Featuring

KEEPING ASF OUT: AFIA MEMBERS PUT THEIR BIOSECURITY PROGRAMS TO WORK
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Send Us Your Story Ideas!
Have a suggestion for a topic we should cover?
Email Victoria Broehm at: vbroehm@afia.org
"Here was an organization that understood service to its membership and the value of bringing together the entire animal food industry to effect positive change."

My Promise to You

Constance Cullman
President and CEO

Engage. Expertise. Voice. Representation. It was the four promises the American Feed Industry Association made to each of you that drew my attention to this position. Here was an organization that understood service to its membership and the value of bringing together the entire animal food industry to effect positive change. Promises that not only set AFIA apart, but also reflect my own values.

Today, we are operating in an environment where the fulfillment of those promises is vital to future success. It seems every generation believes it is living in the most interesting time and they are often correct. It is easy to argue, however, that we are living in an era of unprecedented change -- change that is happening more rapidly than ever before -- and that we must learn to quickly adapt or become irrelevant.

While working for the Ohio Farm Bureau Federation, we called sustainability "agricultural ecology" and it meant something different to everyone. Today, it is still on everyone's minds! From the input supplier to the final consumer, sustainability criteria and recommended actions are discussed. It is AFIA's priority to represent our sector's interests on sustainability.

The U.S. regulatory environment for product approvals was relatively predictable when I joined the U.S. Department of Agriculture and the crop protection industry, allowing the United States to compete with other exporting countries. Today, we lag behind other nations -- not by months, but by years -- in the speed at which new feed ingredients are approved. The rate of innovation is challenging the government's ability to keep up with its reviews and has resulted in a lack of access to new technologies. Providing the expertise necessary to navigate this regulatory challenge and assure our industry's access to tools for growth is a critical function of AFIA, relying on engagement with you, and by you.

When I began my career at The Ohio State University forecasting livestock markets, the internet barely provided historical market data. Today, the market moves with one tweet and changes in government policies, emerging pathogenic threats, or shifting consumer needs and demands happen in seconds. The current trade war has introduced considerable unpredictability at a time when the global economic climate is already under pressure. It has heralded a call for our industry to diversify our export markets and, to the extent possible, suppliers as well. Movement of invasive species and pathogens also demand tighter controls and traceability while mercurial consumer demands require rapid adjustments in what and how we produce food globally and communicate. Engagement by AFIA members continues to be critical as we leverage opportunities presented by these challenges, minimize risks to our sector and develop relationships with consumer influencers that allow our voice to be heard.

My college professor once asked me why someone would want to read my paper on the demand for corn gluten feed exports -- how could I make someone care? He had a point. I had the facts, I had the data to show its importance to the sector but my paper didn’t connect with the reader’s interests. It was then that I discovered the importance of voice. The ability to not only know the information, but to communicate to your audience why they should invest in the issue with you. AFIA is one tool for you to have a voice: to connect with the policy-maker whether that policy-maker is in the halls of Congress or in the boardroom. We have long relied on facts to make our case. Today, it requires connecting in a more personal way.

Engage. Expertise. Voice. Representation. These words capture the promises AFIA made to you when you joined this organization and the promises that I will commit to as your new president and CEO. Alone, each promise is necessary, but not sufficient to maintain our freedom to operate and grow. Together, they make us an effective organization.

Constance Cullman
The American Feed Industry Association launched a new blog – AFIA Feed Bites – to share insights from staff, members and guests on both policy issues and hot topics in the news.

With weekly posts, the blog will showcase the animal food industry’s role in U.S. agriculture, while also explaining the ins and outs of our industry to public audiences.

Check out the blog at afia.org/blog. For story suggestions or to submit a guest post for consideration, contact Lacie Dotterweich, AFIA’s communications coordinator, at ldotterweich@afia.org.

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Below are just a few items on the legislative calendar that the American Feed Industry Association will be monitoring and responding to over the next few months.

APPROPRIATIONS

Once again, Congress has found itself up against a funding deadline without an appropriations agreement in sight. Congress passed a continuing resolution just before funding ran out on Sept. 30, extending the deadline until Nov. 21. The House passed its appropriations deals earlier this year and the Senate recently passed a minibus package including funding for the Food and Drug Administration. Any differences will have to be worked out in conference committee.

While appropriations and “keeping the lights on” for the government are always important, AFIA has a vested interest in making sure the appropriations package Congress passes includes additional funding for staff at the Food and Drug Administration to review animal food ingredients, in hopes of speeding up a burdensome and expensive process for industry.

The rest of 2019 is sure to be a showdown as appropriators race to keep the government open and allocate spending for fiscal 2020. As talk of impeachment proceedings swirl, Congress will find less time to work on other legislative matters, further complicating an already delayed process.

U.S.-MEXICO-CANADA AGREEMENT

If you are connected to American agriculture, chances are the U.S.-Mexico-Canada Agreement (USMCA) is a high priority for you. The agreement between the animal food industry’s first and second largest export markets, is essential for the success of the industry and all of agriculture.

While an agreement has been reached between the three countries, each country must ratify the agreement within their own legislative branches of government. In the United States, Democrats have expressed concern over the agreement’s enforcement, environmental, labor and pharmaceutical provisions and are asking to make edits to those sections, which would require all three countries re-agreeing to the deal before it could be ratified, a time-consuming endeavor.

Mexico’s legislature has already ratified the agreement, leaving the decision to the U.S. and Canada. If Congress fails to ratify the USMCA before the end of the year, it will be all but impossible to do so in 2020 as the country shifts into presidential election mode.

HEMP REGULATIONS

The U.S. Department of Agriculture recently announced the publication of rules for hemp production. This “interim final rule” will serve as the regulatory framework for U.S. hemp production until the publication of the permanent final rule, after a public comment period occurs. The rule provides licensing of hemp growers by USDA, sets testing and sampling guidelines to protect against misidentified crops and gives hemp producers access to the same loan and risk management programs as other commodities. The rule does not comment on or approve the use of hemp, CBD or any other hemp-based products for use in animal food. Those products will still need to be approved by the Food and Drug Administration through the Center for Veterinary Medicine’s ingredient approval process before they are legal for use or sale.

2020 ELECTION

Looking ahead to the 2020 presidential election - there are more than a dozen Democrats running for the Democratic nomination and at least three Republicans confirmed running against incumbent President Trump for the Republican nomination.

Per usual during a presidential election year, you can expect the legislative process to grind to a halt, with neither party particularly anxious to give the other a political victory of any kind. It is expected that much of the conversation around the election will focus on issues outside of agriculture, including: gun control, student debt and healthcare, to name a few. But agriculture may have a more prominent role in this election as both parties vie to move rural voters into their camps.

FINAL THOUGHTS...

Your voice in agricultural policy has never been more important than it is today. Whether through AFIA advocacy campaigns, reaching out to your lawmakers directly or at the ballot box, the future of our industry depends on sound, science-based policy, which depends on experts like you to make your voice heard.

For more information, contact Cory Harris, AFIA’s manager of government affairs, at charris@afia.org.
FOOD SAFETY MODERNIZATION ACT

Are you ready? The regulations are in place. The inspections are occurring. The agency is continuing the “educate before you regulate” mantra in regard to its Food Safety Modernization Act regulations, however, it is taking regulatory action when there are food safety concerns. See the article on page 5 for more on these inspections.

Most of the focus for the animal food industry has been on the Current Good Manufacturing Practices and risk-based preventive controls for animal food regulations. However, inspections at animal food facilities for the Sanitary Transportation and Foreign Supplier Verification Program (FSVP) regulations are also occurring, albeit at a much lower frequency.

As of July 15, 39 sanitary transportation inspections had occurred since the start of last fiscal year on Oct. 1, 2018. As of Sept. 20, 40 FSVP inspections had taken place. Eight percent of sanitary transportation inspections and 40% of FSVP inspections resulted in “inspectional observations,” documented on a Form 483 issued to the facility. AFIA will be learning more from the FDA about these inspections and sharing information with members.

PIG EARS AND SALMONELLA

Since it was first reported by the FDA in early July, over 140 people across 35 states have contracted at least six different strains of salmonella after handling pig ear dog treats or caring for dogs who ate the treats. This does not count the dogs that may have been sickened from eating the treats as well.

Evidence suggests that contact with the dog treats from many different suppliers is likely the source of this outbreak, which caused over 30 people to be hospitalized with salmonellosis. The FDA has traced some of the pig ear treats associated with cases of the illness back to sources in Argentina, Brazil and Colombia. However, comingling of pig ear treats from many sources in retail bulk bins has increased the difficulty of tracking the outbreak.

Three U.S. firms associated with cases in the outbreak have recalled the treats and are working with the FDA to remove the treats from the marketplace and identify places where they may have been distributed. The Centers for Disease Control and Prevention and the FDA are advising people not to buy or feed any pig ear dog treats, including any that may already be in homes.

INGREDIENT APPROVAL PROCESS

The animal food industry continues to express frustration with the slow process and pace for ingredients to gain approval at the FDA and Association of American Feed Control Officials (AAFCO). Speeding up review times is a top priority for AFIA.

In July of 2018, Congress made technical improvements to the animal food ingredient review and approval process through the Animal Drug and Animal Generic Drug User Fee Amendments Act (H.R. 5554). These changes increased the transparency in the application process, removed conflicting language surrounding ingredients and provided further clarity on the submission process for submission of foreign data in food additive submissions. AFIA recently submitted comments to the FDA’s Center for Veterinary Medicine on the use of data from foreign countries to support new animal drug applications and animal food additive petitions. Current agency policy that restricts the submission of certain foreign data puts U.S. feed ingredient manufacturers at a global disadvantage.

LOOKING FORWARD ON SCIENCE

The FDA is planning to do some forward-thinking this winter regarding science and the current regulations related to food safety. AFIA attended a recent public meeting, “FDA’s New Era of Smarter Food Safety,” which reviewed advancements in technology and how these tools can enhance the agency’s work. This initiative will evaluate new technologies (e.g., blockchain and artificial intelligence) for ways to prevent foodborne illnesses and improve traceability throughout the food chain.

For questions on AFIA’s regulatory portfolio, contact Louise Calderwood, AFIA’s director of regulatory affairs, at lcalderwood@afia.org.
Getting to Know AFIA’s Newest Chief Executive

Constance Cullman

Only a few months into the job, Constance Cullman, the American Feed Industry Association’s new president and CEO, is meeting with members and learning the ins and outs of our industry. The AFIA Journal recently sat down with her to learn more about her priorities and passions.

Where did you grow up and how did you end up here?

Growing up on a cow-calf operation near Marysville, Ohio, meant daily trips to the barn before and after school and summers baling hay. It also meant that studying agriculture was the natural choice when I decided to put myself through school at The Ohio State University. I landed on agricultural economics for my bachelor’s and was fortunate to receive an associateship to complete my master’s in agricultural economics as well, with an emphasis on international trade and policy.

You’ve worked at various agriculture organizations outside of the animal food industry. What can you bring to the table at AFIA and what would you like to learn?

It has been a privilege to work in food and agriculture in several different capacities – university extension, Farm Bureau, government, trade associations, an investor-owned company and foundations. Those experiences gave me a better understanding of what motivates, concerns and challenges different sectors of our industry. It is my hope to leverage that experience, think creatively about how to tackle our issues and forge partnerships and collaborations across the food and agriculture supply chain. I would like to better understand the obstacles or challenges hindering each sector within the animal food industry’s freedom to operate and their priorities to enable future growth and opportunities. Hearing from members on these topics is my top priority.

What do you see as the biggest challenge facing the animal food industry today?

A workable and predictable policy and regulatory environment, for both government regulations and policies created in the boardroom, which affect our members and their freedom to operate. Specifically, the lengthening of regulatory processes is putting our industry at a competitive disadvantage with competitors across the globe, while varying company food and sustainability policies introduce considerable unpredictability into the marketplace. Equally important is the unpredictable and ever-changing trade environment, which creates difficult-to-plan-for disruptions with long-term customers and suppliers and hinders the development of new markets.

On the flipside, what do you see as the biggest opportunity for the animal food industry?

Creating a value proposition that aligns our industry practices and product delivery with consumers’ values. The rapid pace of innovation provides the opportunity to meet specific consumer needs and demands through specialized product development, data management and traceability. Never before have we had so many tools at our disposal to meet the needs for quality, increased quantity and responsible resource utilization, but at the same time, we must be cognizant of our role in communicating those attributes to end users. It will require strong engagement to assure the regulatory and communication strategies are in place to capitalize on these tools, but it is an exciting opportunity.
Do you have a passion for any particular industry issue?

Two passions that have never wavered during my career are conservation and the global exchange of goods and services. The responsible use of our natural resources can and does coexist with the need to produce an increased quality and quantity of calories. Given the natural interrelationship of the environment and agriculture, I believe ongoing improvements in this area will be a constant companion for us. The efficient and predictable global exchange of our products and our customers’ products is not only necessary from a business management perspective, but also to efficiently utilize limited resources around the globe. Both of these issues are interwoven throughout our industry’s long-term priorities.

Outside of work, what are your favorite things to do?

Maybe it was due to growing up on a farm, but two things I enjoy doing are getting my hands dirty renovating houses – bringing life back into homes– and being back in nature. In my case, “nature” means underwater and scuba diving at every opportunity. My dog, Josie, also keeps me humble!

What else should AFIA members know about you?

Being the eighth of nine kids means I had to learn how to be a tough negotiator! 

An international consortium of feed industry partners came together Sept. 19 to establish the Global Feed LCA Institute, which will provide greater access to environmental data on feed ingredients so stakeholders can improve their accuracy for reporting the environmental impacts of sustainable animal protein production.
The time has come. Just under nine years after the Food Safety Modernization Act was signed into law, the phase-in of the regulations for all-size animal food facilities has occurred. As of Sept. 17, 2019, all animal food manufacturing facilities, regardless of their size, are required to be in compliance with all parts of the FSMA animal food rule. Inspections have followed a similar phase-in which has given the industry appropriate time to implement the regulations and allowed for adequate training for the inspectors.

The Food and Drug Administration recently shared its inspection findings for fiscal 2019 and its plans for upcoming inspections.

As of mid-July, inspectors conducted 517 Current Good Manufacturing Practices (CGMPs) inspections, with roughly 70 facilities receiving Form 483s - the form used by inspectors to report observed violations of FSMA. This is the first fiscal year the agency has included Hazard Analysis and Preventive Controls (HA/PC) inspections for large-sized facilities, conducting 121 inspections, which resulted in 31 Form 483s.

The FDA said the high number of Form 483s is likely due to the fact that inspections were carried out at facilities with recent known food safety issues and will likely become less prevalent as more inspections occur, covering a broader sample of the industry. Most Form 483s were related to plant sanitation, pest control, not properly examining incoming raw materials and ingredients for suitability, unlabeled containers, and the pre-requisite program used to mitigate a hazard not being in place, properly implemented, or inadequate to control the hazard. It is important to note in the last incidence that the FDA is not stating that a preventive control needs to take its place—but instead that the pre-requisite program may just need to be followed or bolstered.

For fiscal 2020, which runs Oct. 1, 2019, through Sept. 30, 2020, the FDA said it will conduct 330 HA/PC inspections for large- and small-sized facilities and another 180 CGMP inspections across all sized facilities. Inspections are being conducted by both state and federal inspectors.

For more information on FSMA Inspections, contact Leah Wilkinson, AFIA’s vice president of public policy and education, at lwilkinson@afia.org.

CHECKLIST: ARE YOU READY?

Based on some of the inspectors’ comments, the American Feed Industry Association asks facilities:

• Are you ready to “tell your story?” The point of contact at the facility that meets with the inspectors needs to be able to describe how your facility operates and explain the food safety plan. For many inspectors, it may be their first time in your type of production facility or seeing your product being manufactured. Spending some time explaining the system will help inspectors better understand your facility and product in the long run. In some instances, it may be beneficial to include a facility overview, the animal food safety team and a process flow diagram in the animal food safety plan. These additions can help inspectors become familiar with the facility more quickly and perhaps put all parties a bit more ‘at ease’ with the inspection.

• Do you have a designated Preventive Control Qualified Individual in place?

• Do your employees know what is expected of them in the facility’s written food safety plan and are they doing it?

• Are your employees prepared to discuss their role in the food safety plan with an inspector?

• Have you documented the training of the qualified individuals in your facility?

• Are all the hazards for your type of facility or products produced accounted for in your facility’s hazard analysis?

• Are you ensuring that the pre-requisite programs are implemented and adequate for the hazard being addressed?

• Is your corporate-based food safety plan adapted to your specific facility?

• Do you provide scientific justification to demonstrate the metric and/or values used for a preventive control is appropriate?
AAFCO UPDATE

AAFCO, AFIA Committees Address Pet Food Labels, Nutrient Levels and More

The land of horses and bourbon proved remarkable for the Association of American Feed Control Officials’ (AAFCO) annual meeting in Louisville, Ky. The meeting kicked off with a workshop focused on the Food Safety Modernization Act. The American Feed Industry Association’s Feed Regulatory and Ingredient Approval and Definition Committees also met, bringing together more than 140 industry members to discuss the latest state and federal regulatory activities.

The AAFCO annual meeting had record-breaking attendance with 478 state and industry participants, including representatives from 32 AAFCO member states who attended in-person or by phone. The industry continues to comprise the majority of attendees at these meetings.

The AAFCO Ingredient Definitions Committee (IDC), the working body responsible for reviewing and making recommendations on ingredient definitions before they are voted on by the full membership and added to the Official Publication (OP), recommended moving seven definitions to official status, modifying two definitions, revising two feed terms and creating three new feed terms. No new ingredients were considered at this meeting.

The AAFCO Pet Food Committee discussed an agenda topic brought forward by AFIA related to the veterinary-directed therapeutic pet foods. Some pet food firms have experienced issues registering these products as pet foods, considering there is no recognition of the FDA Compliance Policy Guide 690.150 by AAFCO or states. AFIA will participate in the work group that was formed on the topic. The committee also heard a recap of the latest consumer focus group research related to the pet food label modernization work. The groups assessed the value of proposed pet food label changes. The next step in the process will entail further refinement of these proposals by the work groups and likely more consumer research.

Other actions from the AAFCO meeting included the Feed Labeling Committee discussing if maximum levels of certain nutrients should be required on the label. The committee decided to postpone the discussion related to a maximum guarantee for Vitamin D in rabbit feed until a later date. The AAFCO Feed and Feed Ingredient Manufacturing Committee work group is looking to update the mineral guidelines in the AAFCO OP, which have not been updated since the 1970s, and will provide a report at the January meeting. AFIA participates in both of these working groups.

The 2020 AAFCO mid-year meeting is scheduled for Jan. 21-23 in Albuquerque, N.M. For more information, visit aafco.org. In conjunction with the January AAFCO meeting, AFIA will host its committee meetings. More information on these meetings will be sent in the months to come.

For more information about the AFIA committee meetings and the AAFCO meeting, contact Leah Wilkinson, AFIA’s vice president of public policy and education, at lwilkinson@afia.org.
As fall arrived, the Trump Administration advanced several major regulatory decisions of interest to the animal food industry. However, not everything on the deregulatory agenda has moved quickly. Some complex rule changes have been more difficult to get done and others are being litigated or reviewed by Congress. A few potentially more restrictive requirements are rolling out as well.

See our summary of pending rules and issues AFIA has been working on and closely monitoring at the federal level below:

**EPA**

- **Listing Formaldehyde as a “High Priority” Chemical** – In September, the Environmental Protection Agency (EPA) listed formaldehyde as a “high priority” chemical for review under the Toxic Substances Control Act (TSCA) and will launch a formal risk evaluation in December. Formaldehyde is used at low levels in some poultry and swine feeds for salmonella control. The EPA will have up to three years to assess formaldehyde along with other substances in its current “high priority” bin of 20 chemicals. The primary question the EPA will ultimately be required to answer is whether formaldehyde presents an “unreasonable risk” to human health and the environment under various conditions of use. The risk evaluation will identify specific use conditions (e.g., occupational settings, consumer products) for the chemical and then determine whether any use restrictions are necessary. Public comment will be opened at key stages in the evaluation process.

- **“Waters of the U.S.” Rule** – The full rewrite of the WOTUS rule is closer to completion but has remains a challenging process for the agency. As we noted earlier in the Spring AFIA Journal, this deregulatory effort remains as controversial as ever and has been heavily litigated by all sides. Issues still at-large include the scope of federal control over agricultural lands and other areas, how narrowly a wetland should be defined to be subject to the Clean Water Act and the legality of the EPA’s “repeal and replace” process for the Obama-era rule already on the books. The agency released a “repeal rule” of the 2015 rule in September 2019, as well as a final “replacement rule” to be enacted by the end of 2019.

- **Manure Reporting Exemption for Farms under EPCRA** – In a major victory for animal agriculture, the EPA issued its final rule exempting farms from air emissions reporting requirements under the Emergency Planning and Community Right-to-know Act (EPCRA). Farmers and the broader agricultural community were pleased with the agency’s much-anticipated final action. The final rule capped off a years-long debate and battle over keeping farm manure ambient air releases out of the federal and state emergency response framework. Opposition groups quickly announced lawsuits against the EPA and vowed to overturn the rule in federal court. EPA Administrator Andrew Wheeler noted in response that the EPCRA reporting requirements were never intended to address animal manure.

- **Tier II Reporting for Combustible Dust Under EPCRA** – In the past year, AFIA has worked with the EPA to reduce confusion in the industry for complying with Tier II form reporting requirements surrounding combustible dust and to give local emergency planners the information they need to understand potential risks from facilities under EPCRA. The good news is that the EPA and the industry have worked to clarify how feed and grain facilities should report combustible dust. AFIA’s brief compliance guide to assist members on the issue was released prior to the March 1, 2019, Tier II reporting deadline. As the current reporting year closes, AFIA member companies can contact us with any questions or concerns for completing the Tier II form.

For more information on EPA and OSHA regulations, please contact Gary Huddleston, AFIA’s director of feed manufacturing and regulatory affairs, at ghuddleston@afia.org, or Christian Richter, The Policy Group, at crichter@thepolicygroup.com.
2019 State Session Overview

This 2019 state legislative session has been as active as expected with every state in session this year. The American Feed Industry Association tracks state legislative and regulatory activities and below are some of the highlights.

**California:** AB 657 increased the maximum rate of the inspection tonnage tax from $0.15 to $0.25 per ton of commercial feed sold and set a registration fee of $100. The bill also extends the secretary’s authority to designate a specified amount of tonnage taxes collected to provide funding for research and education from Jan. 1, 2020, to Jan. 1, 2025. The governor signed the bill on Sept. 20, 2019. AB 1080 aims to phase out “single-use plastics” by the year 2030. While the bill provides an exemption for some plastics deemed “unsafe or unsanitary” to recycle, it is not clear what falls under those guidelines. AFIA is working on ensuring animal health and safety is not compromised in the legislation. Additionally, multiple bills are in play around banning the importation of wildlife into California for use in pet foods.

**Maryland:** SB 471 limits the judicious use of antibiotics for preventative purposes and would require farmers to report antibiotic use to the Maryland Department of Agriculture. Unfortunately, SB 471 was enacted.

**Missouri:** SB 133 provided necessary fee increases to the Missouri Department of Agriculture to carry out its statutory responsibilities for the regulation of the feed, seed, fertilizer and pesticide sectors. The governor signed the bill on June 24, 2019.

**New Mexico:** SB 367 would have established an additional tax of $50 in 2020, $75 in 2021 and $100 in 2020 and beyond per pet food product registered in the state to pay for a spay/neuter program. AFIA joined the Pet Food Institute and the Pet Industry Joint Advisory Council in opposing and defeating this bill, which died in the Senate Finance Committee.

**North Dakota:** HB 1134 updated the current state feed law to the most recent version of the Association of American Feed Control Officials’ model bill. The bill went into effect on Aug. 1, 2019.

If you hear of bills or rules being proposed or to get involved in states where changes are being considered, contact the AFIA staff at afia.org/StateIssues.
Crawl Before You Can Walk – Standards Before Trade

International standards are not the “sexiest” topic, nor is it the conversation that starts a heated debate at the Thanksgiving table. However, international standards play a critical role in trade and international bodies that write standards that can affect current and future trading relationships.

How do trade discussions begin? A starting point for a trade discussion involves the countries reviewing each other’s standards or regulations related to the items they want to trade. Each country is making sure product development is safe and that no harm will come to animals or consumers by allowing the product into their country. If countries formulate regulations on sound scientific principles, this initial step in the trading process can be accomplished. But who determines what is a “sound scientific principle?” What is the benchmark for which regulations should be based? This is where international standard-setting bodies become important.

The World Trade Organization (WTO) deals with fair trade rules between nations and the rules governing food safety, while animal and plant health measures are under the Sanitary and Phytosanitary (SPS) Agreement. The SPS Agreement ensures consumer, animal and plant safety, while not allowing countries to use perceived human, animal or plant health concerns as a way to block trade. The SPS Agreement uses three international standard-setting bodies: Codex Alimentarius (Codex), World Organization for Animal Health (OIE) and International Plant Protection Convention (IPPC). These three organizations are referred to as WTO reference organizations, and the standards they set are used in trade disputes brought to the WTO. Codex sets food safety standards, OIE sets animal health and veterinary standards, and IPPC sets plant and crop health standards.

AFIA interacts primarily with Codex and OIE, through two different mechanisms, by being part of U.S. government delegations attending meetings or through its membership with the International Feed Industry Federation (IFIF). AFIA secured funding this year from the Market Access Program, which is overseen by the U.S. Department of Agriculture’s Foreign Agricultural Service, to support these activities. Ensuring that the industry has a voice in Codex and OIE, which are government to government organizations, is imperative in promoting scientific decision making and practical implementation measures for not only the U.S., producers and manufacturers, but worldwide.

Even though “sound science” seems like a fairly straight forward topic, as in most things, politics typically come into play. The U.S. industry and government have been allies in a science-based approach to regulation in order to facilitate trade. Recently, some countries have taken a “political-based” position regarding the formulation of international standards. This has caused a rift in the international community and made the stance for scientific principals increasingly important. AFIA continues to work with our international partners to support science-based decision making at international standard-setting bodies and is finding common ground on a science first approach.

Standards set the stage for productive trading relationships. Standards based on science allow for trading partners to start a discussion on the same level and give countries a way to push back on barriers to trade that claim consumer, animal or plant health as reasons to not allow a product into their country. AFIA’s commitment to standard setting is a commitment to pursuing successful trade and continuing to work for increased market access for AFIA members and partners. ■

For more information on international standards and trade, contact Mallory Gaines, AFIA’s manager of market access and trade policy, at mgaines@afia.org.
**Canada:** The Canadian Food Inspection Agency (CFIA) has been working to modernize its feed regulations since 2011. Final proposed regulations are scheduled for publication in early 2020.

**United Kingdom:** The Brexit deadline has been extended to Jan. 31, 2020, allowing the United Kingdom and European Union more time to negotiate what the UK’s departure from the EU will entail. Recent statements have indicated that EU-based policies (i.e. prohibiting chlorine wash for poultry) may remain in place, much to the demise of U.S. agriculture.

**India:** The Office of the U.S. Trade Representative is working on a partial trade deal with India. The deal is said to possibly involve greater access for U.S. agriculture in India in exchange for restoring India’s General System for Preferences status.

**China:** Trade talks continued in October, resulting in a draft first-phase agreement that halted the Oct. 15 tariff increases on imports from China, as well as commitments from China to purchase $40-50 billion worth of U.S. agricultural products. Feed products have been burdened by regulatory issues stunting market access for several years. The trade war in the interim makes solving issues at the regulatory level impossible.

**Japan:** During the Group of Seven (G7) meeting at the end of August, the U.S. negotiated the first-phase limited bilateral trade deal with Japan. Formal signing took place in September. The deal covers digital trade and tariff reductions for industrial and agriculture products.

**Vietnam:** AFIA has received U.S. Department of Agriculture’s Foreign Agriculture Service (FAS) Emerging Markets Program funds to conduct a market assessment of Vietnam for the feed industry.
Alan Gunderson, vice president of Vita Plus Corporation, expresses what many in the animal feed industry are thinking today. African swine fever (ASF), which has so far devastated pig populations across China and parts of Europe and Africa, is a force to be reckoned with, but the U.S. animal food industry is working hard to guard against this deadly disease.

**REEVALUATING FOREIGN SUPPLIERS**

When the ASF outbreaks started in China last summer, United Animal Health, Inc. (UAH) evaluated how its operations stand in the U.S. today without any foreign animal diseases (FAD), what would happen in the event of an outbreak and how the company would manage its biosecurity protocols in a FAD-controlled area surrounding an infected farm. Referencing the recommendations contained in the American Feed Industry Association’s recently updated biosecurity guidelines (afia.org/biosecurity), the company also took steps to keep ASF out by assessing if its ingredients were coming from “biosecure” supplier facilities.

“We reached out to our suppliers, providing them with a questionnaire that asked multiple questions on biosecurity, for example, on employee hygiene and transport,” said Scott Ringger, UAH’s quality assurance and quality control regulatory manager. “The questionnaire had been part of our approval process for ingredient and packaging materials suppliers for many years, but what changed was placing a greater emphasis on what is a ‘biosecure’ facility.”

“We took a look at all of our ingredients and evaluated if the sources were economically viable in other places or when equivalent in efficacy, we chose to buy from non-ASF countries,” Gunderson said.

**HOLDING FEED INGREDIENTS**

For ingredients that were unable to come from other sources, Vita Plus opted to voluntarily “quarantine” them in the U.S., which Gunderson defines as: separate from other products, in a temperature-controlled environment and under their control, as opposed to a public facility.

“We have always allowed for biosecurity in our feed operations, but what was new about ASF is we saw how feed could be a vector, so we wanted to be extra careful with ingredients coming in from China,” he added.

Ringger said UAH also opted to proactively hold feed ingredients, citing recent research from the Institute for Feed Education and Research (IFEEDER), Swine Health Information Center (SHIC) and swine industry that “reassured us it was the right thing to do.”

The research, released in early May, concluded that the various feed ingredients that are considered “risks” for carrying and spreading the ASF virus require less time in holding for the virus to breakdown over initial estimations. “Holding times” refer to the time that must pass for the virus to become inactive in ingredients before they are used in manufacturing, generally counted between the date when the ingredients are sealed, and cross-contamination is no longer an issue, and packaged in a foreign country through transport and storage in the United States.

Like Vita Plus, UAH already had centrally located, climate-controlled warehouses where it could store ingredients safely and efficiently until the holding times were met.

<table>
<thead>
<tr>
<th>Mean Holding Time for 99.99% Degradation</th>
<th>Days at 4°C (39.6°F)</th>
<th>Days at 15°C (59°F)</th>
<th>Days at 30°C (86°F)</th>
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<tr>
<td>Coventional SBM</td>
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<td>52</td>
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<td>DDGS</td>
<td>494</td>
<td>182</td>
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<td>26</td>
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<tr>
<td>Lysine</td>
<td>78</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

Similarly, Vita Plus evaluated its ingredients and suppliers to weigh the risks with the benefits to see where changes should be made, explained Gunderson, along with members of the company’s Quality team, Donovan Nelson and Mike Milder.

**WHAT IS A “BIOSECURE” FACILITY?**

In 2018, AFIA developed a working definition for what AFIA considers to be a “biosecure” facility, in response to customer demand and lack of regulatory clarity. To meet AFIA’s definition, the facility must have adopted procedures to reduce the risks of pathogenic microbes from being transmitted into or contaminating the final animal food product. Although the procedures may vary depending on a number of circumstances, they should be documented as part of the facility’s biosecurity plan. See AFIA’s biosecurity guidelines at afia.org/biosecurity for the full definition.

Keeping ASF Out: AFIA Members Put Their Biosecurity Programs to Work

“We are always focused on our customers and are doing everything possible to prevent African swine fever from coming into the country. It is our responsibility.”
CHANGING SAFETY CULTURE

Both companies also looked at how they could reduce the risks of employees or visitors spreading animal diseases from farm-to-farm or during feed deliveries.

Vita Plus closed their facilities to any tour groups indefinitely and is taking extra precautions with international visitors or employees coming back from visiting foreign farms. For example, footwear and clothes worn at farms in ASF-infected countries stay in country, never making it back to the U.S., and employees are not allowed to visit U.S. farms for a certain amount of time after foreign travel.

“We have to do everything we can to close the door we have control of,” said Gunderson. “It may not be the biggest door, [but it all makes a difference].”

Both Vita Plus and UAH are taking additional measures to maintain proper employee and equipment hygiene, such as using footbaths, disinfectants, disposable boots and hand sanitizers. UAH is also incorporating “clean” and “dirty” lines within its feed delivery trucks to reduce the possibilities of disease transmission, without creating major inefficiencies.

In addition, UAH is focused on developing face-to-face training modules at each facility where they will bring a veterinarian, state veterinarian and customer to explain to employees how animal diseases are spread, proven biosecurity mechanisms are used to reduce the risks and the impacts an outbreak could have on a customer’s operations.

“The staff needs to fully understand their role in biosecurity,” said Ringger. “It’s them making sure they are following protocols – they are a critical part to mitigating the transmission of disease.”

BIGGER IMPLICATIONS FOR FEED INDUSTRY

At the end of the day, Gunderson said companies “have to work at it all the time” to make sure they are raising awareness of what constitutes a quality product, while ensuring employees are following biosecurity protocols and keeping animal diseases at bay.

His concern is that there may be some out there – customers, dealers or other manufacturers, particularly those without swine customers – who are not taking the threat seriously. But, he thinks this is changing, as even some of his customers in the beef and dairy industries are beginning to realize the impacts that having a foreign animal disease in the marketplace could have on their production.

Gunderson’s advice to the feed industry?

“It’s all about attitude. This is the right thing to do – it helps the customer and the business.”

WHAT SHOULD YOU CONSIDER WHEN HOLDING FEED INGREDIENTS?

While holding feed ingredients from ASF-infected countries is not mandatory for feed manufacturers, many companies have elected to voluntarily hold ingredients as a precautionary measure.

Below are some questions companies can consider when making the decision to hold ingredients:

1. Do you have climate-controlled storage space? Being able to hold ingredients at various temperatures is essential.
2. Is the storage space centrally located? This is important for moving ingredients to/from your mills.
3. Who has access to your storage space? Is it under your control or a public warehouse where others could come into contact with the ingredients?
4. Can the ingredients be segregated? This could be an issue with multiple ingredients in large shipments.
5. Do you have enough inventory? Will you be able to fulfill orders with your current supply while ingredients are in holding?

For more information on AFIA’s ASF outreach, contact Leah Wilkinson, AFIA’s vice president of public policy and education, at lwilkinson@afia.org, or Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education, at pdavis@afia.org.
I grew up as the son of a feed man, working all parts of the business. Always around animals, I learned how to feed and care for them. Compared to today, those days were simple and straightforward.

Back then, producers worked hard to feed a growing America with safe and affordable food. Many immigrants came to this country in search of a better life and they found well-paying jobs that allowed for better living conditions and enough grocery money leftover on the weekend to purchase a good piece of meat for their families.

Time passed and the free enterprise system in America worked well. Better ways of producing food through improved growing conditions and better diets resulted in the most affordable food worldwide. Changes in nutrition, genetics, housing and marketing all led to unprecedented growth. This growth meant the industry could export to undernourished parts of the world.

However, somewhere in the process, the animal production community became too inwardly focused and did not respond well to the buying public’s growing concerns about how their food is produced. Admittedly, the activist community, which is never satisfied, drove some of this. Nevertheless, the concerned parent who wants the best for the family has every right to understand and expect that the food in the shopping cart provides sound nutritional value, protects our planet and meets his or her personal values.

For too many years, our industry has sat quietly in the background, allowing others to tell our story. We have become a reactionary industry, constantly trying to defend our contribution to producing safe and nutritious animal protein.

Several years ago, Belstra Milling hosted a group of Japanese pork producers. They proudly shared that their local grocery store’s meat case features pictures of them and their farms right next to their cuts of meat, providing consumers with a direct link to their food. I believe certification would provide a far better option, as the consumer could research the certification directly through a website.

I am pleased to share that working with AFIA’s former president and CEO Joel G. Newman, and president and CEO Constance Cullman, along with several allied food industry partners, we are working to create this collaborative endeavor. Such a collaboration will allow us to become more proactive as a group — a very lofty, but attainable goal. As members of AFIA, I hope you will join us in this process.
GUEST COLUMN

Telling a Good Food Story

Written by David Fikes
Vice President, Communications and Consumer/Community Affairs, Food Marketing Institute

It has been well substantiated that today’s information-age shoppers ask more questions about their food than ever before. Some may simply blame the uptick in shopper inquiries on the current data-driven nature of things, but I think there is another more important aspect driving consumer questions about how their food is produced – where it is grown and what it contains. I think shoppers are asking more questions because they desire a deeper connection to their food. They want to know its story and are in search of intersections – those places where the details of their food’s story resonate with some aspect of their story, whether it be a shared value, a familiar look, smell or taste, a recognizable point of origin or a fond memory.

Two hundred years ago, everyone knew where and how their food was produced because they were likely involved in most aspects of its local production. This meant they were intimately aware of the hazards, costs and labor that accompanied food’s journey to the plate. There was no need to ask about their food’s story because they were an active part of its plot line. Today, most shoppers are three, four and five generations removed from the farm. The absence of a firsthand awareness of the details of their food necessitates inquiries. And those asking these questions are seeking connection by utilizing the tool they use for most all their connectivity these days – their electronic devices. If they cannot connect in person, they seek a virtual connection. The problem with virtual connections is they are only as thorough, as accurate, as helpful as the data that is accessible.

We know from the Food Marketing Institute’s U.S. Grocery Shopper Trends research that among the attribute’s consumers are seeking out in a grocery store; 46% cite open and honest about their business practices and 26% want retailers who provide information beyond the package.

So even with all the labels, the flyers, the in-store resources and the online education, consumers still want more reputable details about the food’s story. They turn to their grocer to explain those label claims they don’t understand, especially those with a social responsibility twinge such as humanely raised, responsibly grown and environmentally safe. We find that millennials are especially curious about the social-good aspect of the food narrative, so this is a trend we expect to continue.

To tell an accurate and clear story about the food they carry, today’s food retailer must work hand in hand with the farmer, the producer and the supplier, to know the details of the tale. In an information age, it is not enough to just carry the product, the retailer must be able to tell its story in a way the customer can trust, understand and connect. Whether in-store or online, grocers must provide access to accurate information so that the product’s story is accurate and thorough. This is an opportunity for improvement for us, we must get better at telling the whole story of the food we sell. To do less than that exposes us and our trading partners to the possibility of uninformed, unrealistic or even outrageous consumer expectations, simply because the shopper didn’t get the whole story – including costs involved or the rationale behind our support of a particular production practice.

The oranges you buy in the grocery store have a sustainable backstory – citrus peels and seeds are often recycled into citrus pulp, which can be used as an energy concentrate in feed.
New IFEEDER Research Combats African Swine Fever

DEVELOPING TOOLS TO SAFEGUARD AGAINST AN ASF OUTBREAK

Supporting our producer customers is just one reason why the feed industry is partnering with the swine industry through the Institute for Feed Education and Research to step up its funding of critical research aimed at better preparing our industries against an African swine fever (ASF) outbreak. IFEEDER’s goal is to provide the feed industry with information so that it may develop tools to better prevent, detect and mitigate the occurrence of ASF in feed.

In partnership with the Swine Health Information Center (SHIC), IFEEDER and the swine industry recently released the results of its first round of research that looked at the holding times for feed ingredients, which are considered a risk for carrying and spreading the ASF virus. This research answered an industry need and the outcome validated shorter holding times for most ingredients evaluated. This will help ingredient suppliers keep inventories moving and ensure that they maintain a source of safe ingredients for animal food.

IFEEDER is now embarking on a second study to help the industry better understand how a virus can impact a feed manufacturing facility and most importantly, what steps need to be taken to get a contaminated facility back online while maintaining customers’ trust in the products. By proactively conducting this research in partnership with the SHIC and the Animal Nutrition Association of Canada, IFEEDER will put knowledge in the hands of the industry leaders who are working tirelessly to develop plans for managing an outbreak in a feed production facility and mitigating any subsequent spread.

While the industry can’t guarantee that disease outbreaks will never occur, the research and education that IFEEDER provides helps inform the animal feed industry on best practices for both production and protection of the feed supply. This is just one example of how supporting IFEEDER helps ensure that the feed industry continues to have the latest research to support safe manufacturing practices – no matter the segment of the industry – which can build trust among consumers, decision makers and thought leaders who know our role in producing safe feed and pet food. Thanks to the support of our members, we are able to quickly respond to potential industry issues that could have very real impacts on jobs, business success and the economic well-being of communities all across our great nation.

GM-FREE FEED RESEARCH MOVING FORWARD

The genetically modified organism-free feed research project continues to move forward. IFEEDER is conducting an analysis of the sustainability and economic impacts that using only GM-free ingredients in livestock and poultry feed would have on the U.S. feed industry and American agriculture.

IFEEDER awarded Iowa State University the contract in May 2019 and the research is now taking place. To date, the literature review has been completed; interviews with authors of the most current crop production budgets and agronomists are taking place and models are being developed to assist in compiling and conducting the research. All the while, researchers are assessing the assumptions from the various sources of data they have compiled so far.

The outcome of this research, expected in 2020, will better inform industry management and staff on how to articulate the value and importance of the use of GM feed ingredients in discussions with policymakers and the public.

HOW MUCH ARE AMERICAN PETS EATING?

From traditional kibbles to raw food to treats, there’s a lot of variety in what Americans feed their pets. There’s no doubt that they love to spoil their four-legged family members with delicious meals and snacks. But exactly how much of each type of pet food do our nation’s cats and dogs consume each year, which ingredients are used and how much value is this providing back up the supply chain?

These are questions that the Institute for Feed Education and Research is seeking to answer. In partnership with the Pet Food Institute (PFI) and North American Renderers Association (NARA), IFEEDER recently embarked on a study to uncover the unique composition, production and volumes of different pet food ingredients.

This new study will build on the outcomes of IFEEDER’s 2017 animal feed consumption study, which quantified the total amount of feed consumed by the top nine livestock, poultry and aquaculture species throughout the various stages of their lives. The study found that approximately 236.3 million tons of animal feed was fed to the nine species in 2016.

Understanding the ingredients used in pet food can be complicated by several factors, including, but not limited to:

- Pets are often considered members of the “family,” and therefore, pet food is often marketed and produced similarly to human food. Human health trends and fads regularly find their way into pet food.
• Pet food can use edible (e.g., human-grade protein products) and inedible (e.g., forages) ingredients, meaning sourcing points are more diversified than livestock and poultry feed.

• The consumption of pet food is not necessarily close to the points of production. Pet food can be produced in one location and then bought by consumers across the country. For example, it’s not a stretch to say that pet food produced in St. Louis, Mo., can be purchased in states from Washington to Florida.

• There are many breeds and sizes of cats and dogs, each with their own unique nutritional requirements.

Working in partnership with PFI and the NARA, IFEEDER looks forward to: gaining a better understanding of the ingredients used in pet food across the country, estimating how much is consumed by Fluffy and Fido and determining what upstream value is being provided.

The research is ongoing with the results expected early next year. The research will be used to further educate members of all three associations and the AFIA legislative and regulatory team will use this data to support a variety of issues and needs both on and off Capitol Hill.

To learn more about how you can become involved in IFEEDER and support research and education projects that help inform our industry, please contact Rob Cooper, IFEEDER’s executive director, at rcooper@afia.org.
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- Paul Cramer, Star Milling Company
- Michael Faurot, Hill’s Pet Nutrition, Inc.
- Juan Gomez-Basauri, Altech, Inc.
- Brent Kirn, DSM Nutritional Products
- Sean McNear, Blue Buffalo Pet Products, Inc.
- Al Yablonski, Anchor Ingredients Co., LLC

Production Compliance Committee
- Kirk Bowman, PerforMix Nutrition Systems, LLC
- Brad Guyer, Prairie Systems
- William Monroe, Cargill Animal Nutrition
- Walter Ney, United Animal Health, Inc.

Purchasing & Ingredient Suppliers Committee
- Kara Cagle, Tyson Foods, Inc.
- Quintin Honerman, Great Plains Processing
- Phil Tunbridge, Mars Petcare US

Quality and Animal Food Safety Committee
- B.J. Bench, Tyson Foods, Inc.
- Scott Buchwalter, Trouw Nutrition USA, LLC
- Edward Lee, Nutrien
- Jonathan Perret, Blue Buffalo Pet Products, Inc.
- Beverly Thomas, SPF North America
- Amanda Ungs, Darling Ingredients Inc.
Ten years ago, the word “sustainability” had as much meaning to people as the word “selfie” did. For those already practicing it, it had different names such as efficiency, ecology, stewardship or going green. Today, sustainability has evolved from a convenient buzzword meant to increase sales into a metric that is table stakes to be in business.

Consumer preferences have shifted dramatically in recent years – with people valuing the wise and efficient use of natural resources and the environment more and more. In a consumer study conducted by the National Chicken Council, findings showed that the environmental impact of chicken ranked either extremely or very important by roughly one-third of the buying public. With environmental sustainability continuing to gain importance, businesses must take note if they wish to remain in favor with consumers.

Luckily, the feed industry is and always has been sustainable, even before it was cool. Out of the many ways the industry is sustainable, the biggest is likely the use of co-products in animal feed. Almost all major feed ingredients are co-products, with the exception of whole grains and cottonseed. Co-products most used by feed manufacturers in making animal feed include:

- Soybean meal;
- Distillers' dried grains;
- Wheat middlings (or wheat shorts);
- Soybean hulls (or soymill feed);
- Citrus pulp;
- Cottonseed hulls; and many more!

Using co-products in animal food affects monumental volumes of material. In 2016, roughly 110 million tons – or roughly 47% of the total feed produced in the U.S. – came from co-products that may have otherwise found homes in landfills. In fact, all landfills in the U.S. would be full in just four years if it weren’t for the use of co-products – and the feed industry is definitely doing its part!

Think of any industry in the food and beverage sector – you can bet that animals benefit from that industry’s co-products.

Feed manufacturers use a wide array of co-products in making animal feed, such as:

- Citrus peels and seeds, which are recycled into citrus pulp, often used as an energy concentrate in feed;
- Oyster shell, which is sometimes used as a source of calcium in laying hen diets;
- Co-products from ice cream production;
- Almond hulls, which serve as a good source of fiber in feed for dairy cows;
- Whey, a co-product from cheese making;
- Brewers grains from brewing beer, which are often fed to dairy cows as a source of protein and energy;
- Peanut hulls and skins from peanut butter production;
- Leftover candy from boxes of chocolate, which are used as an energy source in cattle feed;
- Apple pomace, which is the solid residue that remains after milling and pressing apples into cider, juice and puree; and many more!

For decades, the animal food industry has played a critical role in finding innovative ways to use leftovers from food processors and reducing food waste. The industry is doing a great job of meeting the consumers' demands of increased sustainability, but this doesn't mean we should stop here. The animal food industry is committed to continuing to do good by the environment and to finding new ways to do more with less.

**DID YOU KNOW?**

Hot cocoa mix contains dried milk and whey products, which are also often used in baby pig feed.
SAFE FEED/SAFE FOOD

AFIA’s SF/SF Program Tips Cap to the Past, Looks to the Future

Safe Feed. Safe Food. Take either of those quips and overlay the diversity of food production and societal preferences and you’ll create a litany of thoughts, opinions and perhaps emotions. Undoubtedly, food safety is much more in the forefront of our culture and society than ever before.

In 2004, the American Feed Industry Association’s Safe Feed/Safe Food (SF/SF) program began with FSC36, a voluntary, independently certified program designed for the total feed industry. Our SF/SF certification program established comprehensive standards of excellence that go beyond existing regulations to maximize food and feed safety. Excelling at every aspect of feed production remains "our responsibility, our promise" to regulators, customers and American consumers.

Some of the original pillars of the SF/SF programs include:
• Trusted by the Food and Drug Administration;
• Demonstrates accountability and commitment to food safety;
• Reduces risk and costs;
• Protects companies, employees and customers;
• Sharpens awareness of regulations; and
• Verified by independent auditing.

Such hallmarks are obviously valuable to the animal food industry as evidenced by a long history of year over year growth in participating facilities. SF/SF certified facilities currently number in the mid-600s, with new facilities joining and inquiries about the program fielded frequently. As a product of the program’s growth and popularity, firms can choose from four food safety codes under the AFIA SF/SF umbrella. These include:
• FSC36 Safe Feed/Safe Food;
• FSC34 Manufacture of Animal Feeds;
• FSC32 Manufacture of Pet Food; and
• International Safe Feed/Safe Food (in partnership with FAMI-QS).

Now, after more than 15 years of service to the animal food industry, representatives from certified facilities cite numerous benefits of SF/SF. We hear most often that our programs help facilities with regulatory compliance. Updated throughout the years, SF/SF now supports compliance with the requirements of the Food Safety Modernization Act (FSMA). The requirements for FSMA have been incorporated into the FSC36 SF/SF program to support facilities’ compliance with the new regulatory requirements and to drive continuous improvement in their quality and food safety programs.

Likewise, we have learned that our certification programs ease and even speed up business-to-business transactions by providing a trusted third-party certification, which can take the place of lengthy audits otherwise conducted by the parties themselves. SF/SF has become somewhat of a language spoken within the industry!

Additionally, certification is recognized as a differentiation and competitive advantage in the marketplace. As society becomes more engaged in the origins, production practices and safety of human and animal food, more and more manufacturers and ingredient suppliers are finding value in third-party certifications.

As AFIA strives to improve our products and grow our programs, a short survey has been released to help identify and quantify the most prevalent perceived benefits of the SF/SF program. Certified facilities have received the survey and AFIA encourages participation in it.

For more information regarding SF/SF, please visit safefeedsafefood.org or contact the program’s technical advisor Paul Davis, Ph.D., at pdavis@afia.org, or Kori Chung, the program administrator, at kchung@afia.org.

DID YOU KNOW?

AFIA offers four feed and pet food safety certification programs called Safe Feed/Safe Food, designed to establish and promote generally accepted food safety guidelines.
### RECENTLY CERTIFIED FACILITIES

**KEY:**
- FSC32 - MANUFACTURE OF PET FOOD
- FSC34 - MANUFACTURE OF ANIMAL FEEDS
- FSC36 - SAFE FEED/SAFE FOOD

<table>
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<td>Joplin, Mo.</td>
<td>Jul-19</td>
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<td>Joplin, Mo.</td>
<td>Jul-19</td>
<td>FSC34</td>
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<td>Somersby, New South Wales</td>
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**Please note that Validus Verification Services, LLC did not provide data for FSC36 Safe Feed/Safe Food.**
At the end of December, Joel G. Newman will say goodbye to the staff and members for the last time. The American Feed Industry Association Journal sat down with him to gather his parting wisdom and the highlights of his remarkable career.

You’ve worked in the feed industry for over 48 years. Why did you choose to enter this field and what about it has kept your interest over that time?

When I went to college, like many others in the animal food industry, I studied pre-veterinary medicine. When I graduated, I was married and decided to accept a job with Agway as a short-term interim step before going on to veterinary school. However, I quickly discovered that I really enjoyed the nutrition and business aspects of the animal food industry and ultimately changed direction to pursue a Master of Business Administration degree. I have been fortunate to have had so many diverse opportunities in the industry, but my focus always came back to my love for agriculture, farmers and the feed industry. In recent years, my personal interest and passion has become helping to provide consumers and policy makers with access to accurate information, so they can make informed “choices” about the food they eat and policies they support which impact animal agriculture.

You’ve served the industry in several different capacities. Which one had the steepest learning curve? What did you take away from that experience that shaped the rest of your career?

One of my first positions with Agway was serving as a farm systems salesperson. This included designing and selling livestock buildings for dairy, equine and poultry farms, dairy milking equipment, feeding systems and silos. While I had worked on farms during summer breaks in high school and had an animal nutrition degree, I discovered there was so much I didn’t know. Fortunately, I had a systems engineer that was willing to work with me and satisfy my insatiable appetite to learn. During that time, I learned to ask a lot of questions without thinking “I should have known that!” It brought me a lot of joy to see the jobs completed and working well on each individual farm. In my first full year in this position, I was named to the Agway Hall of Fame for my sales performance. This taught me to never be afraid to reach beyond your comfort level, identify and learn the “keys to success”, recognize the outside expertise you need and don’t be afraid to ask for help.

Over the past 15 years, you’ve quietly reinvigorated how AFIA does business, from making promises to members for the value they can expect of the association to encouraging greater member participation. What has been your leadership philosophy in making this happen?

I developed my philosophy as an AFIA member, before I joined AFIA as the president and CEO. I believe our members want to support the industry and AFIA, but also want to see a return on that investment in areas that will positively move the industry and their businesses forward. We understood early in the redesign of AFIA that we needed to listen to the members, understand their business priorities and encourage them to be actively involved in the process -- we truly are member driven. At the same time, we also have a responsibility to identify trends and issues that will impact our industry and bring them to the board and membership for discussion, prioritizing a course of action where appropriate. And so critical, we have recruited a very talented team that are superb implementers of our plan. In summary, we fulfill our 4 Promises to the members, earning their trust and support, every day!
Every CEO has a passion for a particular project or initiative. What has been yours and how have you seen it change or progress over time?

When I first arrived at AFIA, I took over the international representation because everyone else’s plates were more than full. I have greatly enjoyed working with the U.S. Codex Alimentarius delegation and International Feed Industry Federation (IFIF) on the food safety and international trade standards process. International trade is the growth engine for our industry! I have so enjoyed working with allied industry Codex representatives and the Food and Drug Administration in this process. This international work is also a direct extension of the national legislative and regulatory representation of our industry. Our international work also opened the door for me to serve as Chairman of IFIF and its Regulatory Committee. And it led to a significant partnership with the European Feed Industry Federation and associations in all of the major animal production regions around the globe. So what began as filling a specific need grew into a passion for me.

It was through this work that I first met Dr. Frank Mitloehner of the University of California-Davis, and developed my second passion - making sure consumers have access to accurate information to make informed food choices and policy makers have accurate information to guide policy making affecting the feed and food industry.

The animal protein industry has sat on the sidelines for far too long and as a result, our story is being told for us by others, not always with our best interests in mind. There is so much misinformation being shared by groups with ulterior motives, which through repetition and default, leads to poor and inaccurate impressions of the animal protein industry, as it relates to both human and planet health impacts. My passion is to contribute in sharing our own story and I plan to continue in this area beyond my retirement.

AFIA has made headway on a lot of issues – from smarter regulations to international representation to sustainability. Where have you seen the most collaboration come about during your tenure? Where are there still opportunities?

The feed and food industries are made up of many segments, and no one segment can effectively address a majority of our issues single handedly. Therefore, collaboration has been an important part of my 15 years at AFIA. It started with developing a stronger relationship with the National Grain and Feed Association (NGFA) so both associations could maximize our expertise and ensure neither of us were duplicating our important work on behalf of the industry. In addition, we can expand the power of our voice on key points that supported both of our membership’s interests. Randy Gordon, NGFA’s President, has been a superb partner in this endeavor. On a global level, IFIF allowed us to accomplish very similar results, such as at Codex and working with the global feed industry.

The industry collaboration in responding to the recent release of the EAT-Lancet report was a tremendous example of how the industry can be effective in bringing everyone's expertise together in a common cause. The EAT-Lancet recommendations were very impractical, did not reduce the environmental impact of food production as claimed and were not nutritionally sound for many segments of the public. In a three-week period, the alliance showed they can be a force to be reckoned with! In the future, our agriculture and food industry will need to multiply this effort, by bringing all the right leaders and expertise to the effort, with the sole purpose of making a recognizable impact and by leaving individual flags at the door.

Everyone says they want to spend more time with their families upon retirement. But in reality: what do you REALLY want to do? Is there a hobby or new skill you’d like to learn?

I am excited about fulfilling Suellen’s and my travel bucket list and spending much more time with our grandchildren. Personally, I am anxious to become a much more accomplished photographer, which I have not made time for. I also plan to pay it back through volunteer work and maybe even learn to play the banjo!

Growing up—what did you want to be?

Keep in mind the era I grew up in (before air travel was prominent). At a very young age, I first wanted to be a Greyhound bus driver, because I wanted to travel and see so many places. A bit older, while working on my friend’s farm in the summers, I found I really enjoyed agriculture and set my goal on becoming a veterinarian. Looking back, it seems I have really been blessed – I’ve traveled across the United States and around the world, and enjoyed a tremendous career working in animal agriculture!
PISC 2020
PURCHASING & INGREDIENT SUPPLIERS CONFERENCE
MARCH 17–19 | Hyatt Regency, Seattle, Wash.

GENERAL SESSION TOPICS INCLUDE:

• Navigating the Plant-Based Product Trend
• African Swine Fever/Foreign Animal Diseases
• Has Your Company Committed to Agvocacy?
• "A Patriot’s Calling: Leadership, Teamwork and Sacrifice"

To register visit afia.org/PISC2020
In May, the American Feed Industry Association brought together approximately 650 buyers and sellers of animal food ingredients to its annual Purchasing and Ingredient Suppliers Conference, held in Orlando, Fla. Attendees heard from top-notch speakers on current issues facing the animal food industry and took part in networking opportunities, such as the annual golf tournament and sporting clays outing.

“PISC attendees had the opportunity to hear from experts on many hot-button issues in the animal food industry, such as sustainability and African swine fever,” said Veronica Rovelli, AFIA’s senior director of meetings and events. “Not only did they get an update on current issues, our members had the opportunity to foster and deepen relationships with their suppliers and clients.”

This year’s educational program featured several experts who spoke on various topics, including:

- how to incorporate sustainability practices into corporate programs;
- current research on African swine fever;
- the future impacts of the agricultural industry;
- the political landscape; and
- the economic and trade environment for the U.S. animal food industry.

The networking events raised roughly $1,300 to support research and education projects through the Institute for Feed Education and Research. Conference attendees also had the opportunity to meet with 10 members as part of the PISC Suppliers Showcase.

AFIA’s Liquid Feed Committee is gearing up for the 50th annual Liquid Feed Symposium, which will take place in Chicago, Ill., Sept. 15-17, 2020. To mark the golden celebration, the committee is developing a “Walk Down Memory Lane” showcase, but needs your help! We are looking for...

... that recognize the liquid feed industry’s long history and our members’ dedication in making LFS a success. To volunteer, contact Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education, at pdavis@afia.org.
In September, the American Feed Industry Association held its 49th annual Liquid Feed Symposium (LFS) in Omaha, Neb., bringing together nearly 180 liquid feed industry leaders to hear from experts on the latest news, research and innovation happening in this unique segment and to network and recognize outstanding individuals.

“True to the theme of the symposium, ‘Baseball, Beef and Boxcars,’ we examined where the industry is, took a deep dive into the meat of current issues and then considered what’s in store for the future,” said Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education.

LFS covered many hot topics, including the rise of cell-cultured meat, the impacts that removing animal protein from food systems could have on diets and greenhouse gas emissions, the future of antibiotics in animal agriculture and more.

Randy Davis of Quality Liquid Feeds, Inc. led the live auction, which raised more than $6,500 for the Kenny Berg Research and Education Fund. This fund, managed by the Institute for Feed Education and Research, supports feed industry-specific projects conducted by land-grant universities.

Other highlights from LFS included the induction of Joe Harris, Ph.D., into the Liquid Feed Hall of Fame (see page 33).
4 Reasons Attendees Love EMC

Mike Schuster of Laidig Systems, Inc. said he has been attending the Equipment Manufacturers Conference (EMC) – one of his “favorite industry events of the entire year” – since 1996 for four main reasons:

EDUCATIONAL PRESENTATIONS. NETWORKING OPPORTUNITIES. SUPPORTING FUTURE LEADERS. LOCATION.

This year, the American Feed Industry Association welcomed Schuster and other equipment manufacturers, installers, contractors and users of feed manufacturing equipment to Marco Island, Fla., on Nov. 6-8, for three days of valuable networking opportunities and specialized educational sessions.

Themed, “What’s Next: Operating Today for the Future,” the 2019 EMC provided attendees with opportunities to meet other industry leaders at the annual fundraising golf tournament, which raises money for the Institute for Feed Education and Research’s EMC scholarship fund. They heard from experts on topics ranging from adopting best legal practices for human resources to breaking boundaries for operating excellence to federal policy issues and more.

All proceeds from the conference supported the EMC scholarship fund that encourages college students to consider careers in the feed or grain sciences industries.

DID YOU KNOW?

Animal food manufacturing facilities practice a commitment to safety everyday through various programs.

Examining the ways consumer trends will shape poultry & feed production

Featuring important topic discussions on:

◆ Global animal protein consumption trends
◆ How new technologies will shape the feed industry
◆ Increasing consumer interest in feed-to-farm-to-fork production

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JANUARY 29, 2020
8 AM—12 PM
Co-located with IPPE 2020
Georgia World Congress Center

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www.FeedStrategyEvents.com
Your business is dependent on new technology, transformation and implementing the best practices in the industry to grow and thrive. The International Production & Processing Expo is the only trade show that links you to the entire food chain, with no other trade show offering the same scope of products and services. IPPE’s extensive range of solutions draws more than 32,000 industry professionals committed to implementing best practices, updating operations and remaining competitive.

Held every year in Atlanta, Ga., IPPE returns Jan. 28 – 30, 2020, and will once again provide innovation, valuable partnerships and invaluable networking opportunities in all segments of the feed, meat and poultry industries. 2020 will also bring the largest trade show to date with more than 1,200 exhibitors in three exhibit halls.

AFIA’s partners at IPPE - the U.S. Poultry & Egg Association and the North American Meat Institute - will also host several educational programs throughout the week.

Returning in 2020 is the popular Members to Atlanta (M2A) program. This program waives the registration fee for attendees from member firms of all three associations engaged in the production of poultry, eggs and meat for consumption, and feed and pet food manufacturers. Qualified individuals must register by Dec. 31, 2019.

The American Feed Industry Association will be hosting several educational programs during IPPE, including:

**ANNUAL PET FOOD CONFERENCE**

**FREE FEED EDUCATION PROGRAM**

**BIOSECURITY IN THE FACE OF FOREIGN ANIMAL DISEASE – WHAT THE FEED INDUSTRY NEEDS TO KNOW.**

REGISTRATION IS NOW OPEN AT IPPEXPO.ORG.

REGISTER BEFORE JAN. 15, 2019, FOR $75; AFTER THAT, THE ON-SITE RATE IS $125.

The 13th annual AFIA Pet Food Conference will be held Tuesday, Jan. 28, 2020, from 7 a.m. to 4 p.m. The day-long conference informs pet food industry representatives of the latest industry trends and features an array of speakers from government agencies, private corporations, universities and AFIA staff, who are experts in pet food regulations, production, marketing and nutrition. New this year includes the awarding of the first ever Friend of Pet Food award.

The 2020 program will include breakfast and lunch. The early-bird registration fee is $90, and after Jan. 10, 2020, the on-site fee is $110.

WHERE YOUR INDUSTRY MEETS THE GLOBAL COMMUNITY
AFIA FEED EDUCATION PROGRAM

AFIA’s Production Compliance Committee is hosting its annual Feed Education Program Wednesday, Jan. 29, 2020, from 8 a.m. to noon, free to all IPPE attendees and does not require pre-registration.

As regulatory requirements for the animal food industry continue to expand, this training session will update participants on recent changes from several federal agencies, including the Department of Labor, the Department of Transportation, the Environmental Protection Agency, the Food and Drug Administration and the Occupational Safety and Health Administration. Participants will also learn more about AFIA’s Feed Facility of the Year (FFY) benchmarking program. AFIA will name the 2019 FFY category and overall award winners (learn more about last year’s FFY winner at afia.org/FFY2018).

BIOSECURITY IN THE FACE OF FOREIGN ANIMAL DISEASE – WHAT THE FEED INDUSTRY NEEDS TO KNOW

AFIA’s Nutrition Committee is introducing a new program focused on biosecurity as it pertains to foreign animal diseases such as foot and mouth disease, African swine fever and avian influenza. Held on Wednesday, Jan. 29, 2020, from 9:30 a.m. to noon, experts will discuss how to prevent the introduction of foreign animal diseases into your facility, what to do if a disease outbreak does come to the United States and much more!

The early-bird registration fee is $50, and after Jan. 10, 2020, the on-site fee is $75.

For more information about IPPE, contact Sarah Novak, AFIA’s vice president of membership and public relations, at snovak@afia.org, or Veronica Rovelli, AFIA’s senior director of meetings and events, at vrovelli@afia.org.

AMERICAN FEED INDUSTRY ASSOCIATION MEETINGS CALENDAR 2020

JAN. 28–30
International Production & Processing Expo
Georgia World Congress Center
Atlanta, Ga.

JAN. 28
Pet Food Conference
Georgia World Congress Center
Atlanta, Ga.

JAN. 29
Biosecurity in the Face of Foreign Animal Disease
Georgia World Congress Center
Atlanta, Ga.

FEB. 11–MARCH 17
AFIA/KSU-500: Fundamentals of Feed Manufacturing
Online

MARCH 16–17
Spring Committee Meetings
Hyatt Regency Seattle
Seattle, Wash.

MARCH 17–19
Purchasing & Ingredients Suppliers Conference
Hyatt Regency Seattle
Seattle, Wash.

JUNE 8–11
Feed Industry Institute
Hyatt Regency Milwaukee
Milwaukee, Wis.

SEPT. 15–17
50th Liquid Feed Symposium
Hilton Chicago/Oak Brook Hills Resort
Chicago, Ill.

NOV. 4–6
Equipment Manufacturers Conference
Omni Royal Orleans Hotel
New Orleans, La.
The American Feed Industry Association’s Board of Directors met May 14 for its spring meeting, where they elected new leadership and conducted other official business.

The Board recognized Bruce Crutcher of Micronutrients USA LLC for his leadership as the 2018-19 Board chair.

“Bruce has provided exceptional leadership over this past year as chairman from building consensus to thinking outside of the box to push the association forward in new ways, but always with his eyes on the goal,” said AFIA President and CEO Joel G. Newman.

Crutcher will now serve as chair of the Institute for Feed Education and Research’s Board of Trustees for one year. The Board elected Tim Belstra of Belstra Milling Co. to succeed Crutcher as the 2019-20 Board chair and named Scott Druker of Church & Dwight Company, Inc. as chair-elect for 2020-21.


The Board approved seven additions to AFIA’s Executive Committee: Mitch Anderson of PerforMix Nutritional Systems, LLC; Kevin Baker of Valley Proteins, Inc.; Holly Bellmund of GLC Minerals, LLC; Scott Drucker of Church & Dwight Company, Inc.; Sherman Miller of Cal-Maine Foods, Inc.; Lisa Norton of BioZyme Incorporated; and Jason Vickers of Mars Petcare US.

The Board also accepted the nominations of nine individuals to the IFEEDER Board of Trustees: Cathy Bandyk, Ph.D., of AB Vista, Inc.; Tim Belstra of Belstra Milling Co.; Mike Goble of Diamond V; John Metzger of Elanco Animal Health; Ed Galo of Novus International, Inc.; Mark Lueking of Cargill Animal Nutrition; C. Ross Hamilton, Ph.D., of Darling Ingredients Inc.; A. Wayne Rod of The F.L. Emmert Company; and Chad Risley, Ph.D., of Berg+Schmidt America, LLC.

AFIA’s Board of Directors officially appointed Constance Cullman as president and CEO of the association and the president of the industry’s public charity, the Institute for Feed Education and Research at its fall meeting.

Cullman has been on staff since July 29, working with the association’s past president Joel G. Newman in preparation for his retirement on Dec. 31.

“Working with Constance over the past several months has been a pleasure,” stated Tim Belstra, AFIA’s chair of the board of directors. “She not only has a high track record of success, but she has the vision, integrity and passion for leading the U.S. animal food industry into its next chapter.”
After a rigorous candidate selection process, the American Feed Industry Association’s Board of Directors named Constance Cullman of the Farm Foundation to succeed Joel G. Newman as AFIA’s president and CEO. She will also serve as the Institute for Feed Education and Research’s president. Contact Cullman at ccullman@afia.org.

Mallory Gaines joined AFIA in June in the newly created role of market access and trade policy manager. She is responsible for developing, implementing and communicating the organization’s trade policy activities and supporting trade standards that are in the best interests of expanding U.S. exports. Contact Gaines at mgaines@afia.org.

In June, the U.S. Foreign Agricultural Service reappointed Gina Tumbarello, AFIA’s international policy and trade director, to serve on its Agricultural Technical Advisory Committee for Trade in Grains, Feed, Oilseeds and Planting Seeds. Since 2014, Tumbarello has provided the committee with technical advice and information about the animal food industry for the agriculture secretary and U.S. Trade Representative. Contact Tumbarello at gtumbarello@afia.org.

AFIA’s recent government affairs manager, John Stewart, transitioned to the newly created role of director of membership and stakeholder engagement in May, where he will work with second-year Board members to strategically design and implement the association’s membership program for future growth. He will also manage AFIA’s state legislative activities and maintain his specific portfolio for the southeastern United States. Contact Stewart at jstewart@afia.org.

In August, AFIA added two new staff to its meetings and events team – Lynette Tucker (left), as meetings and events specialist, and Daisy Rodriguez (right), as meetings and events coordinator. Tucker and Rodriguez will assist in planning AFIA meetings and events, partner educational programs, committee meetings, Board meetings, one-time events and webcasts. Contact Tucker at ltucker@afia.org and Rodriguez at drodriguez@afia.org.

Cory Harris started as AFIA’s government affairs manager in September. He will broaden AFIA’s reach on Capitol Hill by building relationships with members of Congress and their staff, the administration and regulatory agencies. He will also lead AFIA’s annual legislative fly-in for Board members. Contact Harris at charris@afia.org.
The American Feed Industry Association congratulates nine animal feed industry leaders for their contributions over the past year in furthering the industry’s role in U.S. agriculture and improving animal nutrition. Learn more about the winners and awards at afia.org/awards.

AFIA’S DISTINGUISHED SERVICE AWARD

Bill Barr, president of Bill Barr & Company, received AFIA’s Distinguished Service Award for his life-long contributions to the feed industry. AFIA’s highest honor, this award recognizes elite members of the U.S. animal food industry who have provided outstanding support to the association and industry throughout their careers.

Barr has been a dedicated AFIA member since 1977 and served as the 2011-12 Board chair. Under his leadership, AFIA created its Sustainability Oversight Committee, finalized the Pet Food Certification program and strengthened the foundation for the Institute for Feed Education and Research, where he served as a pioneer trustee and remained on the Board until 2015.

AFIA’S 2019 MEMBER OF THE YEAR

T.J. Biggs, Global Animal Products’ director of technical services and quality assurance, earned AFIA’s Member of the Year Award, which recognizes AFIA members who have exhibited outstanding support in achieving the association’s goals and objectives throughout the year.

Biggs served as the immediate past chair of AFIA’s Liquid Feed Committee and took a hands-on approach in organizing the 2018 Liquid Feed Symposium. He also played a pivotal role in conducting a liquid feed industry training for the Food and Drug Administration’s Center for Veterinary Medicine, which built key relationships between the AFIA and FDA staff.

AFIA’S 2019 LIQUID FEED HALL OF FAME

Joe Harris, Ph.D., executive vice president of Westway Feed Products, landed a spot in AFIA’s Liquid Feed Hall of Fame, the highest award offered in the liquid feed industry.

Harris’s innovative thinking and knowledge of chemistry led him to develop many new liquid feed products and earn seven patents on methods, treatments and processes used in the feed industry. Perhaps the most notable is the one for the SweetCake tub production technology, which ensures the targeted and consistent intake of liquid feed with every bite. His teachings have contributed to the growth and continued expansion of the liquid feed industry.
NUTRITION AWARDS

EQUINE NUTRITION RESEARCH AWARD

Carey Williams, Ph.D., an equine extension specialist at Rutgers University, received the AFIA-Equine Science Society’s Equine Nutrition Research Award for her professional achievements in the equine industry. Her research and education efforts have resulted in improved nutrition and care for both equine athletes and recreational horses.

Among her accomplishments, Williams developed a strong and collaborative research, extension and teaching program at Rutgers that focuses on equine nutrition and exercise physiology. She has successfully raised more than $1.1 million for the program.

RUMINANT ANIMAL NUTRITION AWARD

Kendall Swanson, Ph.D., a professor at North Dakota State University, received the AFIA-ASAS Ruminant Animal Nutrition Research Award. Swanson teaches and advises animal sciences students on nutrition and physiology and his work has resulted in $5.7 million in grant funds. His research has focused on nutritional influences on performance, nutrient balance, post-ruminal starch digestion, pancreatic function, and energy and nitrogen metabolism in beef cattle.

NEW FRONTIERS IN ANIMAL NUTRITION AWARD

Jerry Spears, Ph.D., professor emeritus of North Carolina State University, received the AFIA-Federation of Animal Science Societies’ New Frontiers in Animal Nutrition Award, which recognizes pioneering research relevant to animal nutrition that benefits humankind and the nutritional value of foods from animals.

Spears is a leading authority in mineral nutrition of domestic animals. His research has advanced the understanding of mineral metabolism in ruminants and non-ruminants and has had an impact on the livestock industry.

DAIRY SCIENCE NUTRITION RESEARCH AWARD

Adam Lock, Ph.D., an associate professor at Michigan State University, earned the AFIA-American Dairy Science Association’s Nutrition Research Award, which recognizes individuals who have contributed to dairy cattle nutrition research within the past decade.

Lock’s research and extension programs focus on fatty acid digestion and metabolism in dairy cows and the impact that bioactive fatty acids have on animal production and human health, which he has successfully communicated to a wide range of sectors.
Robert Goodband, Ph.D., a swine nutritionist at Kansas State University, earned the AFIA-American Society of Animal Science’s Non-Ruminant Animal Nutrition Research Award. Apart from his role as a swine science and nutrition professor and advisor, Goodband has played an important role in developing an intensive on-farm research program, which has conducted numerous on-farm trials across the United States.

Peter Ferket, Ph.D., an extension poultry nutritionist at North Carolina State University, earned the AFIA-Poultry Science Association’s Poultry Nutrition Award. He has devoted much of his extension and research efforts on nutritional factors that affect the growth and health of meat poultry. He is recognized for his research on how pro-nutrient feed additives, feed formulation, feed manufacturing and coproduct feed ingredients affect the digestibility, nutrient utilization, skeletal development, immune function, enteric health and the yield and quality of meat.

The American and European feed industries, represented by AFIA and the European Feed Manufacturers’ Federation (FEFAC), have renewed their longstanding partnership with a memorandum of understanding to increase mutual cooperation on sustainable feed production, feed safety management, communication, trade and pre-competitive research.
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<tr>
<th>AFIA Member Companies</th>
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<tr>
<td><strong>4B Components, Ltd.</strong></td>
<td>has been honored with the Illinois 2019 Governor’s Export Award. Check out the company’s redesigned website here: <a href="http://www.go4b.co.uk">www.go4b.co.uk</a>.</td>
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<tr>
<td><strong>ADM</strong></td>
<td><strong>ADM</strong> has opened a new state-of-the-art feed mill in Quincy, Ill., that uses systems and products from Beta Raven, Scott Equipment Co., ANDRIZ Feed and Biofuel and Bliss Industries.</td>
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<td><strong>Alltech, Inc.</strong></td>
<td><strong>Alltech, Inc.</strong> has donated an extruder and auxiliary processing equipment to the University of Illinois Feed Technology Center.</td>
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<td><strong>Buhler North America</strong></td>
<td><strong>Buhler North America</strong> has acquired PR&amp;D.</td>
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<td><strong>Elanco</strong></td>
<td><strong>Elanco</strong> is acquiring Bayer Animal Health and Prevtec Microbia Inc.</td>
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<td><strong>Iowa State University</strong></td>
<td><strong>Iowa State University</strong> has donated $8 million for the complex. <strong>CPM</strong> donated equipment, automation and services valued at nearly $2.6 million.</td>
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<tr>
<td><strong>New Fashion Pork</strong></td>
<td><strong>New Fashion Pork</strong> has opened a new feed mill in Round Lake, Minn. <strong>Weitz Contracting</strong> and <strong>Interstates Construction &amp; Control Systems</strong> participated in construction.</td>
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<td>AFIA Member Companies</td>
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<td><strong>Pestell Minerals &amp; Ingredients</strong> has acquired Pro-Ag Products and Verus Animal Nutrition.</td>
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<td><strong>Phibro</strong> has purchased Osprey Biotechnics, Inc.</td>
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<td><strong>Scoular</strong> has begun construction for a new freeze-dried manufacturing facility for pet food ingredients located in Seward, Neb.</td>
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**SAVE THE DATE**

**FII 2020**

**FEED INDUSTRY INSTITUTE**

**JUNE 8-10**

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Hallway Feeds welcomed Vice President Mike Pence in May during the Kentucky Derby. Pence toured the facilities and discussed the U.S.-Mexico-Canada trade deal in remarks to employees.
VOICE

YOU WILL HAVE A VOICE AS PART OF THE TOTAL FEED INDUSTRY ASSOCIATION

As explained by AFIA’s president and CEO Constance Cullman on page a4, “...the importance of voice. The ability to not only know the information, but to communicate to your listener or reader why he or she should be invested in the issue with you.”

As an AFIA member, you will join representatives from all the major animal food industry groups gathered around the AFIA table, which ensures that:

- AFIA provides one powerful, united voice representing every segment of the animal food industry;
- All members have a voice in consistent, member-driven policy and issue position development;
- All members with a vested interest in the big picture solutions for our industry can gain consensus on critical issues within a single forum;
- AFIA will execute communication strategies for their members that convey consistent, positive messages to the media whether in times of prosperity or crisis;
- AFIA will be actively engaged in coalitions that promote food safety, positively shape consumer perceptions and influence a sustainable future; and
- AFIA will maintain an active presence in international policy and forums to ensure long-term competitive balance.

Voice is a strong part of AFIA—it’s how we operate and is the basis for all our work and how we represent the industry. To learn more about AFIA’s 4 Promises, visit afia.org/4promises.

FMT ONLINE COMING SOON!

In early 2020, you will be able to access the world-renowned Feed Manufacturing Technology reference book online on the American Feed Industry Association’s website. AFIA has a task force that is working to update the chapters in a timely, ongoing basis and will begin to offer yearly online subscriptions as well as printed copies. More details including rates and how to access this important industry tool will be available in 2020 – watch for the information in your email!
In the past, the animal food industry has tended to be a male-dominated one, however, in recent years, women have joined the ranks to fill important positions and have a positive impact on the industry. The AFIA Journal sat down with Patti Cardoso, sales territory manager with the Gladwin A. Read Company, Wendy Plocher, global manager animal nutrition with Genesis Alkali LLC, Jeri Harms, senior technical sales representative North America with BASF and Beverly Warrington, director of hull and fiber with the Golden Peanut Company, to discuss how they have forged their paths in the animal food industry.

How has the animal food industry changed for women?

Cardoso: There are many more opportunities today for women in agriculture than when I first started in the industry. It’s been exciting to see women taking on key management positions, heading up research and tech support teams, having successful sales careers and working in quality assurance, regulatory affairs and even plant management positions.

Plocher: Women have definitely become more of a norm from when I started more than 30 years ago. We have become an active voice in the industry, holding leadership positions and filling technical, commercial and purchasing positions across the industry. At the first AFIA nutrition meeting I attended, there were five women and 245 men – we were definitely a novelty, but were well respected by the time we arrived as it was invitation only. Similar to what I experienced first starting out in graduate school, as long as we spoke from knowledge and with honesty and listened, we were eventually accepted.

Harms: Overall, businesses and positions have evolved to be non-gender specific and the animal nutrition business is following this trend. Awareness of various jobs within the agriculture sector has increased as well, therefore attracting more women to these opportunities and the industry.

Warrington: As the animal food industry has evolved there have been more and more opportunities for people with diversified backgrounds and skill sets. A lot of these opportunities have been filled by women who have a passion for agriculture.

What types of obstacles have you faced working in the animal food industry and what steps have you taken to overcome them?

Cardoso: Since the early days of my career, I was fortunate to have strong mentors support me. Their encouragement and experience prepared me to take on more responsibility and I became more confident as a result. A strong work ethic is important, and it certainly opened opportunities for me. However, women in agriculture should not be afraid to advocate for themselves. At the first company I worked for I had seven different positions and many of them were newly created.

Plocher: As women, it was difficult to find a voice and be heard, “to express your message clearly without letting the words get in the way.” Early on there were few of us, and we learned to hone the message clearly, particularly in corporate or industry meetings. This has served us well in our careers and is also something everyone has to learn. I always found that as long as I was informed and honest, there were few issues. But respect as always, is earned.

Harms: On occasion, in the early stages of my career, I encountered people who doubted that I understood the market or product details. I continued to increase my knowledge of various products used in the animal nutrition sector over time and confidently conveyed that any information that was needed I could obtain easily if I did not have the answer myself. Confidence in my own capabilities has continued to be a key point in expanding my presence and reputation in the industry.

Warrington: Of many the obstacles I encountered, I can honestly say that I contributed to them myself. Once I learned to trust my instincts and have confidence in my abilities, I was able to learn and grow as I became more involved in different aspects of the industry.

As a leader in the industry, what tools/programs have helped you get there?

Cardoso: Being a certified member of the American Registry of Professional Animal Scientists has been beneficial for me. I don’t have a nutrition degree so becoming certified and fulfilling the annual education credit requirements by attending nutrition conferences has helped my ongoing education. AFIA also has had a profound impact on my career. I feel fortunate the companies I have worked for allowed me to serve on a number of AFIA committees over the years. The networking and mentoring I received resulted in me not only making some valuable contacts but provided me many industry friendships. I was humbled to receive the AFIA
2009 Member of the Year award for my efforts in promoting AFIA membership, marketing and mentoring women in agriculture. I strongly encourage women to become active participants on AFIA committees for the benefit of our industry as well as for their own personal development.

**Plocher:** Seminars on critical conversations helped me understand how to deal with times when things go wrong. Whether it be an unhappy customer, a difficult internal conversation or business partner, things can and will go wrong and the issue needs to be discussed. Strategic negotiation seminars that our company uses have also been very helpful in preparing short- and long-term market and customer specific strategies. Our management and sales teams use a common format that makes discussion and planning infinitely easier. AFIA events, particularly programs with market updates and long-term outlooks, also provide a frame work for discussion with management that is typically not involved with animal nutrition. The information gives an outside look at markets and stability to gauge our success and planning.

**Harms:** Taking advantage of opportunities and risks that come up has proved to be a path for success. Networking and attending conferences held by AFIA or any group in the industry has been key to understanding the industry and the companies in it. It is a big, but yet small, industry with people who will help you expand your career if you choose. There are many great people and resources available in this industry if you wish to make it a career.

**Warrington:** One of the most useful tools I encountered early on is the strong network of like-minded individuals. Surround yourself with people who will push you to be better. Organizations such as AFIA and other state and regional groups are fundamental to creating a strong network of resources and friends!

**What tips would you have for women looking to join or who are new to the animal food industry?**

**Cardoso:** Look for ways you can help improve your company’s bottom line and always make sure your customers know how much you appreciate and value their business. Be truthful, respectful, humble and do just a little bit more than what is expected of you.

**Plocher:** Step up and join us! It is a great industry with an ever-expanding presence of informed and strong women. There are so many opportunities from finance, law, business, technical to commercial. Be prepared for the task as people expect the job to be done when it’s needed, not when it’s convenient. It’s important to be professional in your interactions with colleagues and customers. There are many social situations that you will be in — and you need to remember that this is business. Learn your customers and talk them, don’t rely on text or email. Get to know them as people. It’s beneficial to everyone — especially to your career.

**Harms:** There is a learning curve for everyone coming into this industry as it is not a common one in general. You will be asked many times if working in the animal food industry means making pet food and if so, what is the best pet food to buy. In addition, realize it is a global market and there are opportunities with many companies outside of the United States!

**Warrington:** Don’t be afraid to step out of your comfort zone. Challenge yourself and seize any opportunity you are given to learn from those around you. Don’t be afraid to make a difference!

Thank you Patti, Wendy, Jeri and Beverly for not only sharing your insights but for being a great role model to many other individuals in the animal food industry.

"Confidence in my own capabilities has continued to be a key point in expanding my presence and reputation in the industry."

— Jeri Harms

"There are many more opportunities today for women in agriculture than when I first started in the industry."

— Patti Cardoso
IFEEDER is YOUR industry charity. Celebrating 10 years of championing sustainable feed and food production through education and research.

ifeeder.org