

The 2012
PURCHASING AND INGREDIENT SUPPLIERS CONFERENCE

Where Business Gets Done!



MARCH 14 – 16, 2012
ORLANDO, FLORIDA



VISIT WWW.AFIA.ORG FOR MORE INFORMATION

“PISC provides feed industry participants the best opportunity for networking, customer entertainment and discovery of current issues influencing agriculture production. It is truly the feed industry event of the year.”

- Chuck Hayden

Trouw Nutrition International

“PISC is a must attend meeting for us at Bill Barr and Company. It provides the opportunity to network with both customers and suppliers. The speakers and topics always provide valuable and timely information about the issues we face in our industry.”

- Kevin Burns

Bill Barr and Company Inc.

“PISC It is the place to see and visit with the Who’s who in animal feed. I can schedule and do 3 weeks business in 3 days due to the fact that all my customers are at PISC... it is economical. The meetings provide insights and updates on our business. A very sensible way to conduct business.”

- Michael Bernhardt

Prince Agri Products, Inc.



Information About the Event

Mark your calendars to attend AFIA's Annual Purchasing & Ingredient Suppliers Conference at Omni ChampionsGate in Orlando, Fla., March 14-16, 2012. Over 450 buyers and sellers of feed and pet food ingredients attend this annual event – **it's truly where business gets done!** PISC offers industry experts the chance to exchange knowledge and learn about issues affecting the industry.

WHEN AND WHERE

March 14-16, 2012 at Omni
ChampionsGate in Orlando, Fla.
Omni ChampionsGate
1500 Masters Blvd.
ChampionsGate, FL 33896
(407) 390-6664
<http://www.omnihotels.com/findahotel/orlandochampionsgate.aspx>

WHO SHOULD ATTEND

Anyone interested in the current state of the animal feed industry should attend, as the program is designed to benefit all feed, ingredient and pet food professionals. Every year, past attendees recommend PISC as the best meeting for buyers and sellers of ingredients.

WHAT TO EXPECT

PISC's goal is two-fold: First, PISC offers timely information, providing tools to help you conduct your business better. Second, PISC brings together the buyers and sellers of feed and pet food ingredients for face-to-face opportunities.

WHY YOU SHOULD ATTEND

To help you identify the tools to drive your business! PISC provides market analysis, perspectives on the animal feed industry, hot topics and a host of other valuable information you will find useful in running your business.

DRESS CODE

The dress code for PISC is business casual. In March, the average high for Orlando is 79 degrees and the low is 56 degrees.

IMPORTANT DATES FOR PLANNING YOUR TRIP

Hotel cut-off • Feb. 10
Early-bird registration cut-off • Feb. 10
Pre-registration cut-off • Feb. 27
Golf pairing request cut-off • Feb. 27

REGISTRATION

To register, complete the writable form on page 7 (type directly on the document) and mail, email or fax it to the AFIA office, or visit www.afia.org to register online. For your convenience, a list of registrants will be shared with attendees prior to the event and on-site.

BADGE PICK-UP

MONDAY • MAR. 12, 2012

1:30 p.m. – 4:30 p.m.

TUESDAY • MAR. 13, 2012

7:00 a.m. – 9:00 a.m.

12:00 p.m. – 2:00 p.m.

3:00 p.m. – 6:00 p.m.

WEDNESDAY • MAR. 14, 2012

7:00 a.m. – 7:00 p.m.

THURSDAY • MAR. 15, 2012

7:00 a.m. – 1:00 p.m.

Badges must be worn for admittance into the educational sessions, meal functions, and both receptions.

HOTEL INFORMATION

AFIA is pleased to offer our registrants a limited number of hotel rooms at a preferred rate of \$175 (plus tax). Please contact the Omni ChampionsGate directly by calling (888) 444-OMNI to reserve under the group name, American Feed Industry Association.

AFIA has a limited number of rooms blocked, so to ensure you have a room at the Omni, be sure to book by Feb. 10.

TRANSPORTATION

Orlando International Airport (MCO) is located 32 miles from the Omni. This affords you several transportation options.

American Airlines is offering a 5 percent discount on all flights into Orlando for PISC registrants. This discount is valid for travel between Mar. 10-18, 2012. Please make your reservations at www.aa.com.

Enter promotional code 4932BZ in the promotional code box under the "book flights" tab or "enter passenger data" tab while making your reservation.

Hertz Rental is offering discounts for PISC registrants through Customer Discount Program (CDP) # 1937390.

Avis is offering a discount on car rentals for PISC registrants through Avis Worldwide Discount (AWD) # G028647. Reservations may be made at www.avis.com.

One-way taxi-cab fares average \$65.

Airport shuttles, which average \$40 round trip, are located at the airport or may be reserved through the hotel.

ORLANDO ATTRACTIONS

With world-famous theme parks, fabulous shopping, numerous dining options, a thriving arts community and plenty of outdoor recreation, Orlando has something for everyone. Please visit www.orlando.org for more information or contact the hotel concierge who will be happy to assist with any needs.

Discounted Disney World tickets will be available for PISC registrants. Please see our welcome packet upon registering for more information.

SPONSORSHIPS

To learn about the sponsorship levels, please contact:

Sarah Novak at
snovak@afia.org or (703) 558-3574

PRIVATE MEETING ROOMS

Interested in hosting a special event at PISC for your customers? This opportunity is available to all members but space is limited and only available on a first-come, first-served basis. All meeting attendees must be registered for PISC. If you are interested, please contact:

Veronica Rovelli at
vrovelli@afia.org or (703) 558-3563

FEEDER SILENT AUCTION

The Institute for Feed Education and Research is holding its annual silent auction during both receptions. To donate to the auction, please contact:

Veronica Rovelli at
vrovelli@afia.org or (703) 558-3563

GOLF TOURNAMENT • MARCH 16

The annual golf outing is from 6:30 a.m. – 3:30 p.m. on March 16 at the ChampionsGate Golf Club on the hotel property. The golf fee of \$198 includes breakfast, boxed lunch, two drink tickets and an awards ceremony. Club rentals are available for \$65.

The resort features two championship 18-hole golf courses designed by architect and golfer, Greg Norman. Golfers will enjoy the convenience of walk-out golf with continuous golf cart shuttle service to and from the main hotel building, the golf course, and the David Leadbetter Golf Academy.

You must be registered for PISC in order to participate in the golf tournament. Pairing changes will not be accepted after Feb. 27.

Please note denim is not allowed; proper golf attire is required.

For questions about the golf tournament, please contact:

Keith Epperson at
kepperson@afia.org or (703) 558-3568



“PISC is an important meeting to stay informed on what is happening in the animal nutrition business – both today and tomorrow. Not only can you meet with key suppliers about business today, you can hear from industry experts about what is coming in the future that will affect our industry. It’s hard to imagine missing this meeting, I always get insights I can use to keep our business profitable and growing.”

*– Alan B. Gunderson
Vita Plus Corporation*

“90% of the U.S. vitamin buyers attend the AFIA-PISC. It is the one meeting where we met with the largest number of vitamin and other feed additives buyers.”

*– John Geuss
Adisseo USA Inc.*

“PISC provides a very productive forum to network with many customers and industry peers over a couple of days. We always feel that a positive accomplishment is achieved by participating in this important event.”

*– Jon Nelson
Southeastern Minerals*

Pre-conference Nutrition Symposium

The AFIA Nutrition Committee will be hosting a pre-conference symposium on Tuesday, March 13, from 1:00 – 5:30 p.m. on Feeding More People with Fewer Resources and Less Impact: Delivering the Message of a Sustainable Future for Animal Agriculture. This symposium is open to all PISC attendees and Spring Committee meeting attendees. The early-bird registration rate is \$100.

PRE-CONFERENCE NUTRITION SYMPOSIUM SCHEDULE

Additional Fee Required

Tuesday, March 13, 2012:

1:00 p.m. – 1:15 p.m.

Welcome and Introduction: Clay Zimmerman, Nutrition Committee Chair, Kent Nutrition Group, Inc.

1:15 p.m. – 2:00 p.m.

Overview of Sustainability and its Importance to Animal Agriculture: A high-level overview of the role of animal agriculture in feeding the world and the importance of the development and implementation of technologies to do so using fewer resources with less environmental impact. Dr. Jude Capper, Washington State University

2:00 p.m. – 2:45 p.m.

Sustainable Nutrition Technologies to Feed More People Using Fewer Resources: A summary of past, present and future nutrition technologies that enable animal agriculture to feed a growing population while considering how this message can be delivered to consumers. Dr. John Patience, Iowa State University

2:45 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:00 p.m.

Sustainable Technologies to Feed More People with Less Environmental Impact: An outline of past, present and future technologies impacting environmental issues such as greenhouse gas reduction, improved manure value and effective or efficient land use. Discussion of measurement and documentation tools and technologies will also be covered. Dr. Frank Mitloehner, University of California, Davis

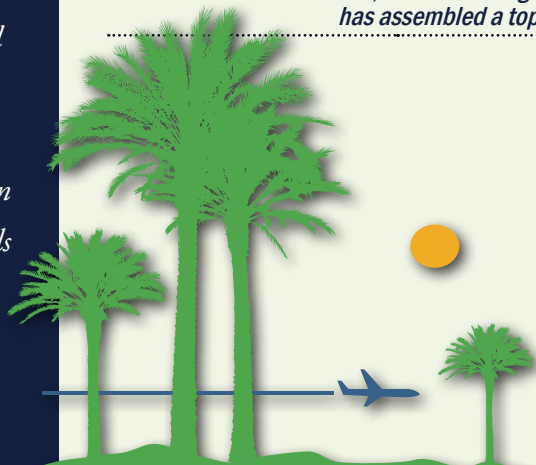
4:00 p.m. – 4:45 p.m.

Social and Bioethics Questions Related to Animal Agriculture Production: As we look at feeding a growing population, what social issues impact today, why are they important and how can they be resolved? In addition, a discussion on what the industry should be doing today for a more sustainable tomorrow. Dr. Kurt Vogel, University of Wisconsin, River Falls

4:45 p.m. – 5:30 p.m.

Discussion and Question Panel with All of the Day’s Speakers

In addition, the Purchasing and Ingredient Suppliers Committee has assembled a top-notch educational program.



PISC Schedule of Events

Wednesday, March 14, 2012

1:00 p.m. – 1:05 p.m. **Welcome:** Jon Nelson, Chairman, Purchasing & Ingredient Suppliers Committee

1:05 p.m. – 2:35 p.m. **Bar Coding – Application of the Technology and How to Get Started**

- Bar Coding from a Bar Coding Company's Perspective: Jeff Weaver, Southern Graphics and Systems Inc.
- Lessons Regarding Implementing a Bar Coding Program: Chris Enloe, NutraBlend LLC & Grant Siebert, DSM Nutritional Products Inc.

2:35 p.m. – 3:00 p.m. **Break**

3:00 p.m. – 4:00 p.m. **Contract Packaging – Food Safety, Regulation and Sustainability in U.S. and Internationally:** Todd Kimbrell, Hood Packaging
Jim Porter, Graphic Packaging International

4:00 p.m. – 5:00 p.m. **The Global Energy Outlook – A View to 2030:** Nate Jenkins, Exxon Mobil Corporation

5:00 p.m. – 5:15 p.m. **Institute for Feed Education and Research (IFEEDER) Presentation**

6:00 p.m. – 7:30 p.m. **Reception**

Thursday, March 15, 2012

8:00 a.m. – 9:30 a.m. **Grain Outlook:** Richard Brock, Brock Associates

9:30 a.m. – 9:45 a.m. **Break**

9:45 a.m. – 10:45 a.m. **Livestock & Poultry Outlook:** Tom Abrahamson, Cargill Inc. (invited)

10:45 a.m. – 11:30 a.m. **War for Talent:** Greg Duerksen, Kincannon & Reed

11:30 a.m. – 1:00 p.m. **Lunch** (on your own)

1:00 p.m. – 2:30 p.m. **The Feed Industry – From a Legal Perspective**

- Reacting to a Recall: Jolyda Swaim, Olsson Frank Weeda Terman Matz PC
- Guarding Against Litigation: Delmer Mitchell, Schmiedeskamp, Robertson, Neu & Mitchell LLP
- When Litigation Occurs: James Hansen, Schmiedeskamp, Robertson, Neu & Mitchell LLP

2:30 p.m. – 3:15 p.m. **Federal Regulatory Requirements for the Animal Feed and Ingredient Industries – What must be Done and by When:** Leah Wilkinson, American Feed Industry Association

3:15 p.m. – 3:45 p.m. **Break**

3:30 p.m. – 4:30 p.m. **Major Trends Facing Agriculture Production – Impact of China:** Vanessa Stiffler-Claus, John Deere

5:30 p.m. – 7:00 p.m. **Reception**

In compliance with the Americans with Disabilities Act, AFIA will make all reasonable efforts to accommodate persons with disabilities. Should you have a disability, require special dietary needs or are in need of alternative means of communication please contact the meetings department at (703) 558-3563 with your request.

“AFIA’s annual PISC meeting is an absolute must for key members of our staff. The information presented there is timely and helpful to making purchasing and other economic decisions. Just as important is the time we spend with our suppliers there. It is the only quality time we have with them the entire year and many new relationships are created as well. Which just means more opportunities.”

- Mike Manning

ADM Alliance Nutrition

“PISC offers AFIA members a great meeting “value.” PISC provides me an opportunity to network with customers and suppliers, and also attend educational sessions on timely topics impacting our feed business. Holding the Spring Committee Meetings in conjunction with PISC makes it easy and cost-effective to serve on an AFIA committee. Participating on AFIA committees and attending PISC meetings over many years has been beneficial in supporting my continuing education as a sales professional.”

- Patti Cardoso

Gladwin A. Read Company

PISC Education Session Descriptions

Bar Coding – From ingredient receiving, through production and onto finished product shipment, bar code data collection assists in managing labor, productivity, operational efficiency, inventory management and traceability.

- Jeff Weaver has many years of experience in helping large and small companies implement and operate UPC Bar Coding Systems.
- Grant Siebert, DSM Nutritional Products Inc., built one of the first plants in the U.S. to operate with a UPC Bar Coding System. Grant will lead us through the problems, remedies and advantages and disadvantages of a Bar Coding System.
- Chris Enloe, NutraBlend LLC, will Share his companies experience in implementing and using a Bar Code System.

Contract Packaging – Packaging is the face of your company to your customer. It protects product quality. Make sure you and your company are in compliance with current and future packaging requirements by attending this session.

The Global Energy Outlook – Energy - in all its forms - is critical to economic growth, development and social welfare. From the world's most modern cities to the smallest communities in developing countries, reliable access to affordable energy is necessary to drive long-term economic and social progress. Over the next two decades, demand for energy is forecasted to rise dramatically across the

globe, as populations and economies grow at rapid rates. This presentation focuses on energy demand to the year 2030. It examines key drivers of rising demand and the way this demand will be met by the various available energy sources, including fossil fuels, nuclear power and renewable energies. It concludes by providing insight into the challenge of meeting growing energy needs while mitigating global CO2 emissions. We are fortunate to have Nate Jenkins share his and Exxon's viewpoint in this area.

Grain Outlook – Richard Brock is no stranger to PISC as he has been an essential and dynamic part of the program for many years. All attendees will look forward to his prognostications relative the current and future market trends.

Livestock and Poultry Outlook – Tom Abrahamson, Cargill Inc., an industry veteran, will share his view of the future livestock and poultry production and market trends.

War for Talent – There is a growing global shortage of talent to fill key roles in technical, strategic marketing and general management functions at all organizational levels. Greg Duerksen will talk about reason but also challenge conventional wisdom a bit by asking a few key questions. A can't miss session.

The Feed Industry - From a Legal Perspective

- **Reacting to a Recall** – Jolyda Swain was Sara Lee's Director of Quality Assurance/Regulatory Affairs in

Zeeland, Mich. when she handled one of the largest-ever recalls caused by Sara Lee meat products contaminated with *Listeria monocytogenes*. A recall involves everyone in the company, regardless of job function or title. This subject should be of interest to all attendees.

- **Guarding Against Litigation** – Del Mitchell is a preeminent lawyer whose practice is almost totally devoted to the animal feed industry. He was heavily involved in the vitamin and amino acid litigation that took place a number of years ago. Mr. Mitchell will share his views relative to minimizing the exposure of you and your company.
- **When Litigation Occurs** – James Hansen will operate from a courtroom setting in order to explain the ins-and-outs of trial litigation.

Federal Regulatory Requirements for the Animal Feed and Ingredient Industries – Leah Wilkinson will present a nuts-and-bolts perspective of upcoming state and federal regulatory requirements regarding animal feed/food production. She will also provide a reference calendar indicating the important dates for reporting and filing along with other pertinent information.

Major Trends in Agriculture and the Impact of China – From headlines on double-digit economic growth to increased imports of corn, what happens in China and throughout Asia has an immediate impact on U.S. farmers and ranchers and the animal feed industry. Learn what is happening from Ms. Stiffler-Claus about doing business in China.

