business on March 15	<u>Regular Registration</u> MARCH only - must be received by close of business on March 19	<u>Regular Registration</u> APRIL only - must be received by close of business on April 20
RATES	MEMBER	March	\$ 299	\$349	-----
		April	\$299	-----	\$349
		COMBO	\$ 499	\$ 599	-----
	NON-MEMBER	March	\$ 399	\$449	-----
		April	\$ 399	-----	\$449
		COMBO	\$ 799	\$899	-----

____ I wish to participate in this event, please charge my credit card as follows:

- ____ American Express
- ____ Mastercard
- ____ Visa

Cardholder _____

Card Number _____

Exp _____

____ A check is enclosed (Make out to AFIA)

I authorize AFIA to charge my credit card for this one-time transaction.

Please fax to (703) 666-8092, mail (Registrar, 2101 Wilson Blvd., Suite 916, Arlington, VA 22201) or e-mail (shenry@afia.org) this completed form with payment to AFIA for arrival no later than March 19 or April 20. This will allow time to send you the necessary webcast information via e-mail.

If a participant is unable to participate directly on March 23 or April 22, a CD version will be provided regardless. Since the price of the webcast is tied to one e-mail/computer location, this can be transferred to another e-mail address prior to March 19 or April 20 by notifying the registrar via e-mail or in writing. Refund Policy: A 50 percent refund will be granted if requested in writing by March 1 or April 8. No refunds will be issued after March 19 or April 20 unless AFIA cancels or has technical webcast problems.