Breaking Through on Legislative Priorities
ON THE COVER

LEGISLATIVE OUTLOOK
Breaking Through on Legislative Priorities

FEATURES

AFIA WORKS HARD TO KEEP MARKETS OPEN IN CHINA
Trade on non-ruminant animal origin feed and pet food continues

WE REAP WHAT WE SOW
AFIA Board Chairman Lee Hall explains how to reap a plentiful harvest

2017 PISC BOASTS RECORD-BREAKING REGISTRATION
Over 600 attendees joined AFIA in Orlando

NAIL TO RETIRE AFTER 17 YEARS
AFIA’s administration director discusses career in feed industry

Send Us Your Story Ideas!
Have a suggestion for a topic we should cover?
Email Victoria Broehm at: vbroehm@afia.org
INSIDE THIS ISSUE

president’s message
5 afia resources
6 epa/osha updates
7 state update
8 international trade
9-10 l&r leadership actions
11 guest column
12 ifeeder
13 committee corner
15-16 safe feed/safe food
17 fsma update
18 sustainability
19-22 afia events
23 board of directors
24 afia staff news
25-28 afia awards
29 member news
30-31 new afia members
33-34 afia news
35 4 promises
36-38 staff q&a
39-41 career advice

Facebook, LinkedIn and YouTube: search for American Feed Industry Association
Twitter: @FeedFolks

AFIA is an equal opportunity provider and employer.
The AFIA staff are working hard to provide a strong, representative voice for the feed industry on legislative, regulatory and trade issues that are important for our industry. They are also working with Congress, the presidential administration and the regulatory agencies to urge them to support needed changes to make regulatory compliance practical for our members.

In August, AFIA was pleased to learn the Food and Drug Administration’s Center for Veterinary Medicine announced that it will delay Food Safety Modernization Act inspections for large animal food facilities to be in compliance with some parts of the animal food rule for an additional year, until September 2018. This extension, which AFIA has been asking for, is vitally important so the CVM can issue the proper guidance documents to ensure that the industry understands the necessary actions they need to take to comply with the law.

This is just one example of the work our team has been doing on your behalf, and you will find several additional successes highlighted throughout this Journal issue. I trust you will find each of these encouraging and recognize the value our association brings to your business.

At the same time, I also want to highlight the very effective role that your industry foundation, the Institute for Feed Education & Research (IFEEDER), is filling by complementing AFIA’s representation of our industry. IFEEDER is providing AFIA’s legislative and regulatory team the much-needed research to support its policy positions. Recently, IFEEDER worked with researchers from the University of Minnesota to conduct a feed industry risk assessment. This information, recognized by the FDA, is critical for industry compliance with FSMA. It found that the majority of potential food safety hazards in the feed industry can be mitigated with current good manufacturing practices, which is significant!

However, there are several additional and new voices that can impact our industry. In recent months, various groups have publicly stated that the livestock and poultry industry is responsible for more greenhouse gas (GHG) emissions than the entire transportation industry! Through IFEEDER, research conducted by Frank Mitloehner, Ph.D., of the University of California-Davis, in partnership with the Food and Agriculture Organization, as part of its Livestock Environmental Assessment Performance (LEAP) Partnership, found this is simply not true. Using Environmental Protection Agency data, the partnership found the U.S. livestock and poultry industry is responsible for less than 4 percent of the total U.S. GHG emissions, compared to 27 percent for the transportation sector and 31 percent for the energy sector. AFIA used this scientific data to prove to the U.S. Department of Agriculture and the White House that it did not need to include misguided recommendations encouraging consumers to reduce their consumption of meat in the recently updated dietary guidelines.

That was a good battle won, but the war continues to rage against our industry. Recent articles in The New York Times, The Los Angeles Times, The Atlantic, The Washington Post and from groups such as Mighty Earth have attacked the animal protein and feed industries for their impact on the environment, antibiotic resistance and human health.

Over the next year, AFIA will be working closely with IFEEDER, other allied organizations, third-party advocates and experts on developing a communications strategy that corrects misperceptions in the press in a timely way, and proactively share with consumer influencers (e.g., food retailers, bloggers, nutritionists) the many advantages of eating meat and animal food products as part of a human diet. Stay tuned for future updates on this consumer influencer strategy.

AFIA and IFEEDER are your voice to policymakers, regulators and consumer influencers. Your AFIA membership support is critical to this representation. If you are also a contributor to IFEEDER, thank you! If you are not, please visit www.ifeeder.org or contact me to become involved in supporting this crucial research and education arm of this important industry partnership.
POWER UP PERFORMANCE. MAXIMIZE DIGESTION.

AMAFERM® IS A NATURAL PREBIOTIC THAT INCREASES DIGESTION TO MAXIMIZE THE ENERGY VALUE OF FEED.
The first 100 days of the Trump presidency were perhaps the most closely watched of any White House president in history. President Donald Trump set big and bold objectives for both his administration and for Congress—repeal and replace the Affordable Care Act (i.e., Obamacare), tackle federal infrastructure and comprehensive tax reform, renegotiate international trade deals, appoint a new Supreme Court justice, and “put America first.”

Now that we’re more than 175 days into the Trump administration, few of those major objectives have been accomplished. Congress struggles with the same issues, finding it more difficult to dispose of or pass a repeal and replacement package for the Affordable Care Act in order to move on to other legislative priorities. Unfortunately, until Congress can dispose of some of these topline priorities consuming all of its time and resources, it will be difficult to move on to other legislation. Couple all of this with a delay in subcabinet nominee confirmations, and a very slow pace of nomination confirmations in general, it is no doubt that the delays in federal progress are considerable.

Despite the logjam on Capitol Hill, the American Feed Industry Association continues to break through on its priority issues on behalf of its members. Below is a recap of the status of some of those priorities.

**FOOD AND DRUG ADMINISTRATION**

President and CEO Joel G. Newman and other AFIA staff met with Dr. Stephen Ostroff, Food and Drug Administration deputy commissioner for food and veterinary medicine, on the impact that the Food Safety Modernization Act is having on the animal food industry, the implementation of the Veterinary Feed Directive and the need for the animal food ingredient approval process to operate efficiently and with certainty. Dr. Steven Solomon, the FDA Center for Veterinary Medicine’s director, and several other senior FDA staff also joined the meeting.

“Food and feed safety has always been the top priority of AFIA and our members,” Newman explained. “Our members are committed to making it work, and we appreciate FDA’s willingness to discuss ideas to help the industry achieve success by getting the necessary guidance from the agency.”

AFIA staff, including Richard Sellers, senior vice president of public policy and education, Leah Wilkinson, vice president of legislative, regulatory and state affairs, and John Stewart, manager of government affairs, reiterated the industry’s concerns with 21 CFR Part 11, the regulation that covers electronic recordkeeping in order to achieve compliance with the VFD. Since records required under FSMA are exempt from 21 CFR Part 11, it only makes sense that the VFD would be as well, AFIA staff explained. AFIA has formally petitioned the agency for this change, and it is currently under consideration.

On ingredient approvals, FDA is still lacking a permanent, workable solution that recognizes ingredients defined in the Association of American Feed Control Officials’ Official Publication. This lack of certainty, coupled with FDA’s slow review processes, ultimately stifles new ingredient innovation. AFIA, with the help of its
The study concluded that companies are losing more than $1.75 million annually in revenue per ingredient and spending $600,000 to gain approval through the FDA’s current ingredient approval process. It currently takes three to five years for the FDA to complete a review of a food additive or AAFCO ingredient.

Drug Administration Amendments Act to reflect the original intent of Congress at the next opportunity and to fully fund the CVM Division of Animal Feed with the resources needed to hire staff and complete its reviews of animal ingredients in a timely manner.

FARM BILL

One of agriculture’s highest priorities for 2017-18 is the writing and passage of a 2018 farm bill. Congressional hearings and field listening sessions are occurring on both sides of Capitol Hill, including a hearing July 19 that focused on rural infrastructure. House Agriculture Committee Chairman Mike Conaway, R–Texas, has vowed to complete the next farm bill on time and keep both the nutrition and farm support programs together in a single legislative package.

On July 17, the House Budget Committee released their budget resolution for 2018, including a $10 billion cut to the 2018 farm bill, to be spread over 10 years. The budget resolution is crucial to Republican plans to enact tax reform later this Congress. Passage of a budget resolution allows Republicans to use the budget reconciliation process to move a tax bill that will not need Democratic votes to pass the Senate. Congress frequently calls for cuts to be made within the farm bill’s nutrition and food stamp programs.

TRADE

Few issues have been as controversial this administration as trade. Trump has made it clear that he doesn’t like multinational trade treaties and the administration is actively engaged in renegotiating the North American Free Trade Agreement (NAFTA). Most of the agricultural community is comforted that Trump has called for renegotiating and modernizing NAFTA, which seems more palatable than a complete withdrawal from the agreement.

Canada and Mexico are key markets for the U.S. feed industry, representing the country’s second and third largest export markets for feed, feed ingredients and pet food. Much of this demand is attributed to the tariff-free access the U.S. feed industry enjoys under NAFTA. Withdrawal from NAFTA could result in increased costs for the U.S. animal food industry. Current exports sit at more than $629 million and $1.1 billion in animal feed, feed ingredients and pet food to Mexico and Canada, respectively.

Both countries have acknowledged a willingness to talk about the 22-year-old tripartite trade pact. While Trump has full executive authority to withdraw or renegotiate NAFTA, such moves could have significant tariff impacts on both imports and exports between the two countries. The administration can also impose new duties on goods coming from Mexico or Canada after consultations with Congress.

In late June, the U.S. Trade Representative (USTR), Robert Lighthizer, hosted a three-day public hearing on NAFTA modernization at the U.S. International Trade Commission. Several agricultural organizations and companies testified on behalf of NAFTA, with the overwhelming message being “do no harm” to existing trade benefits from the treaty. NAFTA has, on the whole, been beneficial to the entire agricultural industry, and while some sections may need updating, agriculture is hesitant to make any changes that could damage the deal for producers.

Lighthizer, a well-respected trade attorney who served in the Ronald Reagan administration, presented four key administration trade policy goals: renegotiate NAFTA, strengthen enforcement of existing trade deals, open markets to U.S. exports and reduce the overall trade deficit. Lighthizer plays a key role in the administration’s economic agenda, a role reflected in the 6 percent budget increase proposed for the trade office in the fiscal 2018 budget.

On July 17, USTR released a summary of specific negotiating objectives for the renegotiation of NAFTA. Included for agriculture were goals such as:

- maintaining existing duty-free market access,
- reducing or eliminating remaining tariffs to improve market access,
- eliminating non-tariff barriers and restrictive rate quotas,
- providing reasonable adjustment periods of sensitive agricultural products,
- promoting greater regulatory compatibility, and

continues on page 3
• providing for equitable and reasonable sanitary and phytosanitary measures developed with science-based study.

While NAFTA is receiving most of the spotlight in the trade discussions, bilateral agreements with other countries are also high on the priority list for the Trump administration. Specifically, the administration is holding additional conversations with Japan, Great Britain and South Korea regarding agricultural exports.

In addition, U.S. beef and dairy sales are about to resume in China, now that the Chinese and U.S. governments have agreed on the mechanisms needed to put the deals in place. The beef deal, hailed by the Trump administration as part of its “100-Day Action” plan, announced May 11, permits the sale of U.S. beef products produced after May 17 to China for the first time since 2003.

Currently, a total of six beef-packing facilities have been certified to sell and ship U.S. beef to the Asian country. U.S. exporters will have to meet several new criteria, including the traceability of all animals to birth farms, first farm of residence and/or port of entry. The animals must be born, raised and slaughtered in the United States, imported from Canada or Mexico for direct slaughter, or imported and raised and slaughtered in the country. All beef and beef products must also come from animals younger than 30 months of age.

The U.S. and China signed a memorandum of understanding to promote U.S. dairy products for sale in China. Three years ago, China imposed a certification requirement on all dairy imports, requiring the producer to have government certification that the products met Chinese food safety regulations. The FDA said getting comfortable with dairy certification requirements was “challenging for us to accomplish,” but now, new mechanisms are in place to allow for third-party auditing to ensure that the Chinese standards are being met. FDA would review the audits, share the results with China, then issue export certificates to U.S. companies for export to China.

China is expected to import $22.3 billion in U.S. pork, sorghum, soybeans and other ag commodities in 2017, according to the U.S. Department of Agriculture.

TRUMP NOMINATIONS

President Donald Trump nominated American Soybean Association President and CEO Stephen Censky to be deputy secretary of agriculture, the agency’s number two spot. Secretary of Agriculture Sonny Perdue applauded the president’s choice, saying, “Our work has only just begun on delivering results for the people of American agriculture, and the experience and leadership skills of Stephen Censky will only enhance our efforts.”

Censky headed ASA for 21 years. As a policy veteran, he began his career as a legislative assistant on agriculture and transportation issues with former Senator James Abdnor, R–S.D., and held USDA positions in prior administrations, with his latest federal post being that of director of the Foreign Agricultural Service. Censky graduated from South Dakota State University and holds a postgraduate degree from the University of Melbourne in Australia.

The White House also recently released several formal nominations of known “aggies” for subcabinet jobs across the government, including several of interest to the agriculture community.

Indiana Agriculture Director Ted McKinney has been nominated to become undersecretary for trade and foreign agricultural affairs, and Sam Clovis has been nominated to be undersecretary for research, education and economics. McKinney spent most of his career in the private sector with Dow AgroSciences and Elanco Animal Health. Clovis served in the Trump campaign as chief policy advisor and has been at the White House since Trump took office.

Senate Agriculture Committee ranking member Senator Debbie Stabenow, D–Mich., applauded the nomination of her committee ag counsel, Rostin “Russ” Behnam, to be a Democrat commissioner on the Commodity Futures Trading Commission. Behnam, whom the Senate confirmed on Aug. 3, has handled Stabenow’s CFTC and USDA policy work since 2011 and practiced law in the New York and New Jersey attorney general’s offices. Former Texas Agriculture Commissioner Susan Combs—the first woman to hold that job—has been confirmed as the Department of Interior’s assistant secretary for policy, management and budget. Combs previously served as Texas comptroller and as a member of the Texas state House. She comes from a cattle-ranching family.

USDA assistant secretary for legislation in the George W. Bush administration, Mary Krintle Waters, has been nominated to be the State Department’s assistant secretary for policy. Waters, who worked for a House member, spent 15 years as senior director and legislative counsel in the Washington State office of ConAgra Foods before serving as president of the North American Millers Association. She also previously served as vice president for corporate relations at the Federal Agricultural Mortgage Corporation. Waters is an Illinois native, receiving her law degree from George Mason University and bachelor’s from the University of Illinois.

The Senate Environment and Public Works Committee approved Chief Counsel Susan Bodine to be the Environmental Protection Agency’s assistant administrator for enforcement and compliance assurance. Bodine has worked for Committee Chair Jim Inhofe, R–Okla., since 2015. She’s a former assistant administrator in EPA’s Office of Solid Waste and Energy Response, under the President George W. Bush administration. She has also worked on the House Transportation and Infrastructure Committee.

COMMODITY FUTURES TRADING COMMISSION

On Aug. 3, the Senate confirmed more than 60 nominees, including J. Christopher Giancarlo to be the new chair of the Commodity Futures Trading Commission. AFIA joined most agriculture and agribusiness groups in sending a letter of support for Giancarlo before the Senate agriculture committee hearing. There, Giancarlo committed to being a “robust regulator,” telling the panel that his visits to farms and feedlots have helped him understand how production agriculture and futures markets intersect. Senate Agriculture Committee Chair Pat Roberts, R–Kan., pressed Giancarlo to provide “necessary and appropriate relief” to farmers, ranchers and energy producers from heavy-handed regulation. Agriculture Committee Ranking Member Senator Debbie Stabenow, D–Mich., recognized Giancarlo for his bipartisan approach to regulation and for coming up with his own CFTC fiscal 2018 budget request when the White House recommended keeping the commission’s budget unchanged for the third consecutive year.

Meanwhile, the CFTC’s lone Democrat commissioner, Sharon Bowen, announced she will resign from the commission as soon as another Democrat commissioner is confirmed, citing the “intolerable” gridlock caused by the administration’s delay in nominating new commissioners to fill out the CFTC’s five members. The commission has not had a full complement of commissioners since August 2014. “Having just two commissioners makes routine business difficult, but makes important policy decisions almost impossible,” Bowen said. “We are frozen in place while the markets we regulate move faster every day.”

Getting to five commissioners is slowly progressing, with Trump nominating
Republican futures markets policy veteran Dawn DeBerry Stump and Brian Quintenz, a former Republican legislative staffer and former President Barack Obama nominee, to be commissioners, with terms expiring mid-April 2020.

Quintenz, confirmed by the Senate on Aug. 3, was originally nominated to a Republican commissioner job by Obama last year, but the Senate never voted on his nomination. Earlier this year, Trump re-nominated him. Quintenz is the founder of Saeculum Capital Management and has previously worked as a consultant with Rose International and as a senior associate at Hill-Townsend Capital. On Capitol Hill, Quintenz worked for former Representative Deborah Pryce, R–Ohio.

Stump, who has not yet been confirmed as of early August, worked on the Senate Agriculture Committee for four years, where she handled futures markets and regulatory issues as part of the 2008 Farm Bill, and served as the committee’s chief representative on Dodd-Frank negotiations. She also handled futures issues on the House Agriculture Committee prior to moving to the Senate side. She served as executive director of the Americas Advisory Board for the Futures Industry Association and vice president at the New York Stock Exchange Euronext, prior to founding her own consulting firm in 2016. Stump also has previous experience working at the Texas Agriculture Department, U.S. Wheat Associates and as a staffer for former Senator Phil Gramm, R–Texas.

As expected, the administration’s fiscal 2018 budget plan recommended slashing Environmental Protection Agency spending by about 31 percent, allocating the agency roughly $5.6 billion to carry out its programs, down from fiscal 2017’s $8.2 billion. The agency’s pesticide licensing program is slotted to endure a $90.5 million hit, making companies awaiting product approvals nervous that the delays will get even longer. The budget would also eliminate the Chesapeake Bay and Great Lakes restoration projects.

While the White House budget recommendations call for deep cuts in spending to the EPA’s budget, neither the House or Senate appropriators are willing to go quite as far as the Trump administration would like. It’s expected the agency will see a significant reduction in discretionary spending.

On June 27, the EPA and the Army Corps of Engineers announced their joint plan to repeal the Obama administration’s “waters of the U.S.” or WOTUS rule. EPA and the Corps’ proposal involves two steps. First, the agencies must propose to formally rescind former President Barack Obama’s WOTUS rule and re-codify, or re-enter, the definition of WOTUS that existed prior to 2015 into federal regulation. The pre-2015 rule would serve as a placeholder until the agencies are able to develop and propose a new definition of WOTUS, which is the second step.

This announcement comes several months after Trump’s Feb. 28 executive order, which called for either a repeal or revision of the WOTUS rule.

If the EPA and the Corps successfully repeal and replace the previous administration’s definition of WOTUS, it is still likely that opponents will challenge any new definition. Both the short-term and long-term aspects of the plan have to go through the rulemaking process, including a public comment and review period—of which a group of senators has called for no less than a 120-day review—before any new rule becomes effective. As a result, the debate over the meaning of WOTUS is likely far from finished, and potential legal challenges could force the full issue to be reviewed by the U.S. Supreme Court.

While Congress and the administration remain locked in a fierce debate regarding the future of healthcare, Trump is still nominating subcabinet officers to lead a variety of essential posts within the federal government. Looming on the horizon is the budget deadline, which will require action by Congress, and the Trump administration, and the Congressional Budget Office’s report that Congress has until mid-October to raise the statutory borrowing limit or the United States will risk defaulting on its debt obligations.

For more information, contact John Stewart, AFIA’s manager of government affairs, at (703) 558-3566 or jstewart@afia.org, or Steve Kopperud, government affairs consultant, at steve@slkstrategies.com.
It’s been six-and-a-half years since the Food Safety Modernization Act was signed into law, and all of those working on complying with it feel much older. But, take heart: the American Feed Industry Association has developed many resources to help members comply with the regulations.

To get an overall picture of FSMA and its associated final rules, AFIA developed a series of four webinars, which include remarks from Food and Drug Administration experts who provide compliance information. AFIA members can access the webinars until September 2018 on its website. They can also be shared with non-members, such as dealers, customers or suppliers, as appropriate. The webinars focus on topics such as the history of FSMA, how to complete an animal food safety plan, recordkeeping, and pet food and pet food ingredient manufacturing.

For small businesses, which are defined as firms with fewer than 500 employees, compliance with FSMA subparts A and B is spelled out in the “Current Good Manufacturing Practices, Hazard Analysis and Risk-Based Preventive Controls for Food for Animals.” The final rule requires that small businesses comply with the regulations by Sept. 18. This includes developing documentation for training employees, especially if they assist in the manufacturing, processing, packaging or handling of animal food, feed, pet food and/or ingredients.

Such compliance also includes training these employees in animal food safety and hygiene. AFIA developed a video that helps its members meet this requirement, along with a training manual, quiz and sign-in sheet. The regulation directs organizations to keep records of these training sessions and attendee logs while employees are employed up to two years following their resignation from the company. Members can view the video on AFIA’s member website or purchase it for a nominal fee ($25 for members or $500 for non-members).

Looking ahead to next September, when small businesses are required to have designated their preventive controls qualified individuals, performed a hazard analysis, and developed an Animal Food Safety Plan (AFSP) for each facility, AFIA has provided additional tools to help its members. The association has developed a resource, prepared in conjunction with the University of Minnesota, to assist with the literature search requirement of the hazard analysis. Members can access this tool, and the tutorial videos, on AFIA’s member website. In addition, AFIA developed an example AFSP for feed mills to use, which can easily be adapted for ingredient and pet food facilities.

In addition to these resources, the FDA has developed a FSMA webpage at www.fda.gov/fsma. It provides a wealth of information, including draft guides, compliance dates, short descriptions for each rule and a portal to submit technical questions. There is also a place to enroll in email updates for future FDA resources.

AFIA is committed to offering its members the best tools and information to help your businesses comply with FSMA. We welcome your suggestions on how to improve our current materials, including the delivery of the tools either at in-person events or through online seminars, and ideas for future tools. Also, we encourage members to give feedback on their FSMA inspections, which helps us to better tailor our educational and training materials. You can share those details on our website by taking part in the FSMA survey.

Members are also encouraged to attend AFIA’s in-person trainings, including a PCQI training, which will be offered Jan. 31–Feb. 2, 2018, in conjunction with the International Production & Processing Expo in Atlanta, Georgia. Registration information can be found on the IPPE website.

All AFIA resources mentioned in the article can be found at www.afia.org/fsmaupdates. AFIA is committed to assisting its members with compliance in this and all animal food-related rules. For more information on these resources, contact Kori Chung, AFIA’s legislative and regulatory assistant, at (703) 666-8862 or kchung@afia.org.
The Trump administration moved into the late summer by accelerating the implementation of its aggressively pro-business agenda, particularly on the regulatory and budget fronts. For the environment, health and safety agenda, some meaningful developments for the American feed industry have emerged.

WHITE HOUSE PROPOSES TO “REPEAL AND REPLACE,” EPA REGULATIONS, SLASH BUDGET

The most prominent target of the administration’s deregulation and budget-cutting agenda has been the Environmental Protection Agency. EPA Administrator Scott Pruitt recently rescinded and announced a new rulemaking process for one of the most controversial and litigated Obama-era rules for agriculture—the “waters of the U.S.” or WOTUS regulation. Compared to the earlier rule, the new regulation would aim to dramatically scale-back federal jurisdiction and control over waters, ditches and ponds across the nation’s landscape. The rulemaking process will likely produce a revised set of requirements by next year.

In its 2018 budget delivered to Congress, the White House proposed by far the deepest cuts to EPA’s budget in its history. The administration asked for a 31 percent cut to the agency’s programs, from $8.1 billion to $5.7 billion. As the legislative schedule moved into August, Republicans on both sides of Capitol Hill were pushing back to restore some of the funds and programs suggested for elimination in the EPA spending bill.

ADMINISTRATION LEAVES OSHA BUDGET LARGELY INTACT, BUT PROPOSES REGULATORY CHANGES

In the area of workplace safety and health, the president’s 2018 budget request left the Occupational Safety and Health Administration’s budget largely unaltered. The administration proposed $543 million, about a 2 percent cut from its 2017 level of $553 million. Most of the cuts come from eliminating training grants and some funds would be shifted toward more compliance assistance for businesses. As of August, a new OSHA chief has not yet been appointed.

As a smaller agency, OSHA typically has a shorter rulemaking docket versus the EPA. However, there are a handful of rules that American Feed Industry Association and the broader industry community view as highly burdensome and unnecessary that the agency may change or reverse. The most controversial one heading into the fall is OSHA’s electronic reporting requirement, issued prior to the election in May 2016, as “Improving Tracking of Workplace Injuries and Illnesses.” OSHA recently issued a notice to delay the mandate for digital reporting and public access to injury and illness records from July 1 to Dec. 1. AFIA joined a large number of associations calling on the administration to halt the rule indefinitely, pending further evaluation by OSHA.

AFIA will keep members informed of these, and other agency and legislative developments, moving into the fall. For more information on these issues, contact Gary Huddleston, AFIA’s director of feed manufacturing and regulatory affairs, at (703) 666-8854 or ghuddleston@afia.org.

Following Us on Social?

Don’t miss out on the latest industry news and fun feed facts on our social media channels.

Facebook, LinkedIn and YouTube: search for American Feed Industry Association

Twitter: @FeedFolks
The red color in some mineral blocks comes from iron oxide, which contains iron that is crucial for the healthy blood flow of oxygen to the lungs and heart.
In 2009, China’s Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) enacted and implemented Decree 118, which requires that exporters register all feed and feed ingredients by facility before they are allowed to export them to China. Since then, market demands and resource constraints have resulted in a phased implementation of the decree, including breaking out “feed” into eight categories. American Feed Industry Association has been working to limit the impacts of this decree on the U.S. animal feed industry, including for the export of non-ruminant animal feeds.

AQSIQ established the protocol for the “non-ruminant animal origin feed” category (including rendered feed ingredients and pet food) in 2010. This protocol allows the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service (APHIS) to inspect facilities for compliance with pre-determined Chinese requirements in order to certify the facility for export of non-ruminant animal feed and pet food to China.

As part of the decree, AQSIQ is required to conduct a review of this negotiated protocol every five years, which is tied to facility registration renewals. This review includes AQSIQ auditors traveling to the United States to conduct a systems-based review of the protocol, which is basically a spot-check of a sampling of registered facilities to ensure that APHIS auditors are carrying out the inspections in the manner that they require.

The first systems-based review took place Nov. 13-22, 2016. Until it completed the review, AQSIQ allowed trade of non-ruminant animal origin feed and pet food ingredients to continue for the facilities already registered, even though their registrations expired in February 2016.

In 2014, AFIA secured funding from the Emerging Markets Program, which is overseen by the USDA’s Foreign Agricultural Service, to support implementation of the decree’s requirements. This funding goes toward the AQSIQ auditors’ travel expenses to the United States in order to conduct the required risk reviews, risk assessments, systems-based audits and protocol reviews.

Over the past several years, AFIA has been working through the details and challenges of coordinating and implementing this systems review for non-ruminant animal origin feed and pet food. As a result of its work, and thanks to the additional government funding, AFIA has been able to successfully keep the Chinese market open for these products. Not only that, AFIA’s work has helped APHIS make progress in registering new facilities.

AFIA would like to thank the facilities that participated in the systems review last November. Your work benefitted the industry by helping the Chinese government successfully conduct its review and for facility registrations to continue.

For more information on this project, contact Gina Tumbarello, AFIA’s director of international policy and trade, at (703) 558-3561 or gtumbarello@afia.org.

AFIA Works Hard to Keep Markets Open in China
**L&R LEADERSHIP ACTIONS**

**LEGISLATIVE & REGULATORY LEADERSHIP ACTIONS**

**FEBRUARY – JULY 2017**

Listed below is a synopsis of significant actions taken by AFIA staff on behalf of member companies in the legislative and regulatory arenas. For additional information on any of these items, please contact AFIA staff.

<table>
<thead>
<tr>
<th>ACHIEVEMENT</th>
<th>MEMBER VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>GMO:</strong> AFIA submitted comments to the U.S. Department of Agriculture regarding the National Bioengineered Food Disclosure Standard Proposed Rule, which highlighted that <strong>food products</strong>, such as meat, milk and eggs, from animals fed genetically modified products should not be labeled as <strong>GM products</strong>.</td>
<td>This position is consistent with the original intent of the National Bioengineered Food Disclosure Standard Act when Congress passed it in 2016. Providing a clear definition of animal feed is important for the entire industry.</td>
</tr>
<tr>
<td><strong>OSHA:</strong> AFIA, as part of the Coalition for Workplace Safety, provided feedback on the proposed rule to <strong>delay the compliance date for reporting requirements under the final Improve Tracking of Workplace Injuries and Illnesses Regulation.</strong></td>
<td>The Coalition supports the delay in the reporting requirement until the Occupational Safety and Health Administration can review the rule. As detailed in prior comments, the Coalition believes OSHA has not provided evidentiary support for their assertion on the benefits flowing from the regulation and reporting requirement.</td>
</tr>
<tr>
<td><strong>TRADE:</strong> In a letter to President Donald Trump, AFIA and other agricultural organizations expressed the <strong>importance of international trade to the agriculture industry</strong> and future changes that will be necessary to accommodate a growing population.</td>
<td>It is important to support the provision contained in the 2014 Farm Bill, which requires the USDA secretary to establish an undersecretary for trade and foreign agricultural affairs. Trump nominated Ted McKinney in July for this position.</td>
</tr>
<tr>
<td><strong>TRADE:</strong> As part of the USDA's Dialogue for Trade, AFIA urged <strong>prompt confirmation of Gregg Doud as chief agricultural negotiator at the U.S. Trade Representative (USTR).</strong></td>
<td>Trade agreements have in large part been a success for U.S. farmers and ranchers, and as the administration and Congress work together to identify opportunities for this continued growth, it is critically important to have a chief agriculture negotiator in place immediately.</td>
</tr>
<tr>
<td><strong>CONSUMER CHOICE:</strong> AFIA, via the Animal Agriculture Alliance, sent letters to several food retailers responding to the Natural Resources Defense Council's report on antibiotic stewardship in livestock. The NRDC report said that even though all grocery stores offer at least one choice “reflective of responsible antibiotic use,” it was not enough, and more should be done.</td>
<td>Animal agriculture believes that, to the extent grocery stores offer meat products that give consumers a choice among organic, conventional, raised without antibiotics and foods derived from other production systems, grocery stores should be commended and encouraged for their continued support of consumer choice.</td>
</tr>
<tr>
<td><strong>TRADE:</strong> As part of the North American Market Working Group, comments, supported by AFIA, were submitted to the USTR regarding the negotiating objectives for the modernization of the North American Free Trade Agreement.</td>
<td>In July, the USTR released its initial objectives for NAFTA. AFIA is pleased with the direction so far, particularly the agency's note that its objective for renegotiation is to maintain the current, duty-free market access for agricultural goods and expand competitive market opportunities by addressing the remaining tariffs.</td>
</tr>
<tr>
<td><strong>MAY, MARCH</strong></td>
<td></td>
</tr>
<tr>
<td><strong>USTR:</strong> As part of the North America Food and Agriculture Trade Coalition, AFIA sent a letter urging <strong>prompt confirmation of Robert Lighthizer as U.S. Trade Representative.</strong></td>
<td>AFIA believes Lighthizer will ensure a U.S. trade policy that puts Americans first, including food and agriculture producers, and lead a team that will robustly engage in trade negotiations to further enhance U.S. economic growth and job creation. Congress confirmed Lighthizer in May.</td>
</tr>
</tbody>
</table>
## ACCOMPLISHMENT

| **USDA:** AFIA, in a letter to the House Committee on Appropriations, expressed support for an additional $35 million dedicated to research, monitoring and surveillance under the Combating Antibiotic-Resistant Bacteria (CARB) strategy. |
| **MEMBER VALUE:** A stronger federal system of data collection, monitoring and enhanced surveillance will greatly assist various groups in their understanding of the impacts that the changes, implemented through the CARB strategy on Jan. 1, have had on the industry. |

| **SMALL BUSINESS BILLS (S. 584/H.R. 33):** AFIA expressed its support for the Small Business Regulatory Flexibility Improvements Act, in letters to Senator James Lankford, R-Okla., and Representative Steve Chabot, D-Ohio. Senate and House bills S. 584/H.R. 33 would reform the regulatory process to ensure that all federal agencies appropriately consider the impact of their rules on small businesses across the United States. |
| **MEMBER VALUE:** This is a huge member benefit because it would help federal agencies issue smarter regulations that minimize inefficiencies and unnecessary burdens on small businesses while still protecting public health, worker safety and the environment. |

| **REGENCY ACCOUNTABILITY ACT:** AFIA, with 615 other organizations, sent a letter to Congress urging the Senate to consider the Regulatory Accountability Act of 2017, which would revise federal rulemaking procedures. The bill received bipartisan support and recently passed the House. |
| **MEMBER VALUE:** If this bill becomes law, Congress would be restoring the checks granted to it by the Constitution over a federal regulatory bureaucracy that is opaque, unaccountable and, at times, overreaching in its exercise of authority. AFIA believes this bill will reduce the industry's regulatory burdens. |

| **USDA:** With several other organizations, AFIA sent a letter to Senate Agriculture, Nutrition and Forestry Committee Chairman Pat Roberts, R-Kan., and Ranking Member Debbie Stabenow, D-Mich., voicing its support for an expedited confirmation hearing for Sonny Perdue to be the next secretary of agriculture. |
| **MEMBER VALUE:** AFIA feels that Perdue, the former Georgia governor, has a proven record of effective governing, dedicated service and a farm-family upbringing. He is a veterinarian and has a strong understanding of rural issues. |

| **LABOR:** As part of the Coalition for Workplace Safety, AFIA signed onto multiple letters urging Congress to introduce and move the Congressional Review Act (CRA) joint resolution of disapproval to invalidate the Obama administration’s OSHA regulation. This would effectively overturn the Volks vs. Secretary of Labor court decision that stated OSHA must stick to a six-month statute of limitations when citing a company for failing to record injuries or illnesses and cannot treat it as a continuing violation throughout the five-year recordkeeping period. |
| **MEMBER VALUE:** AFIA believes OSHA’s notice of proposed rulemaking – Clarification of Employer’s Continuing Obligation to Make and Maintain an Accurate Record of Each Recordable Injury and Illness (80 Fed. Reg. 45116, July 29, 2015) – is an extreme abuse of authority by a federal agency that will subject millions of American businesses to citations for paperwork violations, while doing nothing to improve worker health and safety. Congress did enact and the president signed a CRA overturning the OSHA rule in agreement with the Volks lawsuit. |

| **RURAL ISSUES:** In a letter to President Donald Trump, AFIA and other agriculture and rural businesses thanked the president for his support for rebuilding infrastructure in rural America, asking that rural infrastructure be addressed under his presidency. |
| **MEMBER VALUE:** In order to continue providing agricultural products to the marketplace, it is imperative that the U.S. invest in rebuilding vital transportation and energy infrastructure, such as highways, bridges, railways, locks and dams, harbors and port facilities. |

| **BUDGET:** AFIA signed onto a House letter expressing the importance of laying the groundwork for a 2018 Farm Bill, including showing the future impact of continued budget cuts in agriculture. |
| **MEMBER VALUE:** During consideration of the 2014 Farm Bill, the congressional agriculture committees made the difficult choices necessary to deliver a bipartisan bill. AFIA believes the budget cuts made in that bill should be recognized as agriculture’s contribution to deficit reduction. The committees will once again face challenging budgetary and policy choices in the development of the 2018 Farm Bill. AFIA believes it is important to ensure the committee process for the farm bill can proceed with some budget flexibility. |

---

**DID YOU KNOW?**

Animal feed can take on many forms, including pellets, flakes, crumbles and meal.
We Reap What We Sow

Written by Lee Hall

As farmers at heart, every one of us in the feed industry knows that to grow a bountiful crop we must initially have two inputs at hand: good seed and fertile soil. No amount of water, fertilizer, pesticide or herbicide matters if we sow poor seed on unproductive ground.

Recently, while listening to the homily at Sunday mass, an interesting parable was shared about the value of good seed: “There once was a woman who was a committed vegetarian. She spent her days looking for perfect fruits and vegetables, never able to find them. One day, however, she saw a new market, and above it was a sign that said, ‘God’s Produce Store.’ Intrigued, she stopped and entered and immediately was overtaken by a divine light. After her eyes adjusted, she got into a long line that wound to the back of the store where she saw an old man with a gray beard that she knew was God…because he had a large G on his apron.

When it was her turn at the counter, she asked God for perfect beans, and tomatoes as well as a watermelon. God looked at her, smiled and said, ‘My child didn’t you know? We don’t sell fruit and vegetables here, only seeds.’”

My point in sharing this story is to compare God’s good seeds to the good seeds AFIA has to offer those members and prospective members who prepare their fertile soil.

Pastor Charles Stanley simply states, “Today is the father of tomorrow.”

What AFIA is today is a result of what its member companies and leaders have been thinking, how they have been acting, or simply, the quality of the seed they’ve sown. Are we all contributing the proper amount of our company’s soil to properly grow the good seed provided through AFIA’s initiatives, programs and staff? Every farmer understands the meaning of “we reap what we sow,” and our representative organization, AFIA, certainly personifies this phrase. When you look inside AFIA, you’ll find a model of efficiency, being led by our staff working right alongside our members. The amount of energy expended to better represent, protect and provide opportunities for our industry is staggering. People and ideas, like crops, are not simply planted, but they are carefully cultivated in fertile soil.

We, as AFIA members, should remember two important principles pointed out by Pastor Stanley.

1. We reap what we sow. We plant our seed, because we expect to harvest more than we sow. A single seed in the fresh soil of a new member or prospective member can yield a bountiful return.

2. We reap later than we sow. Some of us may be impatient because recently planted seed does not appear to be producing an immediate crop. At the time, we believe there will never be a harvest. But, unlike the crops of the field, which get harvested at approximately the same time each year, the harvest of relationships and ideas can take a long time. And by giving more than is required, we will reap rich dividends later.

The use of our collective wisdom today will aid us in making wise decisions in the future. We would be a shortsighted organization if we only thought in the present.

Finally, Michele Payn shares words of wisdom in her blog, Connecting Gate to Plate. She says that the real story of the harvest is not about the products grown, it’s about the people – the results of the seed we have sewn.

As AFIA members we need to be sure to plant good seed in fertile soil to ensure successful harvests of future leaders who proudly represent our industry for many generations to come.

Written by Lee Hall

Lee Hall
AFIA Chairman of the Board, 2017-18
Hallway Feeds

Are we sowing good seed in hopes of reaping a plentiful harvest?
The Institute for Feed Education & Research recently completed a project that helps members feel better equipped to speak to family, friends and neighbors about agriculture and our food.

Earlier this year, IFEEDER contracted with the Center for Food Integrity to develop a series of webinars for American Feed Industry Association members to address consumer questions and topics related to animal feed, such as the use of genetically modified organisms in feed, greenhouse gases and antibiotics.

The webinars, released late spring, covered topics such as what consumers want, communicating shared values, and how to engage with friends and family in three simple steps. In addition to the webinars, IFEEDER developed a series of talking points on GMOs, antibiotic use and greenhouse gases, and is currently developing additional talking points that address common consumer questions on the feed industry.

Both the webinars and the talking points are available on the AFIA member website.

COMING SOON...

IFEEDER has initiated a new project to develop an economic analysis and animal food consumption report for the animal food industry. The project will be invaluable as AFIA members and staff work to create a more positive legislative environment for the benefit of its members.

More specifically, one part of the project will analyze the economic impact of the animal food industry. It will collate data on the number of jobs, wages, taxes and other economic growth indicators that contribute to the U.S. economy.

The other part of the project will involve developing an animal food consumption report for the United States. AFIA will look at how much animal food is consumed in the country, the species that consume the food, the locations where the food is consumed, and the macro ingredients that are used in the creation of the animal food. IFEEDER plans to release results from the project later this fall.

BOOKMARK IT!

IFEEDER has launched a new and improved website, www.ifeeder.org, which features detailed descriptions of current and past projects, as well as information on making a donation. Be sure to visit the website today!

For more information, contact Jenny McFarland, IFEEDER administrative assistant, at (703) 558-3577 or jmcfarland@afia.org.
Nutrition Committee

The American Feed Industry Association’s Nutrition Committee, founded in 1941, has been very busy with many exciting changes over the past year. Janet Remus, Ph.D., of Danisco Animal Nutrition/Dupont Industrial Bioscience, took on the leadership role of committee chair in May 2017. The committee elected Daniel Nelson, Ph.D., of Zoetis, as chair-elect, and Chad Risley, Ph.D., of Berg + Schmidt America LLC, as its liaison to the AFIA Board of Directors. The Nutrition Committee addresses state and federal regulatory, legislative, animal nutrition and animal management issues and provides education programs and networking opportunities for a broad base of AFIA member companies.

The committee meets biannually, during the spring committee meetings and in the summer, alternating between the annual meetings of the American Society of Animal Science (ASAS) and the American Dairy Science Association (ADSA). The committee holds frequent conference calls to bring together the scientific expertise needed to respond to open comment periods by the Canadian Food Inspection Agency, the AFIA sustainability and life-cycle assessment projects, and the publication of several National Academy of Sciences, Engineering and Medicine publications.

The committee has taken on the responsibility of conducting the Feed Industry Institute, a multi-day training program that highlights all aspects of the animal feed industry to new employees. Planning for the 2018 conference, which will be held in St. Louis, Missouri, is well underway.

Since 1948, the Nutrition Committee has sponsored nutrition awards in the ASAS (both a ruminant and non-ruminant award), ADSA, the Federation of Animal Science Societies, the Poultry Science Association and, in odd-numbered years, the Equine Science Society. The committee hosts an annual symposium where the award recipients present an overview of the research that led to the award.

If you are interested in being added to the Member Interest Group or serving on the committee, or for more information, contact Preston Buff, Ph.D., AFIA’s director of regulatory affairs, at (703) 558-3568 or pbuff@afia.org.

DID YOU KNOW?

Liquid feed, which is usually molasses-based, can be distributed in a feed tank, trough or added to another form of feed or hay.

No medically important antibiotics can be used in animal feed without approval from a veterinarian, per federal regulation.
NOVEMBER 2-4, 2017

Save the Date

NOVEMBER 2-4, 2017

2017 EMC EQUIPMENT MANUFACTURERS CONFERENCE

Orlando, Florida

Omni ChampionsGate

AFIA
AMERICAN FEED INDUSTRY ASSOCIATION
SAFE FEED/SAFE FOOD

Safe Feed/Safe Food Certification: A Road Toward FSMA Compliance

Is your head spinning with questions about Food Safety Modernization Act compliance? It probably is if you are a person responsible for a facility that processes, packs or holds animal food. FSMA has been identified by the Food and Drug Administration as “the most sweeping reform of food safety laws in more than 70 years,” and compliance to the rules can certainly seem like an overwhelming task.

The American Feed Industry Association’s third-party certification program, FSC36 Safe Feed/Safe Food, can provide an excellent roadmap toward FSMA compliance. AFIA’s Quality and Animal Food Safety Committee recently revised the FSC36 Safe Feed/Safe Food Guidance Document to include clear references and expectations relative to FSMA compliance. The guidance includes sections on current good manufacturing practices (CGMP) and record-keeping requirements, as well as the food safety plan and hazard analysis. The revised guidance document (version 7.0) can be found on the Safe Feed/Safe Food website.

AFIA created and released the FSC36 Safe Feed/Safe Food certification program in 2004. Since then, facilities can now receive certifications in four areas, including:

- FSC36, which is the standard Safe Feed/ Safe Food program,
- FSC32 for pet food and pet food ingredients,
- FSC34, which is benchmarked with the Global Food Safety Initiative, and
- International Safe Feed/Safe Food in partnership with FAMI-QS. This is made available in cooperation with its European counterpart, the Feed Additives and Premixtures Association, also known as FEFANA.

To learn more about the firms engaged and certified in any of these programs, visit the website.

The FSC36 Safe Feed/Safe Food certification is one of the best ways that a facility can come into compliance with FSMA. To learn more about what the certification process looks like, check out the FSC36 SF/SF Certification Process document, located under the “Join/Renew” page on the Safe Feed/Safe Food website at www.safefeedsafefood.org. It explains the step-by-step process for certification and outlines the expected costs.

For more information about the program, contact Gary Huddleston, AFIA’s director of feed manufacturing and regulatory affairs, at (703) 666-8854 or ghuddleston@afia.org.

Recently Certified Facilities

<table>
<thead>
<tr>
<th>Facility</th>
<th>City</th>
<th>State / Province</th>
<th>Country</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Science Products, Inc.</td>
<td>Nacogdoches</td>
<td>Texas</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>APC, Inc.</td>
<td>Boone</td>
<td>Iowa</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Facility</td>
<td>City</td>
<td>State / Province</td>
<td>Country</td>
<td>Type</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------</td>
<td>------------------</td>
<td>---------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>APC, Inc.</td>
<td>Sublette</td>
<td>Kansas</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>APC, Inc.</td>
<td>Dubuque</td>
<td>Iowa</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Buffalo Molasses</td>
<td>N. Java</td>
<td>New York</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Champion Petfoods</td>
<td>Morinville</td>
<td>Alberta</td>
<td>Canada</td>
<td>FSC32 Manufacture of Pet Food, FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Columbia Farms of Georgia Inc. - Comer Feed Mill</td>
<td>Comer</td>
<td>Georgia</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Consolidated Terminals and Logistics Co.</td>
<td>Aurora</td>
<td>Indiana</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Consolidated Terminals and Logistics Co.</td>
<td>Jeffersonville</td>
<td>Indiana</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Consolidated Terminals and Logistics Co.</td>
<td>North Bend</td>
<td>Ohio</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>CP Feeds, LLC</td>
<td>Valders</td>
<td>Wisconsin</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Darling Ingredients Inc.</td>
<td>Newberry</td>
<td>Indiana</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Darling Ingredients Inc.</td>
<td>Russellville</td>
<td>Kentucky</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>McFleeg of South Dakota</td>
<td>Watertown</td>
<td>South Dakota</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>National Lime &amp; Stone Company - Carey Dried Dolomite Plant</td>
<td>Carey</td>
<td>Ohio</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>National Lime &amp; Stone Company - Upper Sandusky Packaging Plant</td>
<td>Upper Sandusky</td>
<td>Ohio</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Paragon Specialty Products, LLC</td>
<td>Rainsville</td>
<td>Alabama</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Shakespeare Mills Inc.</td>
<td>Shakespeare</td>
<td>Ontario</td>
<td>Canada</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Texas Feed Fat Company</td>
<td>Hereford</td>
<td>Texas</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Tyson Foods</td>
<td>Waterloo</td>
<td>Iowa</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Tyson Foods - Logansport Rendering Plant</td>
<td>Logansport</td>
<td>Indiana</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Tyson Foods - Madison Processed Meats</td>
<td>Nadison</td>
<td>Nebraska</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Valley Proteins - Veribest</td>
<td>San Angelo</td>
<td>Texas</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>Valley Proteins - San Angelo</td>
<td>San Angelo</td>
<td>Texas</td>
<td>U.S.</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
<tr>
<td>West Coast Reduction Ltd Edmonton</td>
<td>Edmonton</td>
<td>Alberta</td>
<td>Canada</td>
<td>FSC36 Safe Feed/Safe Food</td>
</tr>
</tbody>
</table>
FDA Announces Extension of FSMA Compliance Inspections

The next compliance date of the Food Safety Modernization Act is quickly approaching where large businesses, with over 500 employees, must have preventive controls in place. The Food and Drug Administration has yet to release any guidance for industry on what is expected to comply with hazard analysis and risk-based preventive controls. The FDA announced Aug. 10 that the phase-in compliance inspections for the hazard analysis and risk-based preventive controls portion of FSMA will not begin until fall 2018.

Dr. Steve Solomon, director of the FDA’s Center for Veterinary Medicine, told an audience of roughly 400 industry officials participating in the Association of American Feed Control Officials’ (AAFCO) annual meeting in Bellevue, Washington, of the change, and the agency later followed up by posting a clarification on its website.

This also means the animal food inspections for the Foreign Supplier Verification Program final rule will not begin until fall 2018. Both extensions will be granted to large businesses only.

The American Feed Industry Association has been pursuing some type of compliance date extension for several months. This will effectively accomplish that, while AFIA continues to hold extensive discussions with FDA, White House staff and congressional oversight committees.

AFIA commends the FDA for effectively delaying inspections for animal food facilities to be in compliance with these parts of the rule. By providing a more reasonable deadline, FDA and its field staff will be able to issue guidance documents that fully address AFIA members’ questions so that, no matter the size of the facility, the industry will understand its responsibilities in preparing for compliance. AFIA appreciates FDA recognizing the industry’s concerns of the amount of work that must be done and looks forward to continuing to work together to achieve compliance.

For more information, contact Leah Wilkinson, AFIA’s vice president of state, legislative and regulatory affairs, at (703) 558-3560 or lwilkinson@afia.org.
As part of the association’s overall sustainability initiative, earlier this year, the American Feed Industry Association joined the U.S. Farmers and Ranchers Alliance to help promote the understanding and appreciation of U.S. food production. USFRA’s primary focus has been to open a dialogue between farmers, ranchers and consumers.

U.S. farmers and ranchers are actively adopting environmentally sustainable practices and seek continuous improvement in the overall environmental impact of production. To that end, USFRA recently published its first Agriculture in American Sustainability Report, which illustrates the improvements that U.S. agriculture has made in the past several years in terms of environmental sustainability, including conserving natural resources—i.e., land, water and air—and promoting animal health and welfare.

USFRA surveyed farmers and ranchers across the country for their perceptions regarding environmental sustainability and agriculture practices today. Key survey findings included in the report show that:

- 81 percent of farmers and ranchers agree that customers of U.S.-grown crops and livestock are growing more concerned and focusing on the environmental sustainability of the products they consume;
- 87 percent of farmers and ranchers believe the practice currently used at their operations met the environmental sustainability production standards demanded by end-users, such as food companies, restaurants and manufacturing companies; and
- 68 percent of farmers and ranchers do not believe the food industry understands enough about how food is grown and raised to demand that certain practices be used on the farm.

The report also provides an overview of the use of natural resources by particular species or crops and ultimately their impact on overall sustainability. The report highlights data from soybeans, beef, dairy, poultry/eggs, pork, corn, sugar beets and cotton production.

AFIA applauds USFRA for pulling this information together and sharing this important information with today’s consumers.

For more information, visit USFRA’s website at www.fooddialogues.com or contact Sarah Novak, AFIA’s vice president of membership and public relations, at (703) 558-3574 or snovak@afia.org.

“U.S. farmers and ranchers are actively adopting environmentally sustainable practices and seek continuous improvement in the overall environmental impact of production.”
The American Feed Industry Association hosted its annual Purchasing & Ingredients Suppliers Conference in Orlando, Florida, on March 7–9. More than 640 people attended, making it the largest PISC in the conference's history!

PISC is a three-day educational and networking event designed for buyers and sellers of feed and feed ingredients. It provides updates on the state of the animal feed industry, including discussions on the future outlooks and perspectives on critical issues. Many attendees say that PISC is, “where business gets done.”

Kevin Folta, a professor in and chairman of the University of Florida's Horticultural Sciences Department, provided an overview of the challenges the agricultural industry faces in feeding a growing population. He also focused on ways to better communicate to consumers. “Facts don’t matter until you’ve established trust,” Folta said. He reminded attendees to “keep factual information simple” once trust has been established.

Other speakers discussed topics ranging from annual grain outlook, import and export markets, an update on the implementation of the Veterinary Feed Directive, the Food Safety Modernization Act, and ways to improve customer service.

On the latter, Teri Yanovitch, a former Disney Institute speaker, told attendees that “it costs three to five times more to get a new customer than have a repeat customer.” She suggested that business owners should take five minutes a day to exceed current customer expectations and share it with team members.

This year’s PISC also featured a networking event for feed industry suppliers to showcase their products to interested buyers, as well as other opportunities for networking. In addition, the PISC golf tournament, which was on hiatus in 2016, returned to the 2017 agenda. Attendees also enjoyed the annual sporting clays outing.

Next year’s PISC will be held March 13-15 in Fort Worth, Texas. For more information on PISC, contact Veronica Rovelli, AFIA’s senior director of meetings and events, at (703) 558-3563 or rovelli@afia.org, or Connie Samuels, AFIA’s manager of meetings and events, at (703) 558-3573 or csamuels@afia.org.
The 2018 International Production & Processing Expo will be held Jan. 30-Feb. 1, 2018, at the Georgia World Congress Center in Atlanta. It will feature several new educational programs on food safety, consumer trends and international trade. The trade show also will showcase more than 1,100 exhibitors on a 515,000-square-feet exhibit floor. Register at www.ippexpo.org.

The American Feed Industry Association will be hosting several educational programs the week of IPPE, including:

- annual Pet Food Conference;
- a free Feed Production Education Program; and
- a Food Safety Preventive Controls Alliance (FSPCA) training session for animal food-qualified preventive control individuals.

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. These include: the International Poultry Scientific Forum, Environmental Conference for the Meat and Poultry Industry, Animal Agriculture Sustainability Summit, Worker Safety Conference for the Meat & Poultry Industry, Poultry Market Intelligence Forum, and the International Rendering Symposium.

Returning in 2018 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. This program is made available thanks to our elite IPPE exhibitors: Arm & Hammer, Aviagen, Biomin, Ceva Animal Health, CobbVantress, Diamond V, Elanco Animal Health, Heat and Control, Huvepharma, Incubation Systems, Inc., Jamesway Incubator Co., Kemin, Soybean Meal Information Center, Watt Global Media, and Zoetis.

continues on page 21
Pet Food Conference 2018

The 11th annual Pet Food Conference will be held Tuesday, Jan. 30, from 7:30 a.m. to 4 p.m. The day-long conference informs pet food industry representatives of the latest industry issue trends, such as what's new with the Food Safety Modernization Act, various advances in marketing and communications, and the latest on food labeling.

The Pet Food Conference will feature an array of speakers from government agencies, private corporations, universities and AFIA staff, who are experts in pet food regulations, production, marketing and nutrition.

The 2018 program will include breakfast and lunch. The early-bird registration fee is $75, and after Jan. 1, 2018 the on-site fee is $95.

FSPCA Preventive Controls Qualified Individual Training for Animal Food

The American Feed Industry Association is hosting a training session for a limited number of individuals who want to take part in the Food Safety Preventive Controls Alliance’s official training program for Preventive Controls Qualified Individuals for Animal Food.

Developed by the FSPCA, the program provides a standardized curriculum, which the Food and Drug Administration recognizes as adequate for PCQI training. Program participants will receive a FSPCA certificate upon the successful completion of the course.

This course is ideal for facility quality and regulatory employees who will be designated PCQIs at the facility or who will be joining a PCQI team. Participants should leave the training with a better understanding of how to create a food safety plan specific to their facility.

Register early, as this course is limited to 80 people. The early-bird registration fee is $550 and after Jan. 1, 2018 the on-site fee to register is $650.

The program will be held: Jan. 31 from 1-7 p.m.; Feb. 1 from 7 a.m.-6 p.m.; and Feb. 2 from 7-11 a.m.
AFIA Feed Production Education Program

AFIA’s Production Compliance Committee is hosting its annual Feed Production Education program on Wednesday, Jan. 31, from 8 a.m.-noon, and it is free to everyone. It does not require pre-registration.

As regulatory requirements for the feed 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 new and improved Feed Facility of the Year and Benchmarking Program Awards. AFIA will name the 2017 award winner.

For more information about IPPE, contact Sarah Novak, AFIA’s vice president of membership and public relations, at (703) 558-3574 or snovak@afia.org; Veronica Rovelli, AFIA’s senior director of meetings and events, at (703) 558-3563 or vrovelli@afia.org; or Connie Samuels, AFIA’s manager of meetings and events, at (703) 558-3573 or csamuels@afia.org.

AMERICAN FEED INDUSTRY ASSOCIATION MEETINGS CALENDAR

**2017**

**OCT. 30-DEC. 1**
AFIA/KSU-500: Fundamentals of Feed Manufacturing
Online Course

**NOV. 2-4**
Equipment Manufacturers Conference
Orlando, Florida
Omni ChampionsGate

**JAN. 30-FEB. 1**
International Feed Expo at IPPE
Atlanta, Georgia
Georgia World Congress Center

**MAR. 12-15**
Spring Committee Meetings & Purchasing & Ingredient Suppliers Conference
Fort Worth, Texas
Omni Fort Worth Hotel

**JUNE 11-14**
Feed Industry Institute
St. Louis, Missouri
Hilton St. Louis at the Ballpark

**2018**

**SEPT. 11-13**
Liquid Feed Symposium
San Diego, California
Town and Country Resort

**NOV. 7-9**
Equipment Manufacturers Conference
San Antonio, Texas
Omni La Mansion del Rio

**FEB. 12-14**
International Feed Expo at IPPE
Atlanta, Georgia
Georgia World Congress Center

**MAY 13-16**
Spring Committee Meetings & Purchasing & Ingredient Suppliers Conference
Orlando, Florida
Hyatt Regency Grand Cypress

**2019**

**Fall 2017 | 22**
Members of the American Feed Industry Association’s Board of Directors met May 9-10, in Washington, D.C., to discuss priority issues impacting the animal food industry. The Board, comprised of 50 industry representatives, raised the issues in visits with various legislators during the association’s annual spring meeting in the nation’s capital.

Board members advanced AFIA policy positions on the Food Safety Modernization Act, the Veterinary Feed Directive, the animal food ingredient review process, international trade policy as it relates to the U.S. animal food industry, and drug establishment registration.

The group also attended a legislative briefing on Capitol Hill during the trip. Senator Joni Ernst, R–Iowa, and Dr. Steve Solomon, director of the Food and Drug Administration’s Center for Veterinary Medicine, addressed the group as part of a panel, comprised of members of both the Senate and House agriculture committees.

“We have a very engaged administration. The vice president meets with the Republican leadership every Tuesday,” Ernst said during her talk about trade. “I will push hard to make sure agriculture is at the table during trade discussions.”

As part of their meeting, the AFIA Board also recognized Paul Phillips, Maxi-Lift Inc./Southwest Agri-Plastics Inc., for his leadership as the association’s chair during the 2016-17 year, and welcomed Lee Hall, vice president of Hallway Feeds, as the new chair.

“Paul has been an invaluable addition to the AFIA Board of Directors and an outstanding chairman,” AFIA President and CEO Joel G. Newman said. “He was instrumental as a founding member of IFEEDER’s Board of Trustees, and he will continue to be an asset to the U.S. feed industry.”

Hall began his one-year term as chair effective May 1. He is now in his second three-year term on the Board, taking a year off between the two terms. Hallway Feeds, based in Lexington, Kentucky, is a family-owned and -operated company dedicated to the horse industry and has been an AFIA member since 1986.

“Lee has been heavily involved in AFIA and we are confident he will foster progress in the upcoming year as chairman,” Newman said. The Board also announced its chair-elect and incoming directors and elected new members to the organization’s executive committee. The Board voted to accept the nomination of Bruce Crutcher, Micronutrients USA LLC, to become chair-elect of the organization. Crutcher will succeed Hall in May 2018.

The Board also elected the following individuals to serve three-year terms, which began during the meeting: Mitch Anderson, PerforMix Nutritional Systems, LLC; Rob Brock, Westway Feed Products, LLC; Timothy Claver, Ardent Mills; Bruce Crutcher, Micronutrients USA LLC; Robert Daugherty, Triple Crown Nutrition, Inc.; Eduardo Galo, Novus International, Inc.; Jason Hoekstra, Smithfield Hog Productions; Christian Nitschke, BASF Corporation; Lisa Norton, Biozyme Incorporated; Lars Reimann, Eurofins Scientific, Inc.; Doug Rupp, Pharmgate Animal Health LLC; Michael Schuster, Laidig Systems, Inc; Haley Stomp, Kemin Industries, Inc.; Jason Vickers, Mars Petcare US; Wesley Wilson, Ag Provision; and Amy Witte, DuPont.

The Board approved six nominated individuals as additions to AFIA’s Executive Committee: Eric Arnold, Bill Barr & Company, Inc.; Frank Goode, ILC Resources; Phil Greene, Foster Farms, Inc.; Jonathan Griffin, Balchem Corporation; Mike Van Koevering, Elanco Animal Health; and Russ Wylie, Zinpro Corporation.

The Board also elected Phillips as chair, and Dean Warras, Phibro Animal Health, as vice-chair of the Institute for Feed Education & Research. Mark Leuking of Cargill Animal Nutrition was also nominated to serve as a new trustee to the IFEEDER Board of Trustees. His term will expire April 2020.

AFIA created IFEEDER in 2006 to address the education and research challenges the U.S. food and feed production industries will face in the next 40 years and beyond, as the world’s population grows by almost 2.5 billion people.
AFIA PROMOTES ROVELLI TO SENIOR DIRECTOR

In June, the American Feed Industry Association announced the promotion of Veronica Rovelli to senior director of meetings and events. Rovelli has been with AFIA since 2008 and has been responsible for the planning and implementation of all AFIA meetings, webinars and the International Feed Expo.

“Veronica is a true model of AFIA’s values,” Sarah Novak, AFIA vice president of membership and public relations, said. “She always puts members’ needs first, is a team player, and sets a bar of excellence in everything she does. This promotion is well-deserved.”

Rovelli can be reached at (703) 558-3563 or vrovelli@afia.org.

AFIA WELCOMES NEW STAFF

The American Feed Industry Association welcomed three new staff members this summer. Connie Samuels joined AFIA in June as the new manager of meetings and events. Victoria Broehm joined in July as the new director of communications. And Paul Davis, Ph.D., joined in July as the new director of quality, animal food safety and education.

Samuels works with Veronica Rovelli, AFIA’s senior director of meetings and events, in the planning and execution of AFIA events, partner educational programs, committee meetings, Board meetings and webcasts. She previously served as a contracts and events manager for Envision EMI. She has also held hospitality positions with the Greater Madison Convention and Visitors Bureau in Madison, Wisconsin, and White Lodging Services in Austin, Texas. She holds a bachelor’s degree in hospitality management from Virginia State University and is a certified meeting professional.

Broehm now leads AFIA’s media relations and strategic communications efforts and serves as the editor of AFIA’s Journal and other member and media communications. She joined AFIA from CropLife International, where she served as communications manager for the plant biotechnology division. She has previous experience with the American Veterinary Medical Association, the Nuclear Energy Institute and the U.S. Department of Energy/National Nuclear Security Administration. She holds a master’s degree in strategic public relations from The George Washington University and a bachelor’s degree in communications and political science from the University of Washington in Seattle.

Davis oversees AFIA’s Safe Feed/Safe Food certification programs, as well as the association’s education and training courses that are designed to enhance the industry’s ability to produce feed efficiently and safely. He also works closely with the legislative and regulatory team on issues related to the Food Safety Modernization Act and is the staff contact for AFIA’s Quality Committee. Davis joined AFIA from Tennessee Farmers Cooperative in La Vergne, Tennessee, and he has more than 20 years of experience in animal nutrition. He holds a doctorate in animal sciences and master’s degrees in animal science and food and resource economics from the University of Florida. He received a bachelor’s degree in agriculture from the Tennessee Technological University.

Connie Samuels can be reached at (703) 558-3573 or csamuels@afia.org. Victoria Broehm can be reached at (703) 558-3579 or vbroehm@afia.org. Paul Davis, Ph.D., can be reached at (703) 650-0146 or pdavis@afia.org.

DID YOU KNOW?

Brewers grains are co-products from breweries and are used as a source of protein and fiber in animal feed.
Over the summer, as part of its ongoing awards program dating back to 1948, the American Feed Industry Association recognized six individuals with awards for their excellence in animal nutrition research.

“Each of these individuals has conducted exceptional research to provide better nutrition for food animals,” said Preston Buff, Ph.D., AFIA director of regulatory affairs and staff contact for the Nutrition and Equine committees. “They are all experts in their fields, and the awards are well-earned.”

Together with the Equine Science Society (ESS), AFIA presented the Equine Nutrition Research Award to Brian Nielsen, Ph.D., at the 2017 ESS Symposium in Minneapolis, Minnesota, on June 2. Nielsen is currently a professor in the Department of Animal Science at Michigan State University.

Nielsen’s focus at Michigan State University is equine nutrition and exercise physiology. His research has led to multiple journal articles, book chapters, reviews, papers, presentations at both the national and international levels, and various awards in the equine industry. He received a master’s degree and doctorate from Texas A&M University and holds a bachelor’s degree in animal science from the University of Wisconsin—River Falls.

In partnership with the American Dairy Science Association, AFIA presented the Dairy Nutrition Award to Mark Hanigan, Ph.D., on June 26 at ADSA’s annual meeting in Pittsburgh, Pennsylvania. Hanigan is a professor in the Department of Dairy Science at Virginia Polytechnic Institute and State University.

His focus at Virginia Tech is on nutrient metabolism using experimental and mathematical modeling approaches, with a long-term objective to improve animal efficiency and reduce the impact of animal-based production systems on the environment. He received his master’s degree and doctorate from the University of California—Davis and holds a bachelor’s degree in dairy science from Iowa State University.

Three individuals—Sung Woo Kim, Ph.D., of North Carolina State University; Luis Tedeschi, Ph.D., of Texas A&M University; and Xingen Lei, Ph.D., of Cornell University—received nutrition research awards July 9 at the American Society of Animal Science’s (ASAS) annual meeting in Baltimore, Maryland.

Kim, a professor of nutrition at North Carolina State University, received the AFIA-ASAS Non-Ruminant Animal Nutrition Research Award. He has built a world-class pig nutrition research program, which has resulted in a significant advancement in knowledge about the utilization of protein, amino acids and other nutrients in growing-finishing, gestating and lactating swine. Kim has published multiple papers and book chapters, presented the research in 22 countries, and received multiple awards. He received his doctorate from the University of Illinois.

Tedeschi, who teaches ruminant nutrition, precision diet formulation, comparative ruminant production and modeling courses at Texas A&M University, received the AFIA-ASAS Ruminant Animal Nutrition Research Award. His research focuses on the integration of mathematical nutrition modeling and scientific data from research trials conducted both in his laboratory and at other universities and research institutions around the world.

Tedeschi has published multiple peer-reviewed journals and book chapters and has presented at conferences and workshops worldwide. He received his doctorate from
Lei, a professor of molecular nutrition at Cornell University, received the Federation of Animal Science Societies New Frontiers in Animal Nutrition Award. Lei has developed a new generation of bacterial phytases and determined their nutritional and environmental value. He has converted poultry feathers and defatted microalgae into feed proteins, pioneered nutritional genomics of selenium in pigs and chicks, and discovered dual roles of selenium in oxidative stress and diabetes.

Lei has authored numerous publications, advised many graduate students and served on multiple panels and editorial boards. He received his doctorate from Michigan State University and his bachelor’s and master’s degrees in China. He also has additional postdoctorate training from the University of Missouri.

In partnership with the Poultry Science Association (PSA), AFIA presented the Poultry Nutrition Research Award to Markus Rodehutscord, Ph.D., on July 20 at PSA’s annual meeting in Orlando, Florida. He is a professor of animal nutrition at the University of Hohenheim, Germany. Rodehutscord’s research focuses on minimizing the excretion of nitrogen and phosphorous and improving the efficiency of amino acid and phosphorous utilization by poultry. He coordinated the 2.1 Mio Euro GrainUp project. He has published multiple articles, served as the Metabolism and Nutrition section editor for Poultry Science, and serves on multiple committees and working groups dealing with poultry science. Rodehutscord earned his degrees from the University of Bonn, Germany.

“Each of these individuals has conducted exceptional research to provide better nutrition for food animals,” said Preston Buff, Ph.D., AFIA director of regulatory affairs and staff contact for the Nutrition and Equine committees. “They are all experts in their fields, and the awards are well-earned.”
Wheat is higher in protein than corn and barley and has roughly the same amount of energy content found in corn.

DID YOU KNOW?

The American Feed Industry Association named Angela Mills of Southern States Cooperative and Mike Van Koevering, Ph.D., of Elanco Animal Health as its “Members of the Year” during a dinner ceremony at its Board of Directors meeting on May 9 in Arlington, Virginia.

The Member of the Year Award is presented to an AFIA member who exhibits outstanding support in achieving the organization’s goals and objectives throughout the year. With the exception of the 83 members of the Food Safety Modernization Act working group, who received the award in 2014, only 36 individuals have been honored prior to this year.

Mills, a quality control and regulatory compliance manager, is the current chair of AFIA’s Feed Regulatory Committee. As an active advocate for FSMA and the Veterinary Feed Directive, she provided a VFD update to attendees at AFIA’s Purchasing & Ingredient Suppliers Conference. She contributed to AFIA’s qualified individual training video. She chaired the Small and Very Small FSMA Working Groups and was recognized with the group of 83 members as Member of the Year in 2014.

“Angela has been integral in AFIA’s work with FSMA and the VFD,” said AFIA President and CEO Joel G. Newman. “Her addition to AFIA’s qualified training video and her education on VFD and FSMA to our members is invaluable.”

Van Koevering, director of beef and operations for Elanco Knowledge Solutions, is a member of AFIA’s Board of Directors and the VFD task force. He worked with Newman and AFIA’s controller to develop a financial model to assist the association in forecasting the impact and probability of various scenarios. In addition, with his Elanco colleagues, he assisted the Sustainability Oversight Committee by providing resources to track consumer issues and identify key influencers. He also helped with the 2016 Executive Leadership Summit’s consumer communications session and follow-up webinar.

“The financial model will be useful to AFIA for many years to come, and it wouldn’t have been possible without Mike’s vision and the overall support of Elanco,” said Newman.
The American Feed Industry Association honored Bob Brill with its 2017 Distinguished Service Award for his life-long contributions to the feed industry. The AFIA Board of Directors presented the award, which is the industry's highest honor, at a dinner held May 9 in Arlington, Virginia.

The Distinguished Service Award represents elite members of the U.S. feed industry who have provided outstanding support to AFIA and the entire feed industry throughout their careers. AFIA President and CEO Joel G. Newman recognized Brill as a “great asset to the success of AFIA, as well as the U.S. and global feed industry” at the announcement of the award.

“Bob is a world-class, renowned software expert who helped to revolutionize the feed industry,” Newman said.

Brill began his career at IBM, where he was first introduced to the concept of linear programming. He then launched Software Dynamics Inc., which used the concept of linear programming to develop low-cost feed formulations. This revolutionized the feed industry by helping companies save millions of dollars on providing the necessary nutritional requirements needed from an array of ingredients at the lowest cost available.

After selling the company, he began Brill Corporation in 1983. The company was the first to offer linear programming for personal computers. It expanded into South America, bringing the technology into the broader international feed industry. Brill sold the company in the late 1990s and later founded Brilliant Alternatives, where he focused on bringing the technology into more international markets, especially Asia.

Brill has served on AFIA’s Technology Committee and has been involved in other trade associations, including the Canadian Feed Industry Association. He earned a master’s degree in mathematics from Pennsylvania State University and a bachelor’s degree in mathematics and statistics from Lebanon Valley College.
Alltech has acquired WestFeeds and its manufacturing plants in Billings and Great Falls, Montana. WestFeeds products will be added to the product line of Hubbard Feeds, a subsidiary of Alltech.

Congratulations to Terry Wehrkamp of Cooper Farms on being named the Animal Agriculture Alliance’s board chairman.

Cargill announced that it has reached an agreement to acquire Southern States Cooperative Inc., an animal feed business based in Richmond, Virginia. The company said the move, which will include the purchase of the co-op’s assets, including seven feed mills, is important for strengthening its distribution and go-to-market capabilities in the southeast, mid-Atlantic and northeast regions of the United States.

Congratulations to Cargill’s CEO David MacLennan on being appointed to the Executive Committee of the National Association of Manufacturers’ Board of Directors. He has also been tapped to serve as the vice chair of international economic policy.

CHS, Inc., announced in May 2017 that Jay Debertin has been named president and CEO, succeeding Carl Casale.

Church & Dwight Co., Inc., the parent company of Arm & Hammer Animal Nutrition, has acquired Agro BioSciences of Wauwatosa, Wisconsin. Agro BioSciences is a microbial biotechnology company specializing in the Microbial Terroir™.

Kemin Industries, Inc., has acquired the beta glucan manufacturing technology Algal Scientific.

Lallemand Animal Nutrition has acquired Nova Microbial Technologies of Gretna, Nebraska.

Congratulations to Ken Maschhoff of The Maschhoffs LLC, on being elected president of the National Pork Producers Council.

Neogen has named John Ardent as its CEO. Ardent succeeds James Herbert, the company’s founder, who will continue as executive chairman.

Tyson Foods is participating in the U.S. Army Partnership for Youth Success, which guarantees soldiers a job interview and possible employment after completion of their military service.

Wayne Farms has broken ground on its future Customer Innovation Center in Decatur, Alabama. The new facility will be the center of research, development and product testing for the company.
NEW AFIA MEMBERS

ABSORBENT PRODUCTS LTD.
Peter Aylen, President
724 Sarcee Street East
Kamloops, British Columbia V2H 1E7
Canada
Tel: (250) 372-1600
Email: paylen@absorbentproducts.com
www.absorbentproducts.com
Ingredient Supplier

AGRIUM US INC.
Jim Jenkins, Stewardship Manager
4582 South Ulster Street
Suite 1700
Denver, CO 80237
Tel: (403) 225-7358
Email: jim.jenkins@agrium.com
www.agrium.com
Ingredient Supplier

AL DAHRA ACX GLOBAL
Diaa Ghaly, Managing Director, Feed and Nutrition
920 East Pacific Coast Highway
Wilmington, CA 90744
Tel: (310) 241-6229
Fax: (888) 873-8930
Email: dghaly@aldahraacx.com
www.aldahraacx.com
Industry Support Services

BOURDEAU BROS INC.
Jacob Bourdeau, Owner
25 Severance Road
Sheldon, VT 05483
Tel: (802) 933-2277
Fax: (802) 933-6660
Email: cubby@bbinc.us
www.bbinc.us
Feed Manufacturer

BUCHANAN CELLERS
Jerry Legard, President
855 NE 5th Street
McMinnville, OR 97128
Tel: (503) 687-1351
Fax: (503) 472-0310
Email: jerry.legard@buchanancellers.com
www.buchanancellers.com
Feed Manufacturer

CHEMICAL SOLUTIONS, INC.
Tobi Schulze, Director
Tobi Schulze, Director
1000 Franklin Village Drive
Suite 201
Franklin, MA 02038
Tel: (508) 520-3900
Email: tshultz@chemicalsolutions.net
www.chemicalsolutions.net
Ingredient Supplier

COMMODITY & INGREDIENT HEDGING (CIH)
Michael Shawner, Vice President of New Business Development
120 South LaSalle Street
Suite 2200
Chicago, IL 60603
Tel: (312) 596-7755
Email: mshawner@cihedging.com
www.cihedging.com
Industry Support Services

COOL PLANET
Wes Bolsen, Head of Global Business Development & External Affairs
6400 S. Fiddlers Green Circle
Suite 1300
Greenwood Village, CO 80111
Tel: (303) 221-2029
Email: wes.bolsen@coolplanet.com
www.coolplanet.com
Ingredient Supplier

DIVERSIFIED LABORATORIES
Peter Kendrick, CEO
4150 Lafayette Center Drive
Suite 600
Chantilly, VA 20151
Tel: (703) 222-8700
Fax: (703) 222-0786
Email: customerservice@diversifiedlaboratories.com
www.diversifiedlaboratories.com
Industry Support Services

EP MINERALS, LLC
Jonas Pearce, Director of Business Development
9785 Gateway Drive
Reno, NV 89521
Tel: (775) 824-7600
Email: jonas.pearce@epminerals.com
www.epminerals.com
Ingredient Supplier

GATEWAY CO. PACKING
Tyler Nutter, Inventory Manager
901 Kingshighway
Washington Park, IL 62204
Tel: (618) 274-3150
Email: tyler@gatewaycopacking.com
www.gatewaycopacking.com
Industry Support Services

K+S NORTH AMERICA
Lee Faugerstrom, Sales Manager
444 W. Lake Street
Chicago, IL 60606
Tel: (312) 807-3128
Email: lee.faugerstrom@ks-northamerica.com
www.ks-northamerica.com
Ingredient Supplier

KEITH SMITH COMPANY
Wayne Freeman, COO
130 K-Tech Lane
Hot Springs, AR 71913
Tel: (501) 760-9136
Email: wayne.freeman@keith-smith.com
www.keith-smith.com
Feed Manufacturer

KING TECHNICA GROUP
Shuyi Li, Global Marketing Manager
300 Green Road
P.O. Box 131455
Ann Arbor, MI 48105
Tel: (734) 358-7450
Email: shuyi.li@king-technica.com
Ingredient Supplier

KIRNS CHEMICAL LTD.
Sonny Yuan, Business Manager
1802 No. 208 East Laodong Road
Changsha, Hunan Province 410007
China
Tel: +86 731 8867 8000
Fax: +86 731 8877 7000
Email: sonny.yuan@kirms.com
www.kirms.com
Ingredient Supplier

KOCHE FOODS
Randy Gordon, Director, Nutritional Services
1300 W Higgins Road
Suite 100
Park Ridge, IL 60068
Tel: (847) 384-5940
Email: randy.gordon@kochfoods.com
www.kochfoods.com
Feed Manufacturer

LIVE EARTH PRODUCTS, INC.
Russell Taylor, Vice President
400 South 200 East
Emery, UT 84522
Tel: (435) 286-2222
Email: rsust@livearth.com
www.livearth.com
Feed Manufacturer

MARTIN RESOURCES
Warren Boone, Sales Manager, Feed Grade AMS
5468 Pecan Grove Lane
Memphis, TN 38120
Tel: (901) 233-7697
Email: warren.boone@martinmlp.com
www.martinmlp.com
Ingredient Supplier

MID AMERICA PET FOOD
Matt Frederking
2024 N Frontage Road
P.O. Box 532
Mount Pleasant, TX 75456
Email: mfederking@mapf.com
www.victorpawfood.com
Pet Food

MOUNTAIN MATERIALS, INC.
Clinton Kendrick, Sales Manager
P.O. Box 609
Highway 58 Quarry Road
Castlewood, VA 24224
Tel: (276) 762-5563
Fax: (276) 762-0332
Email: clinton.kendrick@w-lconstruction.com
Ingredient Supplier

MOUNTAIN WEST AG
Jerry Schlesser, Owner
23375 US Highway 191
Garnell, MT 59453
Tel: (406) 374-2486
Fax: (406) 374-2450
Email: jschlesser@mountainwestag.com
www.mountainwestag.com
Feed Manufacturer
NEW AFIA MEMBERS

NSC MINERALS LTD.
Whitney Markson, Administrative Support
2241 Speers Avenue
Saskatoon, Saskatchewan S7L 5X6
Canada
Tel: (306) 934-6477
Fax: (306) 242-0178
Email: wmarkson@nsccminerals.com
www.nscminerals.com
Ingredient Supplier

OCEANIC INSTITUTE OF HAWAI`I PACIFIC UNIVERSITY
Shaun Moss, Ph.D., Executive Director
41-202 Kalanianoole Highway
Waimanalo, HI 96795
Tel: (808) 259-7951
Fax: (808) 259-5971
Email: smoss@hpu.edu
www.oceaninstitute.org
University

O.K. FOODS, INC.
Joshua Rengstorf, Director of Milling
4601 N. 6th Street
Fort Smith, AR 72904
Tel: (479) 783-4186
Fax: (479) 217-2585
Email: rzeeck@ptusallc.com
www.ptusallc.com
Feed Manufacturer

PANOCOSMA
Sebastien Oguey, Regulatory & Quality Manager
Voie-des-Trac 6
Geneva 1218
Switzerland
Tel: +41 22 929 84 84
Fax: +41 22 929 84 95
Email: sebastien.oguey@pancosma.ch
www.pancosma.com
Ingredient Supplier

PELLET TECHNOLOGY USA, LLC
Russ Zeeck, COO
23232 Highway 6
Gretna, NE 68028
Tel: (402) 403-5016
Email: rzeck@ptusallc.com
www.ptusallc.com
Feed Manufacturer

PLANTA DE ALIMENTOS BALANCEADOS
Manuel Valencia, Gerente de División
Productos Toledano S.A.
Via Jose Agustin Arango Frente al Estadio Romel Fernandez
Panamá, República de Panamá.
T: (507)217-2586, 217-2585
T: (507)290-8200 Ext. 8020
F: (507) 2172587
Email: Valencia@toledano.com
www.toledano.com
Feed Manu

PROVITA SUPPLEMENTS INC.
Sebastian Balke, Managing Director
1355 Mendota Heights Road
Suite 200
Mendota Heights, MN 55120
Tel: (888)580-7797
Email: Sebastian.Balke@provita-supplements.de
www.provita-supplements.com
Ingredient Supplier

QUALITY TECHNOLOGY INTERNATIONAL INC.
Troy Lohmann, President & CEO
1707 North Randall Road
Suite 300
Elgin, IL 60123
Tel: (847) 274-3686
Fax: (847) 649-9309
Email: troyl@qtitech.com
www.qtitech.com
Ingredient Supplier

S C I F E E D C O M P A N Y
Jung fu Wu, Ph.D., President
Address in AMS
Category: ingredient minerals et al
www.scifeedus.com (coming soon)

SD INNOVATION PARTNERS LLC
Sue Lancaster, Corporate Development
101 N. Main Avenue
Suite 325
Sioux Falls, SD 57104
Tel: (605) 357-5315
Email: sue@southdakotainnovation.com
southdakotainnovation.com
Association

SMARTPAK EQUINE LLC
Mary Storch, QA Manager
40 Grissom Road
Suite 500
Plymouth, MA 02360
Tel: (800) 461-8898
Fax: (774) 773-1444
Email: mstorch@smartpak.com
www.smartpak.com
Feed Manufacturer

STANDEE PREMIUM WESTERN FORAGE
Dusty Standlee, President
Located in Kimberly, ID
www.standleeforage.com
Feed Manu

SUNBIRD INC.
Matt Lenz, EHS Manager
702 3rd Street SW
Huron, SD 57350
Tel: (605) 353-1321
Email: mlenz@sunbird-inc.com
www.sunbird-inc.com
Ingredient Supplier

TEXAS FEED FAT CO., INC.
Kirk Sehi, General Manager
P.O. Box 1790
585 Silo Road
Durant, OK 74702
Tel: (580) 924-1890
Fax: (580) 924-2350
Email: jana@texasfeedfat.com
Ingredient Supplier

THE HONEST KITCHEN
Heather Waelttermann, Regulatory
111 14th Street
San Diego, CA 92101
Tel: (866) 437-9729
Email: hwaelttermann@thehonestkitchen.com
www.thehonestkitchen.com
Pet Food

TOSH FARMS
Robert Sloan, Feed Mill Manager
1586 Atlantic Avenue
Henri, NY 38321
Tel: (731) 243-4861
Email: rsloan@toshfarms.net
www.toshfarms.net
Feed Manufacturer

TRANS OCEAN BULK LOGISTICS, INC.
Sten Svendsen, Sales and Marketing Director
3027 Marina Bay Drive
Suite 301
League City, TX 77573
Tel: (281) 334-6585
Fax: (281) 535-0470
Email: s.svendsen@transoceanbulk.com
www.transoceanbulk.com
Industry Support Services

TREEHOUSE PRIVATE BRANDS
Travis Schubert, Director of Durum Procurement & Milling Operations
1000 Italian Way
Excelsior Springs, MO 64024
Tel: (816) 637-2099
Email: Travis.Schubert@treehousefoods.com
www.treehousefoods.com
Ingredient Supplier

UNIPRIME INTERNATIONAL, LLC
Kevin Wan, Manager
151 Bodman Place
Suite 303
Red Bank, NJ 07701
Tel: (732) 268-7588
Fax: (630) 839-1856
Email: kevinw@uniprimeinternational.com
Industry Support Services

VIRTUS NUTRITION, LLC
Patti Murphy, Purchasing Manager
520 Industrial Way
Corcoran, CA 93212
Tel: (800) 225-4519
Email: pmurphy@virtusnutrition.com
www.virtusnutrition.com
Ingredient Supplier

WAM USA INC.
Jim Rogers, Sales Manager, Texas Division
1300 Triad Blvd
Fort Worth, TX 76131
Tel: (817) 232-2678
Fax: (817) 232-2676
Email: jimr@waminc.com
www.waminc.com
Equipment Manufacturer

WARRIOR MFG. LLC
Bruce Wilts, Materials Manager
14242 C Circle Suite B
Omaha, NE 68144
Tel: (402) 810-9630
Fax: (402) 934-6050
Email: bruce.wilts@warriormfgllc.com
www.warriormfgllc.com
Equipment Manufacturer
AFIA and FDA staff toured a Southern States Cooperative feed mill in Gettysburg, Pennsylvania, in August to learn about the process of making animal food.

UPDATE YOUR ACCOUNT ON WWW.AFIA.ORG

Do you want to get the most current information from the American Feed Industry Association? Be sure to log in to the members-only section of OUR website at www.afia.org to stay up-to-date!

TO UPDATE YOUR ACCOUNT, PLEASE FOLLOW THESE SIMPLE STEPS:

2. Click “member login” in the top right corner.
3. Enter your username and password. If you forgot your password, click on “forgot password” to have it sent to you via email.
4. Once you have logged in, choose “personal profile” on the right-hand navigation options to update your contact information.
AFIA THANKS ITS OUTGOING COMMITTEE MEMBERS

The American Feed Industry Association depends heavily on the dedication and involvement of hundreds of members who volunteer annually to serve on committees that further the success of the association’s mission, objectives and programs. AFIA thanks these volunteer members and the companies they represent for their service, as many long-term projects have been tackled because of their extra efforts.

Committee terms run from May 1-April 30 each year, and volunteers serve a term of three years. Each of AFIA’s 13 committees represent the interests of specific disciplines and segments throughout the feed industry and work together on supporting activities and programs critical to AFIA’s legislative and regulatory efforts and various member services.

“It takes more than just AFIA staff to provide the leadership driving this association,” AFIA President and CEO Joel G. Newman said. “With their expertise and unique perspective, committee members come together to help achieve our goal of representing members by providing one solidified voice for the feed industry.”

AFIA thanks the following 2017 outgoing committee members.

**AQUACULTURE COMMITTEE**
- Matthew Zeigler, Zeigler Bros, Inc.
- Curtis Harms, Diamond V
- Iva Gaglione, Star Milling Company
- Neil Sims, The Ocean Stewards Institute

**EQUINE COMMITTEE**
- Moss Boone, The F. L. Emmert Company
- Steve Elliot, Alltech, Inc.
- Danny Migliorisi, Trouw Nutrition USA LLC
- James Rhea, Deby Alfalfa Mills, Inc.

**EQUIPMENT MANUFACTURERS COMMITTEE**
- Andrew Ellsworth, EBM Manufacturing

**INGREDIENT APPROVAL AND DEFINITION COMMITTEE**
- Adam Ancelet, Philbro Animal Health Corp.
- Gavin Bowman, Novus International, Inc.
- Betty McPhee, Anchor Ingredients Company LLC
- Kevin Ragland, Mars Petcare U.S.
- Daniela Solomon, Lallemand Animal Nutrition

**INTERNATIONAL TRADE COMMITTEE**
- Judith Bruce, AFB International

**LIQUID FEED COMMITTEE**
- Timothy Evans, Novus International, Inc.
- Michael Hudspith, Ridley USA, Inc.
- Randy Lessman, Midwest Ag Supplements LLC
- Greg McLean, PerforMix Nutrition Systems LLC
- Ivan Pedigo, Gold River Feed Products
- Mac Weber, Provitas

**MARKETING COMMITTEE**
- Elizabeth Barber, The F. L. Emmert Company
- Robert Jensen, Tronox
- Angel May, Mars Petcare U.S.
NUTRITION COMMITTEE
• Richard Bonander, Nutriad, Inc.
• Phillip Smith, Tyson Foods, Inc.
• Craig Wyatt, AB Vista, Inc.

PET FOOD COMMITTEE
• John Dickerson, Cargill Animal Nutrition
• Ryan Frank, Mars Petcare U.S.
• Lars Reimann, Eurofins Scientific, Inc.
• Rand Schaefer, Lortscher Animal Nutrition

PRODUCTION COMPLIANCE COMMITTEE
• Mark Daniel, Evonik Corp.
• Robert Petruzzi, LignoTech
• James Moore, Southern States Cooperative, Inc.
• Ralph Staiert, Huvepharma, Inc.
• Andy Wagner, Kreamer Feed, Inc.

PURCHASING AND INGREDIENT SUPPLIERS COMMITTEE
• Rosanne Crockett, Sustainable Sourcing LLC
• Rebecca Cruse, Texas Farm LLC
• Stacey Homen Henthorn, AB Vista, Inc.
• Justin Stadden, The Scoular Company
• Steve Wilson, Zinpro Corp.

QUALITY AND ANIMAL FOOD SAFETY COMMITTEE
• Gaofeng He, Hi-Pro Feeds
• Jiri Kratochvil, Westway Feed Products LLC
• Mary Williams, Purina Animal Nutrition LLC

DID YOU KNOW?
Most pet food is designed to be “complete and balanced,” which means each serving must provide the total nutrition to meet the pet’s daily dietary needs.

FSMA compliance deadlines are right around the corner.

ARE YOU PREPARED?
Regardless of your company’s size or current stage of FSMA compliance, we can help.

We offer a full set of services to meet all of your FSMA needs:

> FSMA Readiness Audits
> Training
> Consulting

Email animalfeed@nsf.org or visit www.nsf.org
As explained by AFIA’s President and CEO Joel G. Newman, “‘Voice’ means, to me, AFIA represents a collective voice of all our members in the various segments of the animal food industry.” Newman added, “For example, during a Board of Directors meeting, when the Board discusses an issue, the people around the table are from all parts—ingredient suppliers, feed and pet food manufacturers, equipment manufacturers—and together they all can express what an issue means to all aspects of the industry and thus create a better, more practical response to that issue.”

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

• AFIA provides one powerful, united voice representing every segment of the feed 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.
• 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,” Newman stated.

To learn more about AFIA’s Four Promises, visit www.afia.org/afiafourpromises.
Leanna Nail, the American Feed Industry Association’s director of administration, joined AFIA in June 2000, and after 17 years with the association, she will retire Dec. 31. AFIA would like to thank Nail for her dedicated service to the industry and its members over her career.

Codi Coulter, AFIA’s communications coordinator, recently sat down with Nail to learn about her experiences working at AFIA.

Q: WHAT IS ONE WORD TO DESCRIBE YOUR FEELINGS ON YOUR FIRST DAY AT AFIA?
A: Disconcerting—but let me explain. My supervisor and many others were at a major conference on my first day at AFIA, so I was left with a very kind letter from my supervisor and a membership directory on my desk. With no direction or onboarding at all, it was a bit overwhelming.

Q: WHAT ABOUT TODAY?
A: AFIA is a very pleasant and satisfying place to work. I will miss all the staff and many of the projects I have worked on.

Q: WHAT HAS BEEN YOUR FAVORITE PROJECT AT AFIA?
A: Working with the Liquid Feed Committee. They are a committed group, work very well together and are appreciative of AFIA.

Q: AND YOUR LEAST FAVORITE?
A: Being the point person for IT and office equipment maintenance.

Q: WHAT ADVICE DO YOU HAVE FOR SOMEONE BEGINNING THEIR CAREER TODAY?
A: Always be dependable and give more than you expect in return.

Q: WHAT IS YOUR BIGGEST GOAL BETWEEN NOW AND WHEN YOU RETIRE?
A: Supervising the completion of a beautiful new office space for AFIA staff.

Q: AND AFTER THAT LAST DAY?
A: Plenty of time to enjoy the outdoors, my grandchildren, the mini farm and our dogs.

“Always be dependable and give more than you expect in return.”

EQUINE INTERNS

Virginia Tech students met with staff from AFIA and the Animal Agriculture Alliance in July to learn more about the associations and the issues impacting the animal feed industry.
Steve Kopperud, an instrumental government affairs expert who has served the American Feed Industry Association for the past 35 years, will be retiring from AFIA service at the end of the year. AFIA appreciates Kopperud’s service, as he has dedicated hours, days, weeks, months and years to the betterment of the industry.

Son of a feed industry executive and former AFIA board member, and a journalist by education and training, Kopperud often tells the story to anyone who’ll listen that it was his career plan to never have anything to do with agriculture. Well, so much for best-laid plans. He spent more than 20 years serving as senior vice president of legislative affairs at AFIA and almost 15 years as a government affairs consultant.

Sarah Novak, AFIA vice president of membership and public relations, recently sat down with Kopperud to learn some fun facts about him, his career and his past, present and future plans in the feed industry.

Q: WHAT TIME DO YOU WAKE UP EACH MORNING?
A: Between 4 a.m. and 5 a.m., with or without an alarm. I’m generally in my office by 5:30 a.m. It’s a “talent” inherited from my dad.

Q: WHAT IS ONE WORD TO DESCRIBE YOUR FEELINGS ON YOUR FIRST DAY IN WASHINGTON, D.C.?
A: Disbelief – that a 20-something reporter was in D.C., meeting and interviewing politicians and national leaders, going to White House press briefings and wandering around Congress – like I belonged here.

Q: AND TODAY?
A: Disbelief – that I still get to wander around Congress like I belong here, and that I still get that “feeling” when I see the Capitol dome from a car window or check in for a White House appointment. I believe if you don’t get the “feeling” every time you pass the Washington Monument or Lincoln Memorial, it’s time to get out of town; you’ve been here too long.

Q: IF YOU COULD HAVE DINNER WITH THREE PEOPLE FROM CAPITOL HILL, WHO WOULD THEY BE?
A: These choices are completely based on intellectual, political and entertainment value.
When I look at the AFIA staff, particularly today, I see honest, solid, hard work from some of the best and brightest in D.C.

Today? House Speaker Paul Ryan, Senate Minority Leader Chuck Schumer, and Senator Bernie Sanders. I’d let them all bring a plus-one from within their respective caucuses.

Over the last 35 years? A tie between former House Speaker Newt Gingrich or former House Speaker John Boehner, the late Senator Jesse Helms, and former Texas Representative Charlie Stenholm – ditto on the date provision.

Q: WHAT HAS BEEN YOUR FAVORITE PART OF WORKING IN WASHINGTON, D.C., OVER THE LAST NEARLY 40 YEARS?

A: The opportunity to be part of the policy and political process, both as a reporter and an advocate for the feed industry. My great pride is successfully leveraging the Capitol Hill process in an honest way to the benefit of the feed industry specifically and U.S. agriculture generally.

Q: AND YOUR LEAST FAVORITE PART(S)?

A: The pettiness – generally by the smallest intellects. Also, great egos among our elected and appointed politicians and the near-total politicization of the process in recent years drives me nuts. I also cringe at the never-ending pursuit of campaign money that always comes with some string attached and truly contaminates the process. On all three counts, the country loses.

I also think the blind pursuit of so-called “ethics” rules have sucked much of the personal interaction and fun out of the game. No one buys a vote with a hamburger at lunch or a beer after work, but the opportunity to establish a more personal, long-term working relationship is lost at the same time. I miss the days when there was no email, iPhone, texting, Blackberry or any other electronic device. You had to physically be on the Hill, walking the halls, dropping into offices; then, the lack of electronic connection forced you to actually speak to a person face-to-face.

Q: WHAT KEEPS YOU SANE IN A SEA OF INSANITY (AKA WASHINGTON)?

A: I remind myself daily – generally while driving to work at 5:15 a.m. – that while important, lobbying and the political process are neither rocket science nor brain surgery. I also remind myself that perhaps the greatest survival skills in this town are a sense of humor and patience, in that order.

I’m very lucky among lobbyists. AFIA has never asked or ordered me to advocate a position in which I didn’t personally believe. I learned to lobby from a master – the late American Feed Manufacturers Association (now AFIA) President Oakley Ray – who taught me to keep perspective: “We’re not the Farm Bureau or the Teamsters.”

I hate to lose an issue, and I can honestly say, it has happened only a few times in 35 years, and never on something “big.” As long as I can honestly say I did my homework, worked up a winning strategy and worked my butt off, no matter what the outcome, I could sleep at night and get up to give it another shot the next day.

I have little patience for stupid or self-important people, which can be a real liability in this town. So I give great thanks that I’m blessed to work with smart, funny and clever people, all trying to do the right thing. When I look at the AFIA staff, particularly today, I see honest, solid, hard work from some of the best and brightest in D.C. If I didn’t believe it, I wouldn’t say it.

Most importantly, I’m the most fortunate of men because I am married to a most incredible woman. The Lovely Judy K is not “in the business” – which has saved our marriage more than once – but she is smarter than me, understands the insanity, and does not hesitate to tell me when I’m being a jerk. She also, thank the good Lord, is always there to pull me back when I’m about to go over the edge.

Q: WHAT ADVICE DO YOU HAVE FOR ANYONE BEGINNING A CAREER IN THE FEED INDUSTRY?

A: Never forget our industry is the first step from the farm on the road to feeding this country and the planet. I truly can’t think of a more important role to play. This is an industry of which you can and must be incredibly proud. Talk to the ultimate customers at all opportunities because our endeavor is honest, our people are solid, and there’s no option save for success.

Q: WHAT WILL YOU BE DOING A YEAR FROM NOW?

A: Exactly what I want to do when I want to do it, though, I’ll very likely still be waking up between 4 a.m. and 5 a.m.

I will not “retire” in any classic sense. I have plans for a blog, built with smart contributors with whom I’ve worked and from whom I’ve learned over the years. I want to create a forum where a politically incorrect message, but an important perspective which should be acknowledged nonetheless, can find a home. I want to deal with the spectrum of issues affecting production agriculture, feed, food, consumers and technology. I want to give to blinkered food industry executives an insight many do not currently enjoy.

For all at AFIA – staff and members – I honestly offer to always be available to help in any way I can. This is what I’ve done for 35 years and it’s a habit nearly impossible to break. As to timing, it will all depend on if I and the Lovely Judy K are on an airplane or a road trip. ■

DID YOU KNOW?

Cows, sheep and goats are among the most popular ruminants, or animals with four-compartment stomachs to help them digest plant-based foods.
The American Feed Industry Association asked several former chairman of the AFIA Board of Directors for words of advice for tomorrow’s leaders of the feed industry. Our experts include:

- Jim Sullivan, Chairman 2007-08;
- Donald Orr, Jr., Chairman 2008-09;
- Brian Rittgers, Chairman 2009-10;
- Bill Barr, Chairman 2011-12;
- Al Gunderson, Chairman 2012-13;
- Jeff Cannon, Chairman, 2013-14;
- Dr. Alan Wessler, Chairman 2014-15; and
- Rob Sheffer, Chairman 2015-16.

HOW DO YOU ENCOURAGE CREATIVE THINKING WITHIN YOUR ORGANIZATION?

**Sullivan:** Encourage suggestions and input from all in the organization. Do not shut off suggestions or conversation. Listen carefully...let people know that you want to hear their ideas. Reward suggestions with compliments, attention and action. Make yourself available by having an open-door policy. Manage staff by walking around and visiting remote locations on a regular basis.

**Orr:** For more than 50 years, we have gathered account managers, purchasing managers and technical nutrition staff to meet together for a half day, every two weeks, at various centrally geographic locations, to create an environment for sharing and brainstorming. In recent years, we have adjusted to holding webinar-based meetings on alternating meeting dates to minimize staff travel, but maintaining our longtime discussion format. In addition, we encourage our managers to become active participants in their respective professional associations to bring new ideas back to the organization.

**Rittgers:** One of the things we have been successful in doing is setting aside “Green Hat” time, i.e., time to generate new ideas and approaches to problems in our sales, marketing and research meetings, or in any work group, for that matter. The rules are that we are only going to come up with ideas; we are NOT going to pick them apart or talk about the problems we may see with implementing the ideas...that happens later with “Black Hat” time. This exercise is to come up with ideas and there are no bad ideas when you have on the green hat.

**Barr:** By creating an environment that ensures everyone is thinking about ways to improve our customer experience. All ideas are shared, discussed and refined. Always give credit to the appropriate creative thinkers, as that encourages more creative thinking.

**Gunderson:** Ask dumb questions. Challenge the, “We’ve always done it that way” [way of thinking]. Ask new people the question, “What doesn’t make sense to you around here?” Hire smart people and ASK them to be creative!

**Cannon:** We encourage and foster an attitude of collaboration within our culture. Through a mindset of collaboration, team members are sensitive to the needs of the entire organization, which allows them to think creatively about issues and opportunities facing our business and the industry.

**Wessler:** We encourage people to think outside the box — to stretch their minds by reading content in areas outside their traditional responsibilities and to look at industries outside of our own and see how they’re addressing challenges and opportunities.

**Sheffer:** I believe you have to allow freedom for creative thinking. This freedom should be communicated up front and the definition of freedom needs to be understood. You want to establish creative thinking without fear of any negative consequences. Not all ideas will be great ones, but you will need to be positive about all ideas in order to uncover the truly great idea.

WHERE DO THE GREATEST IDEAS COME FROM IN YOUR ORGANIZATION?

**Sullivan:** Great ideas can and should come from everyone. Give your people opportunities to learn and network at AFIA and other industry events and encourage them to bring home and share new ideas. Great ideas can also come from input from customers and suppliers.

**Orr:** Our customers are a great resource for ideas. But they can also come from team members attending state and national animal and feed industry technical and business-oriented conferences; and from collaborations with university and industry specialists, with follow-up trials at our company’s research farms for those ideas which merit further insight. Investments in research and innovation capability have been a great resource for creative ideas. We encourage people to participate in programs that are outside your “box” for cultivating innovative great ideas.

**Rittgers:** In my experience, they are most likely to come from the people closest to the problems or customers. It is important, however, to create an environment or forum for the good ideas to get exposed and discussed, such as in the Green Hat sessions.

**Barr:** Creative ideas come from the people who are actually doing their jobs every day and ask why we do something the way we do or why can’t we? I’ve found people who respond, “We’ve always done it this way,” don’t help the organization grow.

**Gunderson:** Trying to help customers with problems. Identifying the “thought leaders” and making sure they have enough time to think. Social outings where people can interact with each other outside of work. Encouraging job shadows to “cross pollinate” and breakdown department silos.

**Cannon:** All of our team members are the source of new ideas and suggestions. Ideas for process improvements, tactics, initiatives, products, services, research and communications all bubble up from everyone on the team who are encouraged to bring them forward for consideration and implementation.

continues on page 41
**Wessler:** Great ideas can come from all over the organization, be it the custodial staff as well as the top of the command chain. Salespeople that are in constant contact with customers are great sources for ideas. Sharp ears will be listening to customers for ideas and needs that may be brewing.

**Sheffer:** I find that people who are removed from the specific issue have the ability to give the best solutions. So, gathering input or ideas from all across the business is extremely beneficial.

**WHAT ARE A FEW RESOURCES YOU WOULD RECOMMEND TO SOMEONE LOOKING TO GAIN INSIGHT INTO BECOMING A BETTER LEADER?**

**Sullivan:** One great resource is to observe the actions of very good managers within your organization or in other organizations. Also, utilize management training programs, management books and magazines for proper coaching and development of aspiring leaders. Become a student of management.

**Orr:** Seek out one or two great mentors, even if they are in another industry. Be an active participant in regional or national agribusiness and industry leadership programs. Ask to be considered for a position on a leadership program's steering committee. In addition, be a student of leadership — read leadership and case study publications, use audiobooks or podcasts when traveling, and search online for tools. There are always new ideas out there!

**Rittgers:** The Center for Creative Leadership (CCL) is a great resource that I have used for readings, seminars, etc. I think it is good, but there are many, many other organizations out there that do a good job. I think it is important, first, to define leadership. In my mind, it is about influence and not position. Anyone, at any level, can be a leader by becoming a person of influence. It goes beyond position. The best practical approach to becoming a better leader is to identify those people you may know that influence others in a positive manner. Observe them and ask questions about how they get things done. If it is practical, let them know you are wanting to become a better leader and see if they would mind mentoring you on your leadership journey. But if you do that, be clear about what you are wanting and the questions you may have of them. Ask to meet regularly to discuss leadership and share successes, failures and questions.

**Barr:** Start by looking within and analyzing the successes and failures of both your company and peer companies. Be sure to attend leadership conferences; volunteer your time to worthwhile causes because you will get the opportunity to lead a part of it; and read stories of successful leaders every week to hone your personal skills and to find the common denominators of people whose skills you admire.

**Gunderson:** Read many books. With the internet, I’ve found several websites that are helpful, but the Leadership Freak blog (leadershipfreak.blog/2017) has been very insightful for me.

**Cannon:** Consider reading the following books: “Leadership and Self Deception” and “Outward Mindset” by the Arbinger Group and “The Advantage” by Patrick Lencioni.

**Wessler:** There are many sources to choose from. I personally like John Maxwell, Patrick Lencioni, Ram Charan, and the articles in Leader to Leader magazine, led by Frances Hesselbein, which includes drawing on the past insights of Peter Drucker.

**Sheffer:** First, surround yourself with people whom you believe to be really good leaders. Learn from them and talk with them about their experiences. Have a few formal mentors with whom you can talk about your ideas and experiences. There are a lot of leadership books, but ask your mentors and peer groups what they have read and read them as well. Another idea is to write a leadership statement that explains the type of leader you want to become and communicate it so people can help you become the leader you want to be. Lastly, be yourself and enjoy your team. Get to know your teammates, not to show them how much you know, but rather to get to know them as individuals and what they want to accomplish. Enjoy helping them strive to higher aspirations for themselves and for the company.

**WHICH IS MOST IMPORTANT TO YOUR ORGANIZATION—MISSION, CORE VALUES OR VISION?**

**Sullivan:** The most important is a set of sound core values. Without a solid understanding and buy-in, the good core values of the organization will not be strong. Managers who understand the core values can develop the missions and vision by using the classical functions of management of planning, organizing, staffing, leading and controlling.

**Orr:** Core values. For our organization, the core values form the basis for our company’s vision and mission.

**Rittgers:** There is no question that it is core values. These ultimately drive everything else and create the culture. At Micronutrients, our core values are: innovative, capable, caring and collaborative. Core values must be discussed and acted on to create the kind of culture where they come alive, otherwise, they are just words on paper or a poster. Like anything, if they are not acted on or nurtured, they do not exist, and negative aspects can come into your culture. Mission and vision are nothing without core values that drive the desired culture.

**Barr:** You cannot overlook any of these three, but probably core values are our lighthouse or beacon. They make the hard decisions easier.

**Gunderson:** Core values without question. They shape your organization’s mission and vision.

**Cannon:** Certainly all are important. However, our team primarily focuses on core values. Our values are the footings underneath the foundation of our culture. We believe our culture creates competitive advantage. Over time, our core values have become part of our way of life, and we all take responsibility for holding ourselves and others accountable for maintaining our culture grounded on the core values.

**Wessler:** I believe that all of these are important, but ultimately understanding what your core values are will help you best drive your mission and your vision.

**Sheffer:** My first thought is that they are all important, and they are all needed to be successful. Establishing core values will create a strong foundation for your organization and build a strong, healthy culture. In addition, having a vision and mission statement that connects with your customers, stakeholders and employees is critical to having proper alignment. So, I will stay with my initial response that these are all critical for us.
RECENT PROJECTS:

FSMA Hazard Analysis Requirement:
- Independent Univ. of Minn. hazard analysis
- Supported CGMPs mitigate a majority of feed hazards
- Saved industry thousands of dollars and hundreds of hours staff time

Accurate Regional Assessment of Livestock & Poultry Environmental Impact:
- A global gold standard
- U.S. livestock and poultry sectors contribute only 4% of the U.S. greenhouse gas emissions vs. 14% globally
- Prevented the addition of environmental criteria and recommended to reduce animal protein consumption in the U.S. dietary guidelines

Ingredient Approvals Economic Effect:
- Avg. approval cost per product of $600,000
- $1.75 million industry lost due to approval delays
- Impartial data to use with FDA to improve the approval process

The champion for safe and sustainable feed and food production through education and research.

ifeeder.org