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AFIA STAFF NEWS:
    Newman celebrates 10 years, Gausmann honoured in events field and Redding joins as Membership Assistant

42  4 Promises to our Members...
I am pleased to share with you that the American Feed Industry Association also has exciting news, which will also help to make your business more successful this year and beyond.

As you read this we will be well into 2015, complete with lower ingredient prices and increasing feed demand in most sectors of the industry—what a great way to start the year. The industry has successfully weathered the $8 corn prices and confirmed this is not the new norm. Several events have increased the volatility and frequency of swings in the grain and feed ingredient markets, as well as animal production adjustments, and again, the industry has shown the resiliency to deal with these events.

I am pleased to share with you that the American Feed Industry Association also has exciting news, which will also help to make your business more successful this year and beyond.

The true strength of AFIA was again demonstrated as members actively joined our staff in working on several issues important to the industry and your businesses including:

• Our Food Safety Modernization Act working groups came together again for the second round of comments on the FSMA rules. AFIA took member positions to the U.S. Food and Drug Administration in two separate working sessions and received positive reception in response to our recommendations to make the compliance requirement for FSMA much more practical, and thus, more cost effective for your businesses. The final rules will be released in August 2015.

• With the assistance of Iowa AFIA members and Senator Tom Harkin (D-Iowa), AFIA was successful in achieving a written proposed transition plan from FDA for a new ingredient approval process. We are now entering working sessions with FDA on addressing industry concerns with this proposed plan.

• The Production Compliance Committee is working with AFIA staff to provide more clarity in the requirements of the OSHA Hazardous Communication Standard and the issue of combustible dust in feed and ingredient locations. Key to this process was the negotiation with OSHA that labeling for feed products is regulated by FDA (as it has been) and there is not a requirement to develop new Kst values where they are not already established. AFIA will be providing members with a guidance document and Model Safety Data Sheet (SDS) in the coming months that will walk companies through compliance with the new standard for their products.

• FDA accepted all of AFIAs recommended changes for the Veterinary Feed Directive, which will change the industry requirements for use of antibiotics in feed. Currently, we are working with various segments of the industry, veterinarians and FDA on a transition plan that will ensure there is a smooth process of changing inventories of affected products and that the liability of the feed industry will have all of the documents required, on a timely basis, to make and ship a medicated feed to farms within these new requirements.

Dr. Henry Turlington, AFIA director of quality and manufacturing regulatory affairs, assisted by the entire AFIA team, has conducted 10 interactive FSMA training sessions for members, in addition to the numerous awareness presentations staff have presented at various state and regional feed association meetings. Phase II of the FSMA trainings will be introduced this spring, with a series of webcasts on key compliance requirements of the rules. I urge the entire industry to take advantage of these opportunities to learn about the new rules and how to meet FDA’s requirements.

In December, we officially launched the new AFIA website and database, bringing several new and updated features that enhance communications and provide benefits to our members:

• A completely redesigned and interactive website with more information and links on key issues, communications and services.

• The AFIA Membership Directory is now online on the members-only portion of the website—with the opportunity for members to update their company information and ensure the directory is up-to-date 365 days per year. We ask all of our members to create a login if you have not already and view the newly designed website.

• The “Member Advocacy Module” is coming this spring, which will provide an easy and convenient way to voice your perspective to your state and federal legislators, and support AFIA positions on critical issues.

As always, thank you to all of our members for your very active involvement and support. AFIA wishes you and your companies the best for a very successful 2015. You have AFIA’s promise that our team will do our part to help make that a reality.

JOEL G. NEWMAN
President and CEO
## Legislative & Regulatory Leadership Actions

*September 2014 – February 2015*

A synopsis of significant actions taken by AFIA 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>FEBRUARY 2015</th>
<th>TRADE</th>
<th>In a letter to Congress, AFIA and 70 additional organizations expressed support for the much needed introduction and enactment of Trade Promotion Authority legislation. Extension of TPA would mean when the administration brings a final negotiated trade agreement to Congress, Congress can only give it an up or down vote, thereby giving U.S. negotiators the ability to extract the best trade deals possible from other countries.</th>
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<tr>
<td></td>
<td>MEMBER VALUE</td>
<td>Trade agreements such as those being negotiated with 11 other countries under the Trans-Pacific Partnership (TPP) and with the European Union under the Transatlantic Trade and Investment Partnership (TTIP) will be significantly more difficult to secure without TPA.</td>
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<td>JANUARY 2015</td>
<td>REGULATORY ACCOUNTABILITY ACT OF 2015</td>
<td>AFIA expressed strong support of H.R. 185 despite a veto threat from the Obama administration.</td>
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<tr>
<td></td>
<td>MEMBER VALUE</td>
<td>H.R. 185 would achieve a fair regulatory process and review, while improving transparency, and holding government agencies more accountable to ensure regulations are needed and cost effective.</td>
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<td>CFTC</td>
<td>AFIA with 15 other associations submitted comments to the Commodity Futures Trading Commission to support its proposal to revise the time futures commission merchants perform their residual interest calculation to remain at 6 p.m. the day following a futures trade (known as T+1).</td>
</tr>
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<td></td>
<td>MEMBER VALUE</td>
<td>The proposed change, rather than an eventual move of the residual interest time to the morning of T+1 as currently scheduled to occur at the end of 2018, strikes an appropriate balance between customer protection and recognizing the burdens the earlier calculation time would place on customers.</td>
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<td>JAN. 2015 &amp; OCT. 2014</td>
<td>COOL</td>
<td>The COOL Reform Coalition expressed strong disagreement with the rule lacking compliance to the World Trade Organization to Congress and asked for immediate action by Congress in January to prevent serious damage to U.S. exports upon validity of a Compliance Panel’s findings. AFIA is a member of the Coalition. A WTO panel ruled against the U.S. on COOL on challenges brought by Canada and Mexico.</td>
</tr>
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<td></td>
<td>MEMBER VALUE</td>
<td>Canada has already issued a preliminary retaliation list targeting a broad spectrum of commodities and manufactured products that would affect every state. Mexico has not yet announced a preliminary retaliation list, but has implemented previous retaliatory tariffs, which may be indicative of future tariff actions. AFIA asked Congress to act to assure compliance with international trade obligations to prevent years of lost sales.</td>
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<tr>
<td>DECEMBER 2014</td>
<td>SALMONELLA</td>
<td>AFIA submitted comments to USDA’s Animal and Plant Health Inspection Service on the World Organisation for Animal Health’s recent draft proposal on potential Salmonella contamination from swine feed.</td>
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<td></td>
<td>MEMBER VALUE</td>
<td>The comments applauded OIE’s feed definitions, derived from Codex, but stated the draft proposal’s suggestions of Salmonella in swine feed was not based on scientific evidence. AFIA included information on FDA studies and compliance guidelines for safety to prevent the spread of Salmonella.</td>
</tr>
<tr>
<td>SEM. - DEC. 2014</td>
<td>CANADA PET FOOD IMPORT POLICY</td>
<td>In a letter to the Canadian and U.S. government agencies, AFIA and three other associations requested all necessary resources be devoted to avoid serious trade disruption to U.S. exports of pet food to Canada and offered industry assistance in input to help resolve the issue.</td>
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<tr>
<td></td>
<td>MEMBER VALUE</td>
<td>Current import requirements stipulate Canadian Food Inspection Agency issue imports for U.S. imports of finished pet food. CFIA’s new regulation would require that all U.S. pet food imports be accompanied by a health certificate. The issuance of these additional health certificates—which could number in the hundreds of thousands annually—would create huge delays in trade. Moreover, such changes would have no impact on the safety of U.S. pet food.</td>
</tr>
<tr>
<td></td>
<td>FSMA</td>
<td>AFIA submitted comments on the supplemental animal food proposed rule—“Current Good Manufacturing Practices and Hazard Analysis Risk-Based Preventive Controls for Food for Animals.” The rule was re-proposed on Sept. 29, 2014. AFIA also made oral comments at an FDA public meeting on behalf of its membership.</td>
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<td></td>
<td>MEMBER VALUE</td>
<td>AFIA reiterated its original comments, urging FDA to assess the costs benefit ratio of this rule. Comments also brought attention to the remaining continued food-based biases present in the rule, the failure of the supplemental proposed rule to mirror the 40-year-old medicated feed CGMPs.</td>
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**L&R LEADERSHIP ACTIONS**

**September 2014 – February 2015**

A synopsis of significant actions taken by AFIA on behalf of member companies in the legislative and regulatory arenas.

For additional information on any of these items, please contact AFIA staff.

<table>
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<tr>
<th>ACCOMPLISHMENT</th>
<th>MEMBER VALUE</th>
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<tr>
<td><strong>FSMA:</strong> AFIA submitted comments on the supplemental proposed Foreign Supplier Verification Program Rule. The rule was re-proposed on Sept. 29, 2014.</td>
<td>Comments stated the importance of FSVP aligning with the proposed domestic risk-based supplier program under the preventive controls supplemental rule and also addressed the ongoing language issues of the FSMA rules.</td>
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<tr>
<td><strong>OSHA:</strong> The U.S. Court of Appeals for the District of Columbia Circuit heard oral arguments in AFIA’s challenge to the OSHA’s Hazard Communication Standard final rule.</td>
<td>The industry is now not required to determine Kst values for its various ingredients and products; and bulk and bagged feeds and feed ingredients are not be subject to any Hazard Communication Standard labeling requirements because they are already subject to FDA labeling requirements.</td>
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<td><strong>TRADE:</strong> AFIA and 40 other industry groups addressed U.S. Trade Representative Michael Froman in thanks for his refusal to cave to demands by India to reopen agreements reached at the WTO Ministerial in Bali in 2013.</td>
<td>Those are part of the WTO and will soon have the benefits of the Trade Facilitation Agreement, which will reduce trade costs by streamlining and harmonizing customs rules/procedures in all countries (particularly developing countries).</td>
</tr>
<tr>
<td><strong>NANOTECHNOLOGY:</strong> AFIA and two other trade associations provided comments to the U.S. Food and Drug Administration on this emerging technology in food and feed.</td>
<td>The comments generally supported FDA’s view on several items. Of special note, was the acceptance by FDA of naturally occurring ingredients at the nano-level and FDA’s decision not to regulate those products. FDA was urged to layout data requirements for GRAS notice use and clear guidance on label requirements where warranted but not to deviate from current federal feed label requirements.</td>
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<td><strong>FEED INGREDIENT APPROVALS:</strong> AFIA has requested FDA to extend its memorandum of understanding with the Association of American Feed Control Officials regarding approval of ingredients by FDA and listing of those ingredients in the AAFCO annual Official Publication. FDA has agreed to extend the MOU.</td>
<td>Since 2007, the 35 year-old ingredient approval process with FDA and AAFCO has been in a state of flux and there is increasing anxiety in the feed industry regarding the long-term future of ingredient approval. Firms must have some comfort zone in order to commit the resources required to get an ingredient approved. AFIA has asked FDA to at least provide the industry with a year’s notice on the MOU status with AAFCO. The agency has agreed to do so.</td>
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The president knows to avoid the lame duck mantle, he needs Congress or he goes maverick. It appears President Barack Obama has decided to push the envelope across the issue spectrum.

Obama upped the ante on Jan. 20, when he used his State of the Union address to demonstrate his refusal to accept any semblance of a lame duck designation usually linked to a president in the last two years of his second term. Instead, he has staked out administration positions on major issues from taxing the rich to supplement the poor and middle class to proposing free two-year community college tuition. Obama avoided several contentious issues, save for saying if bills to block his executive order on immigration, his efforts on climate change or manipulation of the Dodd-Frank financial regulation law reach his desk, “they will earn my veto.”

Congress seems to have taken a page from the White House playbook. The administration extols the virtues of executive action to fill the void of congressional inaction on a given issue, but the irony isn’t hidden when the House sues the president in federal court for exceeding his authority on national health care, and Obama threatens to veto congressional action to approve the Keystone XL pipeline because such review is the official purview of the executive branch. The House Speaker counterpunches by ignoring protocol and the White House—“we gave them a heads-up this morning”—and invites the Israeli Prime Minister to address a joint session of Congress to talk about the threat of Iran in the Middle East. The invitation was proffered just hours after the president threatened to veto a GOP bill increasing economic sanctions on Iran.

Not to be outdone by the executive order pen and the veto power of a sitting president, Congress has come up with the legislative equivalent of the executive order—the “policy rider.” The beta test for the political success of this tactic was the December 2013, FY2015 omnibus spending bill. Attached to that bill were dozens of pure policy, non-spending or unrelated sections because it was the last train leaving the congressional station in the 113th Congress, lawmakers gambling Obama would not veto the appropriations package, shutting down the federal government just days before Christmas.

Senate leader Mitch McConnell (R-Ky.) says he will encourage the use of such policy riders on spending bills during this Congress, relying on the same reasoning, namely, “The president will not shut down an entire department/agency over a parochial policy disagreement.” In the words of one appropriations lobbyist, “Riders are the new earmarks,” that old practice of writing appropriations language so specifically and narrowly, only the lawmaker’s district, state or constituent benefits. Earmarks were banned by both chambers several years ago because of increasing abuse of the system and public outrage.

A good example of how McConnell plans to use policy riders is the GOP plan to “tweak” Dodd-Frank regulations imposed in the wake of the financial meltdown of 2008. While President Obama has said any bill designed to roll back the Dodd-Frank financial market regulation law is dead on arrival if it reaches his desk, McConnell has already proved the effectiveness of the policy rider approach.

Using a rider, Congress removed 4
in the FY2015 omnibus spending package, the so-called “push-out” provision of Dodd-Frank, which required banks and financial institutions that trade in the futures market to set up trading desks as independent companies. McConnell has said repeatedly Dodd-Frank will be further rewritten in the Senate through policy riders on spending bills in 2015 and 2016.

Where do the president, the House Speaker and the Senate Majority Leader agree? What will be the timing of the big ticket issues and how will the 2016 presidential election play in the political tug-of-war that is Congress and the White House?

Whether action will begin this year or the political parties will try and time “progress” to coincide with the 2016 presidential election, the newest play is federal tax reform, whether minor or comprehensive. The president’s latest play is a proposal to hike taxes on the top one percent of U.S. wage earners—coupled with tax increases for major financial institutions—to fund what he calls “middle class economics.” The president says he’s proposing “practical, not partisan” initiatives on childcare, education, medical research and infrastructure and the details will be revealed in the White House budget proposal due to Capitol Hill Feb. 2.

“Middle-class economics means helping working families feel more secure in a world of constant change. That means helping folks afford childcare, college, health care, a home, retirement—and my budget will address each of these issues, lowering the taxes of working families and putting thousands of dollars back into their pockets each year,” the president said.

Key to the plan is increasing the capital gains tax to 28 percent from its current 23.8 percent, and imposing a new tax on the appreciation of highest-earner capital gains when they die, generating an estimated $320 billion. A chunk of the new money would go to the federal Highway Trust Fund to pay states for highway and commuter system infrastructure repairs and replacement. House Speaker John Boehner (R-Ohio) told “60 Minutes” Jan.25, the proposal is “dead, dead on arrival.” Senate Finance Chair Orrin Hatch (R-Utah) called the proposal “class warfare,” and Rep. Paul Ryan (R-Wis.) called it a “political ploy.”

Republican leadership in both chambers can see common ground with the White House on closing some tax loopholes and revising corporate and individual tax rates as part of comprehensive tax reform. They also want to tackle “inversion,” ending a U.S. company’s ability to stash cash overseas to avoid domestic taxes. Hatch says a comprehensive rewrite of the federal tax code is his panel’s highest priority. He’s split his panel into five working groups, each tasked with coming up with ways to modernize and simplify the tax code, and linked aggressive trade development and the tax code rewrite as the two most important ways to energize the economy.

More likely candidates for 2015 action are pending trade treaties. As Hatch says, trade is one-half of the engine needed to accelerate economic recovery and job growth, and the White House agrees. This unlikely partnership illustrates the strangeness of political bedfellows, as the president used his State of the Union to formally request Congress give him trade promotion authority—the ability to negotiate trade pacts without fear Congress will change them during the approval process, nullifying hard-won deals with overseas partners.

Both the Republican-dominated House Ways & Means Committee and the Senate Finance Committee—which originate TPA bills—say they’ll move TPA to the floor now that the president has formally requested it, and announced hearings on trade issues in late January. Business interests—including most of agricultural production and processing—support TPA for the president.

The Trans-Pacific Partnership (TPP) treaty is in the 11th hour of negotiations; Japan has apparently decided it’s best to allow U.S. beef and pork to enter duty free, as long Japanese farmers are protected from any “surge” in those commodities, and Canada appears ready to relent to U.S. pressure to abandon its tariff protections for domestic dairy. Obama has lobbied Asian leaders hard, saying TPP is necessary to help the U.S. get ahead of China’s efforts to “write the rules” on trade in Asia and the Pacific Rim.

The U.S.-European Union Transatlantic Trade & Investment Partnership (T-TIP) continues to slog along, snagging on non-economic issues, but nevertheless, the White House recognizes getting to the finish line on either or both relies heavily on other nation’s trusting U.S. negotiators that what’s agreed to will survive congressional oversight.

The political irony here is that House and Senate democrats want to withhold TPA from Obama because they fear the administration will ignore congressional consultation, sacrificing labor, human rights and environmental protections they believe should be part of any trade treaty. Senate Minority Leader Harry Reid (D-Nev.) said he won’t support TPA unless the president can show it will benefit the “middle class,” particularly U.S. workers who have been displaced by previous trade deals. Rep. Sander Levin (D-Mich.), ranking member of Ways & Means, said he favors a “slower” path to TPA until he’s “confident that the TPP deal is on the right policy path,” and listed all of 10 policy areas he wants to see considered, including worker protection, environment and currency manipulation.

The third leg on the U.S. trade stool is Cuba. In December, the president surprised Congress and the business community by announcing he would normalize diplomatic relations with Cuba, spicing the deal with talk of liberalized trade and easier travel.

The U.S. Agriculture Coalition for Cuba, a coalition of 30-plus major companies and ag trade associations co-chaired by Cargill, Inc., is the major battering ram trying to bring down the U.S. trade embargo imposed on the Caribbean nation in 1963. For agriculture, the American Farm Bureau Federation and the National Farmers Union, again not frequent political allies, jointly said they support the president’s plan. AFBF said such action is necessary because the current trade embargo locks U.S. farmers out of lucrative trade with Cuba, and is a political action “way past its expiration date.”

An end to the trade embargo faces an uphill battle in Congress. The White House can open an embassy and fiddle with trade financing, banking and private citizen travel; only Congress can remove or modify the economic embargo in place since the military takeover of the Cuban government by Fidel Castro. Yet another case of unlikely political bedfellows are Cuban-American Sens. Marco Rubio (R-Fla.), Ted Cruz (R-Texas) and Bob Menendez (D-N.J.)—and four House members with similar heritage—have voted to block any and all congressional efforts to end the trade embargo. Whether that pledge will hold if human rights/immigration concessions are won, is a topic of wide speculation.

Another policy area essentially ignored for the last six years is energy policy as regards energy exploration, climate change and renewable fuels, both because of a lack of consensus and political baggage. The first shot from the republican legislative cannon—S. 1 and HR 1—is legislation to approve the Keystone XL pipeline from the Canadian border through the Midwest to its terminus in Oklahoma. GOP leaders say this is because the administration has not taken action for six years; the White House said it will veto the legislation because it’s an executive branch authority Congress is usurping. Both prospective actions are political pokes in the eye to the other party. The House has

continues on page 6
approved its Keystone bill; the Senate, at this writing, was about to finish its work. The bills will need to be reconciled as the Senate bill carries amendments not found in the House legislation.

Fresh off extolling thriving domestic energy production during the State of the Union, the president issued another stunning executive action in late January when he announced he was expanding the Alaskan Arctic National Wildlife Refuge to ban oil and gas exploration in that state's northeast corner and parts of the Arctic Ocean, including the Alaskan coastal plain. The area would get the strongest federal land protection status possible.

Sen. Lisa Murkowski (R-Alaska), chair of the Senate Energy & Natural Resource Committee, called the action “a stunning attack on our sovereignty…they’ve (the administration) decided today was the day they were going to declare war on Alaska. Well, we are ready to engage.”

Another priority target of the GOP Congress for action beginning in 2015 is the plethora of administration regulations and related actions on clean air, water and climate change generally. For Senate Majority Leader Mitch McConnell (R-Ky.) his priority—one shared by a good number of Senate democrats—is to kill off U.S. Environmental Protection Agency rulemakings on clean air, specifically those that seek to reduce carbon dioxide and other greenhouse gas emissions from existing and new power plants. This is the “war on coal” about which he’s talked for two years, and a likely candidate for one or more of those “policy riders” on an appropriations bill.

Falling to the Senate Committee on Environment & Public Works, chaired by Sen. James Inhofe (R-Okla.)—who’s already held one joint hearing with his House counterparts—and to the Senate Agriculture Committee, chaired by Sen. Pat Roberts (R-Kan.), is coordinated House and Senate action to gut EPA’s colossal unpopular proposal to expand its Clean Water Act authority to cover all “waters of the U.S. (WOTUS),” rather than the current “navigable waters of the U.S.” EPA says it must expand its authority to meet court orders on water protection.

Agriculture broadly, supported by general business and at least one federal agency, strongly opposes the WOTUS rulemaking, including an accompanying “interpretive rule” to protect existing ag exemptions from the new authority. Most ag groups—and a large bipartisan chunk of Congress—have called on EPA to withdraw the rulemaking. In the December 2014, FY2015 omnibus spending bill language was included to halt progress on the WOTUS rule and kill the interpretive rule; the interpretive rule is dead, but the WOTUS language fell short of stopping EPA.

The Renewable Fuels Standard is also prime for a rewrite, repeal being a political step too far for most midwestern congresspersons. Signaling the political difficulty in dismantling the RFS machine was a wholly unsuccessful bipartisan Senate effort to amend the Keystone XL pipeline approval bill with an amendment to remove corn ethanol from the RFS. Any action affecting the RFS was a “maybe” issue for 2015 until the White House walked away from the controversy it created by seeking to lower the overall gasoline blending mandates when setting a final 2014 RFS mandate. Instead of making a final call, EPA opted to roll the 2014 mandate into a decision on 2015 levels.

Critics immediately seized on the inaction as tacit administration admission the RFS is flawed. While the petroleum industry and animal agriculture broadly want to see the RFS repealed—poultry and pig farmers, ranchers and meat processors say the RFS, by arbitrarily creating a corn ethanol market, artificially elevates feed prices—and needs to die. The ethanol and biodiesel industries—including rendering—want the RFS liberalized to reflect fast-growing alternative biofuels industries. Those in the middle concede the 2006-enacted RFS authority needs “fixing.” The White House is formally silent on the future of the RFS, though insiders say EPA’s action last year to dramatically reduce the various biofuel RFS mandates signals a lack of ongoing support for the program.

Among other likely 2015 initiatives is growing bipartisan support to increase U.S. energy exports, particularly by lawmakers in states like North Dakota, Texas, Iowa and Illinois. The increase in U.S. oil and gas production—bringing gasoline to less than $2 a gallon—coupled with strong production trends in ethanol and biodiesel are evidence, say refiners, that U.S. producers should exploit international.

Lastly, the on-going battle over immigration reform will continue in 2015, but action won’t ramp up until 2016 given the issue’s key role in presidential politics over attracting Hispanic voters. There is bipartisan, bicameral agreement there may be some legislative nibbling this year around the edges of broad immigration reform, but even that rare example of consensus, even within the GOP caucus.

There could be work done to increase temporary agriculture and technical worker visa numbers, but the key issue is a GOP priority to undo the president’s executive order to defer the deportation of undocumented workers who are related to U.S. citizens.

The House moved quickly on the president’s order, when it passed its version of FY2015 Department of Homeland Security spending bill, adding several floor amendments. However, the Senate referred to the House action as “the beginning of the process,” signaling a similar victory may be much tougher on that side of Capitol Hill. Any floor action first needs 60 votes to proceed, meaning the GOP needs six democrat votes to try and move the DHS bill as approved by the House. McConnell said the House should not expect “a Senate miracle” on immigration action. If the Senate doesn’t go along with the House, and the president makes good on his veto threat, then a DHS spending bill stripped of all immigration language may be the only way to keep the department operating past its Feb. 27 short-term funding deadline, done deliberately as part of the broader FY2015 omnibus spending package approved in December, limiting what DHS can spend to implement the president’s executive order.

The overarching political challenge for 2015-16 is how to deal with 12 million-plus illegal immigrants in the U.S., many of whom hold important jobs Americans will not do. This is where the two political parties part ways almost completely.

For the democrats, it’s all about a “path to citizenship,” adopting a system similar to that included in the bipartisan Senate comprehensive reform package approved in 2013, but ignored by the House. Criminal background checks, tax payments, English proficiency requirements, formal applications and other requirements to even apply for citizenship create a decade-long pathway. As described by House GOP leaders, it’s not “citizenship” to be granted, but “legal status.” The same program and application requirements would be in place, but citizenship per se would be the second journey after legal status is achieved by any undocumented worker in the U.S. and similar to the citizenship journey, would take about 10 years.

Steve Kopperud, executive vice president of Policy Directions Inc., is the American Feed Industry Association’s government affairs consultant. Steve can be reached at: (202) 776-0071 or skopperud@poldir.com.
FSMA, VFD and the Feed Ingredient Approval Process Will Dominate 2015

Each year the American Feed Industry Association reviews the major issues of the year to detail what occurred previously and look into our crystal ball for the year to come. As we have learned from the past, most issues don’t change with a new year, as regulatory issues are usually on a continuum. However, there is no disagreement the major issue this year—and last—was the publication of the animal food proposed rules and the expected publication of animal food rules in August 2015, by the U.S. Food and Drug Administration, implementing the Food Safety Modernization Act signed into law in 2011.

FOOD SAFETY MODERNIZATION ACT

FSMA has consumed much of AFIA and FDA’s time since it was made a law in 2011. More than 2,000 pages of proposed rules have been published and final rules will be seen in August of this year under a court order resulting from a lawsuit filed by public interest groups against FDA claiming the agency was delaying publication of rules mandated by Congress to be finalized in 2012.

Each facility manufacturing, processing, packing or holding food, feed, pet food or ingredients are required to register with FDA under the Bioterrorism Act unless the facility is a farm. “Farm” for livestock is defined as a feed mill making feed for animals that is consumed by the animals on the land owned by the feed mill’s company. This exemption is usually only for a few poultry operations and cattle feedlots. FDA is examining whether that exemption should continue or not, but that will not likely be part of the final rule, as specific changes were not proposed by FDA.

By registering with FDA, a facility is automatically subject to these new FSMA rules.

FSMA did not authorize Current Good Manufacturing Practices rules, but FDA has authority in other laws to develop CGMPs rules and believes these would be good controls in addition to hazard identification and preventive controls (HID/PC) required by FSMA. The CGMPs and HID/PC rules have been published together in the same rulemaking packet.

AFIA reviewed the rules in depth and noted to FDA that compliance with the rules would be very costly (more than $600 million). The rules are mainly geared toward the food industry, are overly prescriptive and are not practical for the U.S. animal food industry, which includes feed and pet food. AFIA also noted the rules should agree with the 40-year-old CGMPs for medicated feed with which large feed mills have good knowledge and excellent compliance.

AFIA commented to FDA that most significant hazards in feed mills can be controlled by CGMPs, thereby not requiring more costly preventive controls. Such an approach could significantly reduce the total costs of the rules. Also, AFIA believes the timelines for compliance are not long enough and AFIA will provide data indicating that more time is needed by the industry to comply.

FDA has established the Food Safety Preventive Controls Alliance, which set up the Animal Food Safety Preventive Controls Alliance to develop a framework for training and to develop guidance and example documents. This group is currently operating by developing the documents and structure necessary to...
do training and assist with compliance of the new rules by FDA-registered facilities. AFIA’s Dr. Henry Turlington is AFIA’s representative to the Alliance.

AFIA has conducted trainings about the proposed FSMA animal food rules at 10 different venues and expects two more phases of training to take place, including a series of training events in the spring of this year. The trainings focused on providing detail on the law and rules and assisting firms in developing new compliance programs.

AFIA believes the new final rules will adopt many of the industry’s suggested changes that will be more practical, more feed-industry specific and less costly than what FDA has proposed. After publication, FDA said it will allow a phase-in period for implementation of several years depending on a facility’s parent company’s size.

There were more than 65 member firms involved in reviewing and drafting comments to proposed rules for the following: CGMPs and PCs for animal food, intentional adulteration, safe transportation of food, foreign supplier verification, third-party certification of foreign suppliers, enforcement options, intentional adulteration of food and feed, and high and low risk facilities models. The working groups’ hard work paid off with the groups being named AFIA’s Members’ of the Year for 2014. See page 33 to learn who’s involved.

AFIA will continue lobbying its positions on FSMA that include reducing the costs, making the rules less prescriptive and more feed-industry oriented, among other things, during this FDA final rule drafting period. This includes meetings with FDA on implementation periods, with the president’s Office of Management and Budget (which oversees rulemaking for all federal departments and agencies), and speaking with legislators on Capitol Hill.

The final rules will likely have many of AFIA-suggested changes, including more emphasis on CGMPs, thereby significantly reducing the costs to comply.

VETERINARY FEED DIRECTIVE

The Veterinary Feed Directive process was codified in 1996 by Congress in the Animal Drug Availability Act. Within a year, the first VFD animal drug was approved. Since that time, the same product has been approved for beef and another animal drug additive has been approved for use in pigs, catfish and salmonids.

The use of these compounds is governed by the applicable federal animal drug regulations and the VFD rules. Such use requires the authorization by a licensed veterinarian via the VFD process.

In 2013, FDA proposed that all growth promotion, feed efficiency and milk production claims should be voluntarily removed and therapeutic claims with veterinarian oversight should be utilized. This would encompass 29 drug sponsors, all of which have agreed to the change, with about 15 chemical entities involving 283 claims—a monumental undertaking by the feed industry and FDA. These changes must take affect by drug sponsors before December 2016, according to FDA.

Along with the changes, FDA decided, at the feed industry’s request, to update the VFD rules that govern how the process works. Of particular concern were the administrative burdens placed on the feed industry by an outdated VFD form and system. FDA has provided two draft VFD rule changes and is expected to publish a final rule in April 2015 adopting all of the feed industry’s requested changes.

Discussions with the animal drug and feed industries have taken place on several occasions. There are efforts to create a model VFD form, a timeline for the changes, method for roll-out of the changes and other relevant topics. Of particular concern is what to do about existing products in the marketplace when the new products are approved for each animal drug. What FDA will allow in implementation time of any new rule and new products is the main issue.

FDA and the animal drug and feed industries will provide education campaigns on the newly updated VFD rule after it publishes. The feed industry anticipates doing webinars, guidance documents and meetings to assist with compliance of the new procedures. It will also survey its members close to the time of the drug sponsor changes to determine how much existing Type A medicated articles (drug premixes) are in the marketplace. This will assist in determining whether the industry will request additional implementation time to exhaust supplies of old product and phase-in the new products. For more information on VFD visit FDA’s website here: www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm071807.htm.

INGREDIENT APPROVAL PROCESS

Since the enactment of the Food and Drug Administration Amendments Act of 2007, FDA has jeopardized the ingredient approval process by noting that this new law requires development of “ingredient definitions and standards.” The term “standards” had not appeared in federal and state law and was not defined. This resulted in FDA stating that most ingredients in the Association of American Feed Control Officials Official Publication needed to be reviewed and published in the Code of Federal Regulations. This presents major problems and new costs for FDA, AAFCO and the industry. As a result of these efforts, FDA has seen an unprecedented number of food additive petitions since firms are not trusting the 35-year old AAFCO informal review process of proposed ingredients.

FDA recently provided AFIA a potential roadmap for meeting the FDAAA’s and FDA’s requirements for listing and publication in the Code of Federal Regulations. FDA recognizes there are about 900 ingredients in AAFCO’s OP and probably 700 need additional information to be prepared to meet the requirements of the particular ingredient being either generally recognized as safe or published as an approved feed (food) additive. FDA has recently provided AFIA with a draft roadmap for comments on how this effort will proceed.

Work will continue on this effort throughout the year. AFIA expects FDA and AAFCO to reauthorize their memorandum of understanding for another two years until September 2017, providing additional time for FDA to adopt the already approved and AAFCO-listed ingredients in some form via the roadmap process. AFIA will also continue to pursue its goal of recognizing the AAFCO OP by placing it in federal law.

STATE ISSUES

Every state legislature will hold a session this year and feed laws in several states are under review by either the legislature, department of jurisdiction or industry. AFIA will be involved in the following state feed laws reviews: Illinois, Kansas, Michigan, Minnesota, Nevada, Utah and Wisconsin. Other states will be reviewing their feed rules. AFIA’s goal is for the state to adopt (as close as possible) the AAFCO Model Bill and Regulations without the civil penalty provision the organization recently adopted, which AFIA opposes. [See article on page 10 regarding state efforts]. It will be the busiest state year ever for AFIA made busier by the electronic age.
ASSOCIATION OF AMERICAN FEED CONTROL OFFICIALS

AAFCO has matured over the last several years with the contracting of the Federation of Animal Science Societies to manage AAFCO’s business affairs. The relationship has resulted in better meetings, agendas at all meetings, better publications and timing and a dramatic and welcomed increase in the overall efficiencies of AAFCO. The organization is continuing reviews of its by-laws, committee structure and events to streamline all efforts.

These changes benefit the industry by promoting AAFCO uniformity among their members (states and FDA), having more of their members attending AAFCO’s meetings, interacting better with industry, streamlining the AAFCO meeting and approval process and a general upgrade of the efficiencies of AAFCO efforts. AFIA appreciates all these efforts and our 106-year relationship between our two great organizations.

GENETICALLY ENGINEERED PRODUCTS AND LABELS

Genetically modified organisms have been in the marketplace since the first planting of GMO soybeans in 1996. The products have provided better crop yields, use fewer pesticides and are generally regarded as safe products by the scientific and medical communities. However, some major efforts are being made to require mandatory labeling of products containing GMOs by state referendum, state legislative efforts or a combination of these.

Recently, efforts have been underway by a large coalition of agriculture organizations to pursue a federal legislation that would preclude a patchwork of state efforts. AFIA supports both the use of safe, proven technology and efforts to mandate some type of national uniformity without interfering into long-standing animal food labeling and policy issues.

AFIA is better equipped than ever to tackle these and many other issues with the addition of two more staff members in the last two years. The support of the AFIA Board of Directors and membership to make AFIA the strong organization representing the interests of the total feed industry is greatly appreciated. Our strong program is recognized by AAFCO, FDA, our state affiliates, our ingredient sister organizations and our customer producer organizations. Strong assistance by our member-led committees and working groups continues to provide AFIA with the leadership it needs be the strong organization that it is now and in the future.

AFIA’s legislative and regulatory team is closely monitoring these issues and will issue updates via AFIA FeedGram newsletters during 2015 and email notifications as needed. For more information on FSMA, VFD or other regulatory issues, contact Richard Sellers, AFIA senior vice president of legislative and regulatory affairs, at (703) 558-3569 or rsellers@afia.org.
Every state has a feed law and regulates animal food except the state of Alaska. The American Feed Industry Association was founded on the basis of seeking uniformity of state feed laws and regulations in order to allow for interstate commerce. AFIA staff continues to work on this endeavor, even after 106 years.

Twice a year, the Feed Regulatory Committee “surveys” the state feed control officials for “plans” or knowledge of intent to modify the state’s commercial feed law or regulations. This year is looking to be an active year for proposals to change commercial feed laws as every state (including the four states that only meet in the biennium, every other year) legislature will be in session.

Based upon the survey and personal communication, AFIA is expecting bills to amend the current feed law in the following states: Illinois, Kansas, Michigan, Minnesota, Nevada, Utah and Wisconsin. AFIA is working with the state feed and grain associations or directly with the local industry in most of these states. In every effort, AFIA strives to get the commercial feed law updated to the most recent version of the Model Bill, minus the new civil penalty authority, of the Association of American Feed Control Officials.

There will also be instances where amendments are offered that strive to add fees/taxes on registered feed and pet food products to fund non-feed related programs such as spay/neuter programs or wildlife conservation.

AFIA staff now divide the U.S. into three areas with Richard Sellers, (703) 588-3569 or rsellers@afia.org, dealing with the southeastern part of the U.S., Paul Keppy, (703) 650-0144 or pkeppy@afia.org, handling part of the Midwest and the northeast and Leah Wilkinson, (703) 558-3560 or lwilkinson@afia.org, handling the western portion of the country. Please contact the appropriate staff if you hear of bills/rules being proposed or to get involved in states where changes are being considered.

“AFIA is expecting bills to amend the current feed law in the following states: Illinois, Kansas, Michigan, Minnesota, Nevada, Utah and Wisconsin.”
The American Feed Industry Association is in the final stage of completing a guidance document and Model Safety Data Sheets (SDS), which will walk members through the Occupational Safety and Health Administration Communication Hazard Communication Standard (updated March 2012) and its requirements related to feed, pet food and ingredients. The update conforms with the United Nations Globally Harmonized Standard for Communications of Chemicals (GHS), which is referenced in the rule.

As the feed industry labeling of products is regulated by the U.S. Food and Drug Administration (defined in the Federal Food Drug and Cosmetic Act), bulk and bagged feed and ingredient products are exempt from the OSHA labeling requirements of HCS (labeling of products cannot be regulated by two agencies). However, that does not automatically preclude the industry from the need to provide a SDS for certain feed or ingredient products, which is determined by the individual company and the products they process/sell. The AFIA guidance document will walk members through a decision tree that will help in making this determination. A Model SDS will also be included with guidance for those companies with products that require an SDS.

AFIA will publish the finalized document for our members this spring. The compliance date for the standard is June 1. AFIA’s expert staff will also provide additional assistance with any questions on the process, and the association is now working with Christian Richter, an outside consultant, who will assist the AFIA team with OSHA-based issues.

Richter has nearly 20 years of experience in the field, and AFIA is confident that Richter is an excellent addition to AFIA’s consulting experts and will help to keep AFIA membership informed on regulatory issues affecting the industry.

Christian Richter, Founder and CEO, The Policy Group

Founder and CEO of The Policy Group, Washington, D.C., Richter provides consulting services to trade associations in areas regarding environmental, health, defense, workplace and related issues. Prior to The Policy Group, he served as President of Navista, Inc., and Vice President of Legislative and Regulatory Affairs for National Environmental Strategies.

Richter received his bachelor’s degree and master’s degree in economics and policy analysis from the University of Wisconsin in Madison, Wis.

For more information on AFIA’s soon-to-be-released guidance document and Model SDS, or general OSHA issues, contact AFIA President and CEO, Joel G. Newman at jnewman@afia.org.
In December 2014, President Barack Obama announced he would be moving to normalize diplomatic relations with Cuba. Since then, the Departments of Treasury and Commerce have released new, looser regulations on doing business with Cuba. This does not, however, mean a lift of the broader trade embargo that has been in place since 1962.

U.S. agricultural products have had access to the Cuban market since 2001 under the Trade Sanctions Reform and Export Enhancement Act. Even though agriculture has had access to the Cuban market, regulatory and financial hurdles and restrictions have limited agricultural exports. Cuban buyers must pay in cash and in advance. Additionally, the money must be routed through a third-party bank in another country. These hurdles have made the U.S. a less attractive and less competitive source for agricultural products and have caused Cuba to often source these products from other countries that offer financing for purchases and other incentives.

With the new relaxation of U.S. rules on Cuban payments to American businesses, Cuba will be allowed to pay for goods once they are delivered, rather than before they are ordered. However, U.S. law will still prohibit any form of credit to Cuba’s state-run import agencies, which frequently run low on cash and often ask for several years to pay for the goods they have ordered. Removing that barrier would require an act of Congress, which is exactly what Obama asked for in his State of the Union address to Congress.

“Our shift in Cuba policy has the potential to end a legacy of mistrust in our hemisphere; removes a phony excuse for restrictions in Cuba; stands up for democratic values; and extends the hand of friendship to the Cuban people. And this year, Congress should begin the work of ending the embargo,” said Obama.

Cuba is a viable market, in close proximity—a mere 90 miles off the U.S. coast—and with a population of 11 million people and new customers for American products. Cuba is a member of the World Trade Organization and imports roughly 80 percent of its food worth $1.7 billion, but in 2014, according to the U.S. Cuba Trade Council, only 20 percent came from the U.S.

There is a lot of potential in the Cuban market for U.S. agriculture, especially for U.S. feed and meat exports. According to the U.S. Census Bureau, in 2013 the U.S. exported $10.9 million in mixed feeds (HS code: 2309901050), which ranked as the U.S.’s No. 5 agricultural product exported to Cuba or 2.6 percent of U.S. total agricultural exports to Cuba.

The U.S. Agriculture Coalition for Cuba (USACC)—which AFIA recently joined—is a coalition of agriculture and business groups that argue for the American industry to conduct commercially meaningful business in Cuba, it will take more than a relaxation of rules on Cuba; it will take a full end to the embargo, which can only be done by an act of Congress. USACC will push for Congress to take up legislation to end the embargo. Normalizing trade relations with Cuba would mean a more level playing field for the U.S. to compete in the Cuban market and will open a whole new customer base for U.S. agriculture.

For more information on Cuba and other trade-related items, contact Gina Tumbarello, director of international policy and trade, at (703) 558-3561 or gtumbarello@afia.org.
AFIA Signs Memorandum of Understanding with China Feed Industry

Last June, AFIA President and CEO Joel G. Newman joined several member companies in traveling to China to meet with the China Feed Economic Committee (CFEC - feed industry organization) and the China Feed Industry Association (CFIA - government organization similar to FDA). The objective of the trip was to learn more about the industry and regulatory process in China, and identify opportunities for the two countries to work closer together. Based on the positive results of these meetings, AFIA signed a Memorandum of Understanding.

The initial efforts together are focused on:

• Sharing best practices and technology related to feed and food safety;
• Ensuring the sustainability of the industry, including best practices for protecting our environmental resources;
• Collaborating on developments impacting feed regulatory issues; and
• Providing new and effective educational and training opportunities.

China is an important supplier of ingredients to the U.S. feed industry and also an important market for our feed additives and technology. The two groups agreed that both of our industries share an overall objective of opening access to each other’s markets for current and updated technologies; ensuring the quality and safety of imported products; and reducing the time and cost for companies in gaining regulatory approvals for products in both markets. Working closer together will enable us to better meet these objectives.

Since this trip, the new relationships are benefiting efforts to address trade issues between our countries. China industry members have also expressed interest in participating in the United Nations Food and Agriculture Organization (FAO) Livestock Environmental Assessment and Performance partnership (LEAP), which is developing the Global Feed Life Cycle Assessment Guidelines (http://www.fao.org/fileadmin/user_upload/benchmarking/docs/LEAP_Anima_feeds_DRAFT.pdf), and the Global Feed Life Cycle Assessment database project. AFIA has been a partner in leading these projects with FAO, the European Feed Manufacturers Federation and the International Feed Industry Federation. The resulting guidelines and database will be the global standard for measuring the feed industry’s impact on the environment and also a benchmark to measure the industry’s improvement going forward. This is important to ensure that agencies like the U.S. Environmental Agency and global organizations do not misrepresent our industry and develop inappropriate new regulations or standards.

AFIA has signed agreements with several foreign feed industries in the past, where there are sound synergistic opportunities to work together for the benefit of both national industries. Examples include Canada, Australia, Morocco and South Africa.

For more information on this MOU, contact Newman at jnewman@afia.org, or Gina Tumbarello, AFIA director of international policy and trade, at (703) 558-3561 or gtumbarello@afia.org.
SOUTHERN STATES COOPERATIVE NAMED 2014 FEED MILL OF THE YEAR

Southern States Cooperative of Park City, Ky., is the 2014 Feed Mill of the Year. The annual award recognizes overall excellence in feed manufacturing operations and is sponsored by the American Feed Industry Association and Feedstuffs newspaper.

Since 1923, Southern States has been a farmer-owned cooperative providing a wide variety of agriculture products and home supplies to the agricultural community.

With more than 1,200 retail stores in 23 states, Southern States is known as one of the nation’s largest agriculture supply companies, with more than 200,000 farmer-members.

“With more than 1,200 retail stores in 23 states, Southern States is known as one of the nation’s largest agriculture supply companies, with more than 200,000 farmer-members.”

This is the second time in three years that Southern States has been recognized as the Feed Mill of the Year award recipient.

Southern States, Park City, holds a certificate in AFIA’s FSC36 Safe Feed/Safe Food Certification Program.

“It is a pleasure working with staff members that strive to uphold such a high standard of excellence. This award is a true reflection of the dedication and diligence that my team not only meets, but exceeds, each day,” said Gary Huddleston, plant manager for Southern States.

Huddleston said the recognition is a “great honor.”

Southern States Cooperative (Park City) staff photo upon being named Feed Mill of the Year.
The Feed Mill of the Year award runner-up is Kent Nutrition Group located in Hagerstown, Md.

Kent has been in business for more than 85 years and manufactures commercial livestock feed through its Kent brand and country lifestyle and companion animal feed through its Blue Seal brand.

“This is a great achievement and much appreciation goes out to our hard working staff members that have made this opportunity possible,” said Jeremy Ruckman, plant manager of Kent’s Hagerstown operation.

To ensure food and feed safety, Kent, Hagerstown, is certified in AFIA’s FSC36 Safe Feed/Safe Food Certification Program.

“We take great pride in the work that we do and will continue to provide satisfactory products that meet our client’s needs,” said Ruckman.

“Southern States Cooperative (Park City) and Kent Nutrition Group (Hagerstown) were two of many deserving applicants who applied for the Feed Mill of the Year award,” said Keith Epperson, AFIA vice president of manufacturing and training. “Applicants were evaluated based on feed safety, overall awareness of food safety, quality, regulatory compliance and operating efficiencies. Both Southern States and Kent have exceeded in providing safe and judicious products.”

“Please join us in offering them a round of applause for their continuous hard work,” added Epperson.

Selection of the top plant starts with an online application process and concludes with personal visits to the top sites by an inspection team from AFIA and Feedstuffs. Final selection is based on the combined score of the application and personal visit.

Additional details on the 2014 Feed Mill of the Year and the runner-up are available in the Dec. 29, issue of Feedstuffs. Visit www.feedstuffs.com to learn more or contact Sarah Novak, AFIA vice president of membership and public relations. Additional photos are available upon request from mmcdaniel@afia.org.

The 2015 Feed Mill of the Year program will be open for applications in the spring.

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Caldwell Inducted into Liquid Feed Hall of Fame

David Caldwell, Ph.D., was inducted into the American Feed Industry Association’s Liquid Feed Hall of Fame in September, the highest award offered by the AFIA Liquid Feed Committee and the liquid feed industry.

“The Dave is known for wearing many hats in the liquid feed industry from ruminant and equine nutritionist to part owner of Sunnyside Feed LLC in Mandan, N.D.,’ said AFIA President and CEO Joel G. Newman. ‘For more than 25 years, he has made a lasting impression on the industry with his leadership skills and ability to mentor others in his area of expertise.’”

The honor was presented to Caldwell at the Liquid Feed Symposium Awards Luncheon in New Orleans, La. The Liquid Feed Symposium is the country’s largest gathering of liquid supplement leaders in manufacturing, nutrition, quality, sales and marketing.

Caldwell has served numerous terms on the AFIA Liquid Feed Committee as well as leading the committee as chair.

Raised on an Indiana farm, Caldwell grew up in the presence of beef cattle, swine, sheep, corn, soybeans and hardwood timber production. He attended Purdue University, receiving his bachelor’s degree in animal science. In 1968, he served two years in the U.S. Army and later completed his doctorate in animal nutrition at Purdue University. Caldwell resides in Indiana on his family’s farm with his wife.

AFIA Releases Liquid Feed Tonnage Report

Also announced during the Liquid Feed Symposium, AFIA’s Liquid Feed Committee released the results of its 2014 Liquid Feed Tonnage Report, revealing an overall increase in liquid feed production, up 6.25 percent from 2012 to 2013.

The data provides statistical information on liquid feed production and estimates long-range trends occurring within the industry. It is available to government regulatory agencies for the betterment of the liquid feed industry.

Companies that participated in the survey were required to provide manufacturing data for the previous two years. The survey results are categorized into five feed manufacturing segments, which display the amount of tons produced per year, differentiating between the two corresponding years and the percentage.

The most significant increase in liquid feed tonnage was on beef feedlots at 24 percent. Dairy rations and blocks also saw an increase of liquid feed tonnage manufactured while range supplements and feed mill blends production slightly decreased.

Data is collected by AFIA each spring for the previous two years of feed production. As more feed is produced annually than reported, the survey results should be viewed as an indicator of tonnage trends.

For more information on the Liquid Feed Committee, its events or data collection, please contact Leanna Nail, AFIA director of administration, at (703) 558-3567 or lnail@afia.org.

<table>
<thead>
<tr>
<th>2014 Liquid Feed Tonnage Survey</th>
<th>Total Tons</th>
<th>Difference</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Beef Feedlot</td>
<td></td>
<td></td>
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<tr>
<td>2012</td>
<td>597,548</td>
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<tr>
<td>2013</td>
<td>740,401</td>
<td>142,853</td>
<td>24%</td>
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<td>Dairy Rations</td>
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<tr>
<td>2012</td>
<td>813,182</td>
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<tr>
<td>2013</td>
<td>826,820</td>
<td>13,638</td>
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<td>Range Supplementation</td>
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<tr>
<td>2012</td>
<td>324,022</td>
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<tr>
<td>2013</td>
<td>321,703</td>
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<td>Feed Mill Blends (excluding poured blocks)</td>
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<td>2012</td>
<td>365,935</td>
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<tr>
<td>2013</td>
<td>347,284</td>
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<td>Blocks</td>
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<tr>
<td>2013</td>
<td>303,944</td>
<td>13,880</td>
<td>5%</td>
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2012 Total Tons Manufactured 2,390,751
2013 Total Tons Manufactured 2,540,152

% increase/decrease 149,401
% of increase/decrease 6.25%
AFIA AWARDS Penny Newman for Technological Advancement

The Penny Newman Grain Company/Cowboys Liquid Feeds is the winner of the American Feed Industry Association’s 2014 Information Technology Innovation Award for its remote computing technology. The award, sponsored by AFIA, Feed & Grain magazine and AgGateway, acknowledges technological advancements in the feed and food industry to meet the demand of a growing population.

Penny Newman’s remote computing will allow its liquid division and dealer network to increase productivity in the field through digital recordkeeping and automated invoicing. The innovation implemented in January 2014, has increased company growth with more efficient business practices and quicker access to data and analysis.

“The remote computing innovation for our liquid feed division has allowed our employees to provide better and more efficient customer service to our clients with this new electronic system,” said Cody Chytka, Penny Newman’s national sales manager. “This product has attracted new distribution and increased our existing network.”

During the past year, the remote computing has been a major contributor to the increase in Penny Newman’s sales by nearly two-fold. The ability to access data and invoice electronically is a key component to the success of the product.

Penny Newman also automatically qualified as a finalist in last fall’s AgGateway IT Innovation Award program.

The runner-up for the award was Feed Energy for its Production Inventory Management System (PIMS). The web-based application allows employees to pull information and data from the production system to help make marketing, pricing and purchasing decisions.

With PIMS, users can access quality and yield data for incoming and outgoing products when evaluating vendor performance based upon energy usage and end value. The goal of PIMS is to ensure that Feed Energy is purchasing the most ideal ingredients in order to obtain proposed business goals.

“PIMS is an easy-to-use web application that tracks data and is readily available and accessible to users anywhere. This production management system has allowed Feed Energy to continue to offer the best service and highest quality ingredients to our customers,” said Troy Shoen, Feed Energy director of marketing.

The application has proven to be extremely beneficial to its users. PIMS has decreased the amount of paperwork by allowing batch sheets, shift sheets, metric files and a materials ledger to be completed electronically. The electronic system now allows customized reports to be generated quickly and eventually PIMS will sync with the accounting system to provide electronic invoicing and payments.

If you are interested in learning more about the IT Award or the 2015 application process, please contact Sarah Novak, AFIA vice president of membership and public relations, at (703) 558-3574 or snovak@afia.org.
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AFIA Applauds Its 2014 Members of the Year

AFIA’s Food Safety Modernization Act Work Group Members:

Adam Fahrenholz, North Carolina State University
Alex Muddrell, Purina Animal Nutrition LLC
Angela Mills, Southern States Cooperative, Inc.
Bart Dunsford, Penford Belem Ontiberos, Nature’s Variety
Brad Tipton, Pilgrim’s Pride Corp.- JBS
Bradley Getsfred, The Nutro Company
Brent Babyak, Prince Agri Products, Inc.
Bruce Meier, Cargill Animal Nutrition
Carl Kneuven, Jones-Hamilton Company, Specialty Products Division
Cassandra Jones, Kansas State University - Dept. of Grain Science & Industry
Cathy Rieff, Ridley Inc.
Chad Risley, Berg Schmidt America, LLC
Charles Fahrenholz, Phibro Animal Health
Charles Montealeone, Amalﬁ Ingredients
Cherie Thiel, Nature’s Variety
Crista Righi, Eurofins Scientific, Inc.
Dale Green, Value-Added Science & Technology
Dale Hill, ADM Alliance Nutrition, Inc.
Deborah Allen, Potash Corp.
Douglas Hard, APC, Inc.
Ed O’Neill, Nature’s Variety
Galen Rokey, Wenger Manufacturing, Inc.
Gasong He, Valley Proteins, Inc.
Gina Holladay, Kent Nutrition Group, Inc.
Gordon Gimgeras, Evonik Corporation
Isaac Matthews, Lansing Trade Group, LLC
James Crane, Erachem Comilog, Inc.
Jamie Martel, Lansing Trade Group, LLC
Jan Johnson, Ridley Inc.
Jason Vickers, Procter & Gamble Pet Care
Jenny Baille, Milk Specialties Global (MSG)
Jiri Kratochvil, Kent Nutrition Group, Inc.
Jodi Miller, The Iams Company/P&G Pet Care
John Braly, Colorado Gourmet Potatoes, LLC
Jon Nelson, Southeastern Minerals, Inc.
Jonathan Goodson, Evonik Corporation
Karen Suedmeyer, Cargill Animal Nutrition
Karla Schexnayder, E D & F Man Liquid Products LLC
Ken Rod, The F. L. Emmert Company
Kenneth Vaupel, Alfagreen Supreme
Kristi Smedley, Center for Regulatory Services, Inc.
Kristine Krafka, Kemin Industries Inc.
Lindsay Girolamo, WellPet LLC
Mark McCalley, The Hanor Company, Inc.
Mark Langton, Westway Feed Products LLC
Mark Daugs, POET Nutrition
Matt Frederking, Ralco Nutrition, Inc.
Matt Reiners, POET Nutrition
Megan Koskely, WellPet LLC
Melissa Herbert, Neogen Corporation
Melody Russo, Mosaic Feed Ingredients
Michael Rivard, International Ingredient Corporation
Mike Davis, Hill’s Pet Nutrition, Inc.
Mike Strobel, Westway Feed Products LLC
Mira Dimova, Pilgrim’s Pride Corp.- JBS
Nikita McGee, AFB International
Patricia Keller, Royal Canin USA, Inc.
Rebecca Timmons, Altech, Inc.
Rich Leendertsen, RHL Feed Mill Consulting
Richard McKinley, SPF North America
Richard Wakeanda, WellPet LLC
Ronelle Blome, Animix, LLC
Ryan Frank, Procter & Gamble Pet Care
Samuel Beverly, Solae L.L.C.
Sandra Tufte, Chr. Hansen, Inc.
Scott Hawks, WellPet LLC
Scott Ringger, JBS United, Inc.
Stephen Lucas, Miconutrients
Stephen Auaman, PotashCorp
Stephen Wawrzyniak, Strategic Alliance of Food Experts

*Bold indicates work group or sub-work group chair

AFIA was remiss in listing the names of all the FSMA work group members in the fall 2014 edition of AFIA Journal. Please forgive us.
AFIA’s 4 Promises Now More Promising

Nearly 10 years ago, the American Feed Industry Association conducted a major overhaul of the services offered to members. During that time, the AFIA Board of Directors endorsed the “4 Promises to Members.” As times have changed, the Board, through the membership initiative, directed the staff to review what the member’s needs and wants are from the association.

A member survey was recently conducted, and based on its findings, as well as input from several committees and the Board of Directors, AFIA has updated the “4 Promises to Members.” Just as before, our focus is legislative and regulatory representation for the total feed industry as well as providing services that are valued and used by our members.

As an AFIA member, you have a VOICE as part of the total feed industry; AFIA will provide expert legislative and regulatory leadership and REPRESENTATION; access to confidential, individual staff EXPERTISE; and ENGAGEMENT opportunities for specialized training, professional education and networking.

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

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

REPRESENTATION
WE WILL PROVIDE EXPERT LEGISLATIVE AND REGULATORY LEADERSHIP AND REPRESENTATION

AFIA stands ready to protect its members and drive their position on critical legislative and regulatory issues that affect their business. Your membership entitles you to benefits including:

• Proactive and creative representation on critical state, national and global legislative and regulatory issues that could significantly impact your business operations and financial success
• Opportunity to participate on committees, task forces and Member Interest Groups in member driven position development
• Members-only access to critical information on legislative and regulatory issues via AFIA.org
• An influence on import and export policies that impact the future of your business

EXPERTISE
WE OFFER CONFIDENTIAL INDIVIDUAL STAFF EXPERTISE ON DEMAND

For over 100 years, AFIA has solidified its reputation as the trusted resource for the total feed industry. Helping members interpret regulatory issues and succeed in an ever-changing industry are hallmarks to our association. We offer our members confidential, individualized technical support services including:

• Access to regulatory and inspection expertise and guidance
• Interpretation of legislation and regulations to your business team to comply with industry legislation and regulations
• Certification Programs
• AFIA offers certification programs that go beyond federal regulations to ensure the highest quality animal feed and pet food production

• Safe Feed/Safe Food Certification Program
• International Safe Feed/Safe Food Certification Program with FAMI-QS
• Pet Food Ingredient Facility Certification Program
• Pet Food Manufacturing Certification Program

• Counsel and clarification on trade issues
• Strategic public relations and crisis communications advice
• Referral to expert technical and legal services when needed

ENGAGEMENT
WE WILL PROVIDE ENGAGEMENT OPPORTUNITIES FOR SPECIALIZED TRAINING, PROFESSIONAL EDUCATION AND NETWORKING
AFIA provides your company unique opportunities for education and industry networking forums. These services are based on member demands and are self-supporting.

- Training and Education Programs
  - AFIA offers training programs, webinars and conferences in conjunction with prominent universities and industry experts
  - Equipment Manufacturers Conference
  - Feed Industry Institute
  - Import-Export Seminar
  - Liquid Feed Symposium
  - Regulatory Training Short Course
- Networking Programs
- AFIA facilitates opportunities to engage with the best resources in the industry—your peers!
  - Executive Leadership Summit
  - International Feed Expo
  - Purchasing and Ingredient Suppliers Conference
- Access to the AFIA Career Center on AFIA.org

The right nutrients + optimal levels = Improved Performance

OVN stands for Optimum Vitamin Nutrition. The OVN concept assures that vitamins are not the limiting nutrient for optimal animal performance and health. The vitamin levels required to allow animals to perform to their genetic potential are higher than those needed to prevent overt signs of deficiency. Dietary vitamin intake and utilization are influenced by a host of factors. Stress factors (e.g., production stage, housing, environment, etc.) must be taken into consideration as well as the variation of vitamins in feedstuffs due to bioavailability, stability and quality of feedstuffs. OVN recommendations developed by DSM Nutritional Products in conjunction with major universities provide fortification guidelines to help assure optimum health and productivity.

To learn more, contact your feed supplier, go to www.dsm.com, or call 1 800 526 0189.
NIAA: Information, Education and Solutions for Challenges Facing Animal Ag

In 2014, the American Feed Industry Association became a member of the National Institute for Animal Agriculture. AFIA has asked NIAA to share their story in our Journal guest column:

The National Institute for Animal Agriculture (NIAA) is a group whose main objective is to educate and facilitate conversation within the agricultural industry. Members represent all facets of the agricultural industry, and NIAA is able to bring stakeholders together to find a consensus on the many issues facing animal agriculture.

NIAA ... providing forums for solutions to relevant issues, providing opportunities for continuing education, and providing communication linkages for the animal agriculture professional.

The NIAA has many species and issue based committees and councils in order to focus and facilitate the conversation between producers, veterinarians, researchers and government personnel. In order to accommodate the wide variety of members, NIAA leads six committees: aquatic livestock, bovine, equine, poultry, small ruminant, and swine committee. As well as six councils: animal care, animal identification & information systems, antibiotics, animal health emergency management, emerging diseases, and global animal health, food security & trade council.

The organization is dedicated to programs that: work towards the eradication of diseases that pose a risk to the health of animals, wildlife and humans; provide a safe and wholesome food supply for our nation and abroad; and promote best practices in environmental stewardship, animal health and well-being.

An important component of NIAA education and informational programs is the exchange of science-based and technical information. This exchange of information is through discussions where industry-wide positions are taken, voted on and become industry policy. It is this type of exchange that enables NIAA to be a facilitator for solutions for the animal agriculture industry as meetings pull together decision-makers, problems and solutions are identified and initiated for industry-wide gain.

The NIAA holds several conferences and symposiums throughout the year in order to provide a forum for building a consensus and advancing proactive solutions for animal agriculture.

The next conference that the NIAA will be hosting begins March 23 - March 26, 2015 in Indianapolis. The theme for the 2015 Annual Conference is Water and the Future of Animal Agriculture. The main topics that the general sessions as well as the committee and council meetings will focus on are the issues involving the quality, quantity and operating environment for water. How can production agriculture be as sustainable as it can be? How is animal agriculture impacting water quality? Is fracking affecting water quality for animal agriculture? What water regulations need to be in place or changed?

Outstanding keynote speakers include Dr. Jay Famiglietti, Earth Science Professor, University California, Irvine; Aubrey Bettencourt, Executive Director for the California Water Alliance; and Fred Kirschenmann, Distinguished Fellow at the Leopold Center for Sustainable Agriculture at Iowa State University.

There is a new addition this year with the National Roundtable for Sustainable Aquaculture. This one and a half day workshop will begin on March 25 and conclude on March 26. This workshop will be facilitated by Dr. Marty Matlock, Ph.D., P.E., B.C.E.E., a professor of ecological engineering at the University of Arkansas. The NRSA and NIAA look forward to to increasing the involvement of the aquaculture industry in helping to find ways to increase production and sustainability in the United States. Fish and other seafood is growing in popularity in the American diet however the U.S. still imports 90 percent of its seafood from countries like China and other parts of Asia. By increasing production within the U.S., jobs will be created and the quality and safety of seafood available to Americans will increase.

The 2015 NIAA Annual Conference, Water and the Future of Animal Agriculture, is March 23-26, 2015 in Indianapolis at the Hyatt Regency Indianapolis. For more information or to register online go to www.animalagriculture.org/2015AnnualConference or contact the NIAA by calling 719-538-8843 or emailing niaa@animalagriculture.org.

While the conference is open to everyone, being a member of the NIAA has significant benefits including a discounted rate at the Annual Conference and voting capabilities within the committees and councils. There are three membership tiers: National association or commercial organization, state level association or publicly supported institution/agency and individuals. Go to www.animalagriculture.org for more information about the association, membership or upcoming conferences.

Jessica Greene
Administrative Communications Coordinator
National Institute for Animal Agriculture
13570 Meadowgrass Dr., Suite 201
Colorado Springs, CO 80921
Tel: 719-538-8843, Ext 12
Email: jessica.greene@animalagriculture.org
IFEEDER SEeks Proposals for Feed Industry Specific Research Projects

The Institute for Feed Education & Research is committed to its mission of sustaining the future of our food and feed production through education and research. Support of research projects that will assist the industry in meeting the needs of a growing world population are vital. With this goal in mind, the foundation has recently requested land grant universities, federal research entities and other related research organizations submit research proposals that meet specific, well-defined criteria and fall under at least one of the following four categories:

- Legislative and Regulatory Issues
- Feed Safety/Food Safety
- Nutrition (NRC and other) and Health (wellbeing)
- Sustainability – environment, economic and social

Final selection of the projects to be funded will be made by the IFEEDER Research Committee. For additional information on the request for proposal, please contact Dr. Chad Risley, chair of the IFEEDER Research Committee, at crisley@berg-schmidt.com.

IFEEDER, with its partner, the American Feed Industry Association, provided $100,000 to the National Pork Board toward feed-related research for porcine epidemic diarrhea virus. Several grants were approved by the Pork Board in April and funded for six months. Those projects included:

- Risk assessment of feed ingredients of porcine origin as vehicles for transmission of PEDV
- Evaluation of the risk of a feed mill being contaminated with PEDV or similar viruses
- Determining the impact of conditioning time and temperature in pelleted diets on PEDV survivability in complete swine diets
- Post-processing contamination chemical mitigation strategies to control PEDV in feed and feed ingredients
- Feasibility of viability PCR and ex-vivo bioassay to detect viable PEDV in feed interventions to control PEDV in feed and feed ingredients
- Ex-vivo bioassay method to assess viral infectivity in feeds and non-traditional sample matrices

Preliminary results are currently being received by the Pork Board PEDV Working Group. The results will be sent to AFIA members in the coming months.

IFEEDER is very appreciative of the donations made to support this specific project made by AFIA and AFIA member companies, IFEEDER’s core base.

IFEEDER is a 501(c)(3) nonprofit foundation serving the feed industry. Tax-deductible contributions are welcome. For more information, please contact Ken Thomas, IFEEDER executive director, at kthomas@ifieeder.org.

Corporate Pledges
Elanco Animal Health, Chairman’s Club Level
Feed Products and Service Company, Gold Level
Micronutrients, Gold Level
Novus International, Gold Level
Zinpro Corporation, Gold Level
Magnus International Group, Silver Level
QualiTech, Inc., Bronze Level
Florida Feed Association Inc., Friend Level

Individual Pledges
Alan Gunderson, Chairman’s Club Level
Scott Forster, Platinum Level
Bill Mead, Gold Level
Andy Nytes, Bronze Level

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For more information or to register visit: www.FIAAP-conferences.com

Presented by:
The Purchasing & Ingredient Suppliers Committee has assembled a top-notch educational program.

Wednesday, March 11, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 a.m. – 12:00 p.m.</td>
<td>Sporting Clays Outing</td>
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<tr>
<td>1:30 – 1:45 p.m.</td>
<td>PISC Welcome and Introduction</td>
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<tr>
<td>1:45 – 2:45 p.m.</td>
<td>“Ivy League Farmer” Trailer</td>
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<tr>
<td>2:45 – 3:45 p.m.</td>
<td>Connecting the Disconnect</td>
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<td>Sarah Muirhead, Feedstuffs</td>
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<tr>
<td>3:45 – 4:30 p.m.</td>
<td>PEDV Update</td>
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<td>Dr. Brian McCluskey, U.S. Department of Agriculture, Animal and Plant Health Inspection Service</td>
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<tr>
<td>4:30 – 5:00 p.m.</td>
<td>Interactive/Networking Meeting Time (on your own)</td>
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<td>5:00 – 6:30 p.m.</td>
<td>Welcome Reception</td>
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Thursday, March 12, 2015

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 – 9:00 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>9:00 – 10:00 a.m.</td>
<td>Food Safety Modernization Act Update</td>
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<td>Dr. Henry Turlington, AFIA</td>
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<td>10:00 – 11:30 a.m.</td>
<td>Grain Outlook</td>
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<td>Richard Brock, Brock Associates</td>
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<tr>
<td>11:30 a.m. – 1:30 p.m.</td>
<td>Lunch Break (on your own)</td>
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<tr>
<td>1:30 – 1:45 p.m.</td>
<td>IFEEDER Presentation</td>
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<td>1:45 – 2:45 p.m.</td>
<td>Animal Economics</td>
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<td>Dr. Chris Hurt, Purdue University</td>
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<td>2:45 – 3:45 p.m.</td>
<td>The Patriot Tour</td>
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<td>Lieutenant Peter Scobell, United States Navy, retired</td>
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<tr>
<td>3:45 – 5:00 p.m.</td>
<td>Interactive/Networking Meeting Time (on your own)</td>
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<tr>
<td>5:00 – 6:30 p.m.</td>
<td>Grand Reception</td>
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Friday, March 13, 2015

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 a.m. – 3:00 p.m.</td>
<td>Golf Tournament</td>
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AFIA Hosts Record-setting IPPE

The International Production & Processing Expo, sponsored by the American Feed Industry Association, North American Meat Institute and U.S. Poultry & Egg Association, exceeded all expectations with a record-breaking estimated 30,000 registrants, 1,288 exhibitors and 490,000 net square feet of exhibit space. IPPE—hosted in Atlanta, Ga., each year—is the world’s largest annual feed, meat and poultry industry event of its kind.

“This year’s trade show provided exemplary value and dedication to its attendees with an abundance of informative seminars and networking opportunities that keep attendees coming back each year,” said AFIA President and CEO Joel G. Newman. “The success of the trade show was a team effort and a direct reflection of our dedication to our members and the industry.”

In addition to the trade show, AFIA hosted a Pet Food Conference, Food Safety Modernization Act seminar, “Exporting Feed and Feed Ingredients to the U.S.” seminar and a Pork Tech Theater, featuring numerous speakers.

AFIA’s eighth annual Pet Food Conference, designed to inform pet food industry representatives about the latest industry initiatives, kicked off IPPE with speakers from government entities, private companies and universities to discuss compelling topics including social media in the industry, sustainability and the soon to be implemented Food Safety Modernization Act.

“More than 250 people registered for the conference, which shows the immense interest surrounding the ever-developing pet food industry,” said Leah Wilkinson, AFIA director of ingredients, pet food and state affairs.

Various speakers presented on a number of topics including LeAnn Chuboff’s (Safe Quality Food Institute) update on the Pet Food Facility Certification Program, Marianne Smith Edge’s (International Food Information Council) presentation on “Technology and the Consumer,” and Dr. David Meeker (National Renderers Association) and Dr. Charles Starkey’s (American Proteins) joint presentation on “Let’s Talk Innovation: Animal Proteins.”

Svetlana Udusliaia of Euromonitor International focused on both domestic and global trends, informing the audience of a positive increase in cat and dog food sales globally at a constant three percent in 2014. She said to expect emerging markets on the horizon in Brazil and Russia as 46 percent of Brazilian households own a dog(s) and 20 percent own a cat(s). In Russia, the growth is not far behind, with 28 percent of households owning a dog(s) and 37 percent of households owning a cat(s). The anticipated pet population growth will inevitably result in an increase in pet food consumption.

General updates were provided to the group from representatives from the Association of American Feed Control Officials, the Center for Disease Control and Prevention and the U.S. Food and Drug Administration. The event concluded with a panel focused on pet food safety and current issues and preparations for the pending final regulations for the Food Safety Modernization Act.

With the newly-proposed FSMA rules underway, Henry Turlington, AFIA director of quality and manufacturing regulatory affairs, hosted the Phase I “Food Safety Modernization Act – Building a Foundation for Compliance” seminar designed to educate and update feed and pet food manufacturers and ingredient suppliers on the various components of the new law.

Nearly 120 IPPE attendees registered for the high-energy training.

“The implementation of the proposed FSMA rules has been a huge undertaking for the feed and pet food industry, and it is important for industry professionals to understand how to comply with the different requirements,” said Turlington.

Turlington opened the seminar with an overview of the newly proposed FSMA rules and what the regulatory changes mean to the feed industry. He further discussed AFIA’s recommendations for complying with the new law and how the organization will best assist its members during the implementation process.

Information was provided on how to build a solid foundation with current good manufacturing practices, key components of a...
supplier verification program, what is required for an animal food safety plan and why having a plan in tact would be beneficial to the facility. Highlighting two key components, recall plan and training program, Turlington stressed the importance of implementing both for preventative measures.

For the second year in a row AFIA offered an “Exporting Feed and Feed Ingredients to the U.S.” meeting to provide attendees the opportunity to hear from key industry professionals discussing the complex process of exporting feed and feed ingredients to the U.S.

“How animal food is regulated in the U.S. can be complicated to those who are not used to our federal and state based regulations,” said Leah Wilkinson, AFIA director of ingredients, pet food and state affairs. “Knowing the players, different methods of regulation and the ingredient approval processes is key to successfully exporting feed products to the U.S.”

AFIA President and CEO Joel G. Newman began the seminar with a synopsis of the U.S. feed industry and key issues that have recently affected the industry. Newman reiterated the influential role that AFIA plays in providing legislative and regulatory support to its members. Gina Tumbarello, AFIA director of international policy and trade, expanded on Newman’s presentation further discussing feed and feed ingredient imports and the importance of these imports to the U.S. feed industry.

Government agency representatives, Dr. Daniel McChesney of the U.S. Food and Drug Administration’s Center for Veterinary Medicine, and Dr. Sarah Speth of the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service, presented on exporting animal and plant products and FDA regulated products. AFIA staff led other discussions including what the Food Safety Modernization Act means to exporters and an overview of the U.S. feed regulatory system.

Next year’s International Production & Processing Expo will be in Atlanta, Ga., Jan. 26-28. For more information, please contact Sarah Novak, AFIA vice president of membership and public relations, at (703) 558-3574 or snovak@afia.org, or Veronica Rovelli, AFIA meetings and events, at (703) 558-3563 or vrovelli@afia.org.

Marc de Beer, with DSM Nutritional Products, accepted an award on behalf of DSM for 50 years of continuous exhibiting at the International Poultry Expo. U.S. Poultry & Egg Association’s Chair, Sherman Miller, presented the award on Jan. 26, during the week of the International Production & Processing Expo.
The American Feed Industry Association held its Import/Export Seminar in Arlington, Va., Dec. 9-10, 2014, which drew more than 60 attendees, some from as far as Japan. The program, hosted every-other-year, was first held in 2010, and is geared toward individuals responsible for the importing and/or exporting of products for their company, and who are interested in learning how the varying government agencies support the U.S. feed industry’s international commerce interests.

The meeting boasted several important speakers from federal agencies including the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service, Agricultural Service; U.S. Food and Drug Administration; and U.S. Trade Representative as well as individuals from the Canadian Food Inspection Agency; and various private companies.

Speakers during the course of the two-day event addressed current trade industry constraints facing the feed industry and introduced opportunities and resources for expanding and engaging at higher levels in the international market.

FAS Administrator Phil Karsting keynoted the event, explaining FAS’s role in helping U.S. companies become successful in exporting agricultural products. He addressed the positive outlook for U.S. feed trade, stating as exports consistently increase and international confidence in U.S. products rise, we will only see more and more interest in U.S. feed and feed ingredients.

Karsting also acknowledged the challenges to come such as global biotechnology approvals and updates to animal health rules, which can lead to technical barriers to trade.

Ellen Terpstra, former FAS administrator and current president and CEO of the International Food & Agricultural Trade Policy Council, advised governments will need to be more flexible looking ahead, especially given the importance international trade plays in addressing concerns about feeding a growing global population.

Many of the conference’s speakers noted the growing opportunities for businesses entering the global trade market. According to the Food Export—Midwest and Food Export—Northeast, currently only one percent of U.S. companies export their product(s) and of that percentage, more than half the companies only export to one country. Other takeaways included how the implementation of the Food Safety Modernization Act will affect trade policy, how the U.S. government and industry addresses new foreign government feed import requirements such as China AQSIQ’s Decree 118 and updates on specific constraints worldwide pertaining to U.S. feed trade.

“Animal food trade will significantly increase to meet the growing global demand for meat, milk, eggs and pet food and AFIA stands on the forefront of educating our members and the industry on market changes, developments, opportunities and constraints at events such as the Import/Export Seminar,” added Tumbarello. “We are glad the industry, and government agencies like the ones that were represented, are acknowledging the importance of feed trade as we move forward.”

For more information about the Import/Export Seminar, please contact Tumbarello at (703) 558-3561 or gtumbarello@afia.org.
Successful AFIA EMC Addresses Feeding the World

The American Feed Industry Association’s annual Equipment Manufacturers Conference generated, yet again, a successful turnout. The conference held in Palm Springs, Calif., Nov. 6-8, focused on “Feeding the World: Challenges and Opportunities.”

Attendees kicked off the conference Nov. 6 with a four-person scramble golf tournament and putting contest to raise funds for the Equipment Manufacturers Committee Scholarship Fund. Participants made donations totaling $2,340 through a golf mulligan, putting contest and a raffle for an iPad mini, donated by Maxilift. The cash donations, along with the meeting’s proceeds, were donated to the scholarship fund.

The Equipment Manufacturers Committee Scholarship Fund historically assists students pursuing agricultural degrees at Kansas State University. Within the last year, the fund partnered with the Institute for Feed Education & Research to expand the scholarship program. Four scholarships—five years in length—have been paired with universities offering feed related degrees.

“The Equipment Manufacturers Committee is very passionate about fundraising for the four agricultural scholarships,” said Keith Epperson, AFIA vice president of manufacturing and training (retired). “The agricultural industry is in need of rising scholars to continue research efforts and feed the growing population.”

AFIA President and CEO Joel G. Newman opened the conference presentations with a detailed Washington update and a summary on the re-proposed Food Safety Modernization Act rules.

“The proposal and now re-proposal have been a huge undertaking for the industry to swallow, but AFIA is determined to support the industry with its staff expertise in the area and continues to address concerns through FSMA seminars, which focus on compliance,” said Newman in his presentation.

EMC guest speakers included Dr. Frank Mitloehner, University of California; Adel Yusupov, International Feed; Ken Thomas, IFEEDER; Andy Vance, Feedstuffs; Dr. Kim Koch, Northern Crop Institute; and Joel Sparks, Foster Farms. All of the speaker’s presentations correlated with the conference’s theme and focused on the issues facing a growing population.

This year’s EMC is slated for Nov. 5-7, 2015, in St. Petersburg, Fla. For more information on EMC, contact Veronica Rovelli, AFIA director of meetings and events, at (703) 558-3563 or vrovelli@afia.org.
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AFIA Sustainability Initiative Update

**MEMBER VIDEO GIVES SUSTAINABILITY IN FEED NEW IMAGE; WORKING ON GLOBAL STANDARDS**

As population and demand continue to rise, the feed industry must use technology to make improvements within our business, including reducing the impacts—both environmental and fiscal—while increasing efficiencies. To share the importance of sustainability with American Feed Industry Association member companies, AFIA, with guidance from AFIA’s Sustainability Oversight Committee, decided to produce a brief video to discuss the benefits and importance of being involved in sustainable, continuous improvements, as well as spread the excitement of one industry headed in one direction as we move into the future.

Dr. Marty Matlock, sustainability expert from the University of Arkansas, and Mindy Whittle, former chair of the Sustainability Oversight Committee, tell a compelling story of not only why sustainability is important, but is mandatory to survive as a company of today. AFIA encourages viewers to share this video, discuss this video and incorporate this video within their company walls. Be creative. Post the video to your internal sharing platforms or organize a brown bag lunch with colleagues to watch and discuss the video. Knowledge is key, and sustainability will only grow our businesses.

AFIA also continues to takes steps in global sustainability initiatives including the Livestock Environmental Assessment and Performance Partnership, or LEAP, and the Speciality Feed Ingredients Sustainability Project, or SFIS. Phase I of the LEAP project is now complete, and methods have been created for a future life cycle analysis model, which will allow the U.S., European Union and countries around the world to have one set of global standards. As Phase II develops, a nonprofit entity will need to be formed to expand and maintain the global ingredient database and to conduct the LCA. The group’s intent is to maintain a critical active link with the Food and Agriculture Organization of the United Nations as Phase II evolves.

On a parallel track, AFIA has also contributed to a study that shows positive reductions of environmental impacts on livestock production in the EU, U.S. and Brazil. The study demonstrates the use of specialty feed ingredients, particularly crystalline amino acids and enzymes (e.g., phytase), can reduce nutrient input in pig and broiler production systems without compromising productivity and consequently can reduce emissions. FAO is considering incorporating this peer-reviewed study in their body of work once the final paper is released. The impact of new technologies is proving to be a valuable and critical tool in the sustainability of poultry and livestock production globally.


If you have any questions on the use of the video, please contact Miranda McDaniel, AFIA’s manager of communications, at (703) 558-3579 or mmcdaniel@afia.org. For additional information on AFIA’s involvement in global sustainability projects, contact Richard Sellers, AFIA’s senior vice president of legislative and regulatory affairs, at (703) 558-3569 or rsellers@afia.org.
AFIA’s Oldest Committee Continues Its Historic Tradition

O
ne of the primary objectives in forming the American Feed Industry Association’s predecessor, the American Feed Manufacturers Association (founded in 1909 and changed to AFIA in 1985), was to promote the uniformity of feed labeling and regulation across the U.S. By that time there were some 30 new state feed laws with differing label requirements, making it difficult to create a correct label. AFIA formed a Feed Control Committee, its first committee, to work on creating uniformity. At AFMA’s first meeting in 1909, there were several state feed control officials who saw the benefits of forming a feed association and several months later formed the Association of Feed Control Officials (changed to the Association of American Feed Control Officials in 1909 and changed to the Association of American Feed Control Officials (AAFCO) in 1985). The meetings between several state feed control officials began their terms in May 2014. Both Chair and Vice Chair served on the committee for several years prior to their appointments. The committee typically meets twice annually before each AAFCO meeting in January and August. The meetings usually draw about 70 AFIA members and move rapidly through an agenda that changes little from year to year. It covers, AAFCO, federal, international and state issues. The meetings end with an hour-plus session with the current AAFCO president and as executive of the U.S. Food and Drug Administration’s Center for Veterinary Medicine. Any AFIA member can attend the committee meetings by notifying the chair and staff liaison. AFIA is very grateful for the dedication, hard work and long service of these members.

The committee is staffed by Richard Sellers, AFIA senior vice president of legislative and regulatory affairs, who handles medicated feed, federal issues and southeastern states; Leah Wilkinson, AFIA director of feed ingredients, pet food and state affairs, who handles ingredients, pet food and western states; and Paul Keppy, AFIA government affairs specialist, who handles committee administration, federal lobbying issues, and northeastern and Midwestern states.

For more information on the committee, its issues or the next meeting, contact Sellers at (703) 558-3569 or rsellers@afia.org.

Quality Committee

I
t has been an active year for the AFIA Quality Committee with major revisions to the FSC36 Safe Feed/Safe Food Certification Program. A new guidance document was created for Safe Feed/Safe Food. Implementation guidance was developed in order to provide the facilities seeking certification with better direction and information to help accomplish certification. Auditing guidance was prepared to improve the consistency across auditors evaluating facilities for compliance.

The Quality Committee is now preparing for the U.S. Food and Drug Administration’s release of the final animal food rule for the Food Safety Modernization Act in August 2015 by developing recommendations for training programs to the industry. Recommendations include areas such as Safe Feed/Safe Food, current good manufacturing practices, hazard analysis and preventive controls. All avenues of training are being assessed, including face-to-face meetings or workshops, webinars, newsletters and video. The AFIA Quality Committee will be very active for the coming fiscal year 2015-16.

The American Feed Industry Association Quality Committee is focused on promoting quality and food safety throughout the animal feed industry. The purpose of the quality committee is to:

- Aggressively promote and maintain the Safe Feed/Safe Food program. This includes monitoring the industry needs both internationally and domestically and making recommendations to improve the program to meet the changes needed of the industry.
- Evaluate the industry needs for quality and food safety training. The committee is charged with providing recommendations for members to improve their quality and food safety programs, including example documents and supporting information.
- Advise AFIA on feed safety and quality issues in the industry and make recommendations on rapid response strategies to consumer food safety issues.
- Keep other committees informed about quality and food safety issues that could affect our industry and provide recommendations.

For more information on this committee, contact Henry Burlington, AFIA director of quality and manufacturing regulatory affairs, at (703) 650-0146 or hburlington@afia.org.
Take 5 for Best Practices

Blog post from Boxwood, AFIA’s job board partner

JOB POSTING TIPS — CONTENT FOR YOUR EMPLOYERS

A well written job description can help snag the right candidate for the job. The job description is your employer’s introduction to the candidate, so it should be clear, concise and free of any grammatical or spelling errors.

Here are five lessons for your employers to learn about creating effective job descriptions.

1. The devil is in the details.
   Things to include:
   • Job title
   • Department
   • Location of the position (if there are multiple locations)
   • Title of supervisor
   • Pay grade or level (if your company has this)
   • Type of employment, such as full-time versus part-time
   • FLSA status (exempt versus non-exempt)

2. Compete for the total package.
   Remember that your competitors are out there describing their workplace as the best. What sets you apart as an employer? Are there special benefits? Determine what you have to offer so that you can attract the candidate you need to meet your business needs.

3. Don’t worry about pedigree.
   In today’s job market the workers are typically highly skilled and qualified. Don’t discount a candidate because they have a bachelor’s degree and not a master’s. Often times those with more on the job experience can bring a lot to the table and ensure that your organization is setup for success.

4. Must have vs. Nice to have.
   Perhaps you’ve crafted your dream candidate in your head, but do they truly exist? Consider making a list of must haves and nice to haves. Remember some skills are quickly and easily obtained.

5. Reporting for duty.
   Certain decision points go behind applying for a position. If the position that you’re hiring for is reporting directly to the CEO, President or C-level management. Let candidates know this critical information to attract the right talent.

Looking for the Perfect Fit?

The American Feed Industry Association has the answer—visit our online job board, the AFIA Career Center, and make employment connections in the feed and pet food industries.

EMPLOYERS, POST A JOB:

Finding the right candidates for your open positions can be a time-consuming and frustrating process. With AFIA’s Career Center (www.afia.org/careercenter), employers can target their advertising to recruit just the candidates they are looking for without getting lost in the mass job boards, and spend less time doing it. AFIA represents a niche talent pool of feed and pet food industry professionals, and where better to find the candidates you need than the association that represents the total feed industry? Plus, employers can review hundreds of resumes that job seekers have posted to the career center.

KEY EMPLOYER BENEFITS INCLUDE:

• Easy access to a specialized talent pool
• Recruit qualified employee candidates cost effectively
• Post job announcements in real time from your desktop
• Conduct targeted, confidential searches of the resume database
• Track activity online to measure and report recruitment advertising results
• Job positions featured in AFIA’s e-newsletter, “FeedGram” and on LinkedIn

AFIA Releases 2014 Salary Survey; Results Available for Purchase

The American Feed Industry Association conducted an industry salary survey in 2014, which gathered information from more than 40 positions such as plant manager, purchasing director and sales manager. Information collected contained salary and benefits package material.

Of the 50 companies that submitted data, 58 percent were feed manufacturers and pet food manufacturers, 38 percent were ingredient suppliers and the remaining 4 percent came from other categories. Data from the final report is compared to the 2011 survey.

The report is now available for purchase. AFIA members who submitted data can purchase the salary survey report for $299. The report is available for $499 for all others.

To order the report, visit AFIA’s online store at www.afia.org/store_home.asp or contact Christina Redding at (703) 558-3577 or credding@afia.org.
With more than 20 years at 4B COMPONENTS LTD, Johnny Wheat was appointed president on Oct. 8, 2014. Wheat will be in charge of North, Central and South America. Wheat was past Chairman of AFIA's Equipment Manufacturers Conference.

On Aug. 26, 2014, ARCHER DANIELS MIDLAND COMPANY announced the opening of its global headquarters and customer center in Chicago, Ill. "As we continue to grow our company, this location allows us to more easily reach global markets, while keeping us in close contact with U.S. farmers, customers and operations," said ADM chairman Patricia Woertz. On Jan. 1, ADM appointed Juan R. Luciano to chief executive officer, succeeding Woertz.

AGGATEWAY named Brian Kemp, formally with SOUTHERN STATES COOPERATIVE, executive vice president and chief operating officer Nov. 24, 2014, succeeding Wendy Smith, who became president and chief executive officer Jan. 1.

Aidan Connolly, formerly ALLTECH vice president, was appointed to chief innovation officer. Connolly's new role will work closely with Alltech's vice president and chief scientific officer on various projects and create a team within the company's research department to focus on designing nutrition-based technologies.

Dr. Greg Rosales with AVAIGEN received the U.S. Poultry & Egg Association’s Lamplighter Award at the International Poultry Expo in honor of exemplary and sustained service to the egg and poultry industry. For eight years, Rosales has served on the USPOULTRY Foundation Research Advisory Committee.

Two-thousand and fifteen marks the 150th anniversary for CARGILL. In lieu of celebration, Cargill launched a new website devoted to highlighting company milestones and stories. Sarena Lin, succeeding Joe Stone, was named president of Cargill’s global compound feed business unit on Oct. 6. Lin previously was the corporate vice president and head of strategy and business development at Cargill.

JBS UNITED President and previous Chairman of AFIA, Dr. Donald Orr, was recognized for serving more than 25 years with the American Society of Animal Science, the American Dairy Science Association and the Canadian Society of Animal Science Joint Annual meeting that was held in Kansas City, Mo., July 20-24, 2014. Orr, an industry leader, has helped the company to grow its annual revenue to exceed more than $500 million in 2013, and has assisted in the implementation of a research and development team.

KALMBACH FEEDS celebrated the opening of its new 20,000-square-foot feed packaging facility in Carey, Ohio, Oct. 30, 2014. The one-of-a-kind production facility is home to the first installed, fully automated palletizing line in the U.S. feed industry. Kalbach Feeds also expanded its climate controlled warehouse to a total of 90,000-square-feet.

KANSAS STATE UNIVERSITY International Grains Program renamed itself as the IGP Institute. The name, originally established in 1978, better reflects the definition and direction the program is headed, according to Associate Director Mark Fowler.

KINDSTROM-SCHMOLL celebrated its 60th anniversary on July 24, 2014, at the Olympic Hills Country Club in Eden Prairie, Minn. More than 90 customers, suppliers and family members attended the event. Kindstrom-Schmoll, founded by Wally Schmoll, is a third generation company started in 1954.

Virginia Gov. Terry McAuliffe appointed ANIMAL AGRICULTURE ALLIANCE President and CEO Kay Johnson Smith, to the Board of Agriculture and Customer Services, on Oct. 13, 2014. “With more than 25 years of working in agriculture promotion, marketing, policy and education, I hope my passion and experience will help agriculture continue to grow in the Commonwealth,” said Johnson Smith.
KREAMER FEED, INC., named Jason C. Robinson president on Dec. 1, 2014. Robinson, formerly vice president, is excited to continue the initiated legacy of his grandfather, George W. Robinson, and will continue serving as chairman of the board.

Lincoln Supply LLC, a joint-venture between local agricultural investors and AG PARTNERS LLC, added a second mill tower at the feed facility in Ellsworth, Iowa. The new mill is 160-feet tall and has the capacity to produce 100 tons of pellets per hour—nearly twice that of the first mill.

Fiona Dawson was named president of MARS FOOD with responsibility for Mars Drinks and European Sales on Jan. 1. Dawson succeeded Poul Weihrauch, previous president of Mars Global Petcare. On Feb. 15, Andrew Clarke was named Mars, Inc.’s chief customer officer and member of the Mars Leadership Team. Also joining Clarke to the Mars Leadership Team is Bruce McColl, Mars’ chief marketing officer.

OLD BRIDGE CHEMICALS announced the expansion of its zinc sulfate granular facilities, now equipped with state-of-the-art equipment to produce zinc sulfate in an efficient and pure manner. With the equipment upgrade, the production facility is more environmentally friendly and can decrease the amount of heavy metals and impurities in products.

TYSON FOODS Fresh Retail Division of Wilkesboro, N.C., was awarded the 2014 Clean Water Award presented by the U.S. Poultry & Egg Association during USPOULTRY’s Environmental Management Seminar in Destin, Fla. The annual award recognizes water reclamation facilities that have shown exemplary performance in the poultry industry.

James Adams with WENGER FEEDS received the U.S. Poultry & Egg Association’s Lamplighter Award at the International Poultry Expo in honor of exemplary and sustained service to the egg and poultry industry. Adams was USPOULTRY’s chairman in 2013 and has served on the board of directors since 2002.

During the International Poultry Expo, U.S. POULTRY & EGG ASSOCIATION President John Starkey was awarded the 2015 USPOULTRY “Workhorse of the Year” award for his leadership and service to the association and the poultry industry.

Steve VanRoekel, president and CEO of RIDLEY, INC., was named Connect Business Magazine’s Business Person of the Year, 2015. VanRoekel has previously served as chairman of AFIA.
NEW AFIA MEMBERS

ADAYANA INC.
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3500 DePauw Blvd.
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Email: aforee@kyagbusiness.org
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Fax: (208) 466-0295
Email: msummers@amalsugar.com
Web: http://www.amalgamatedsugar.com
Feed Manufacturer

AON RISK SOLUTIONS
Chip Lerwick, Regional Director
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St. Louis, MO 63105
Tel: (314) 854-0781
Email: chip.lerwick@aon.com
Web: www.aon.com
Industry Support Services

BRUKER, INC.
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Email: howard.eubanks@brukeroptics.com
Web: www bruker.com
Equipment Manufacturer

GELITA USA
Tonya Hanson, FPM Sales and Operations Manager
2445 Port Neil Rd.
Sgt. Bluff, IA 51054
Tel: (712) 943-1658
Fax: (712) 943-3372
Email: tonya.hanson@gelita.com
Web: www.gelita.com
Ingredient Supplier

HALL ROBERTS’ SON, INC.
Chris Hoffert, General Manager/ Vice President
139 W. Greene St.
P.O. Box 10
Postville, IA 52162
Tel: 563-864-7421
Fax: 563-864-7475
Email: hrson@netel.net
Ingredient Supplier

LIBERTY COMMODITIES CORPORATION
Stephen Kosmas, President
10400 Bren Rd. E
Minnetonka, MN 55343
Tel: (952) 939-0933
Fax: (952) 939-0991
Email: stevek@libertycomcorp.com
Web: www.libertycomcorp.com
Industry Support Services

OSPREY BIOTECHNICS, INC.
Lauren Danielson, President and CEO
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Sarasota, FL 34243
Tel: (941) 351-0026
Fax: (941) 351-0026
Email: ldanielson@ospreybiotechnics.com
Web: www.ospreybiotechnics.com
Ingredient Supplier

PROBIOTECH INTERNATIONAL INC.
Jean Babineau, R&D Manager
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Cheriton, VA 23316
Tel: 450-771-7252
Fax: 450-771-4509
Email: jeanbabineau@probiotech.com
Website: www.probiotech.com
Ingredient Supplier

SUNNYSIDE FEEDS LLC
Landis Reid Shoemaker, General Manager
P.O. Box 36
Mandan, ND 58554
Tel: (701) 667-5500
Fax: (701) 667-5507
Email: landis.shoemaker@sunysidellc.com
Feed Manufacturer

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

Good news travels fast.
Recently, Arm & Hammer Animal Nutrition acquired Vi-COR®, a world-class manufacturer of fermented yeast-based feed ingredients and Refined Functional Carbohydrates™ (RFC™). That means Celmanax®, Kulactic®, A-Max® and every other Vi-COR product is now part of the Arm & Hammer Animal Nutrition family, further strengthening our position as the brand that stands for “Animals First. Productivity Always.”

Meet our family of brands:

See more at transition.ahdairy.com

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To learn more contact your nutritionist, veterinarian or Arm & Hammer Animal Nutrition representative.

YouTube.com/AHDairy
New Guidance Document for Safe Feed/Safe Food Implemented

Safe Feed/Safe Food was launched in 2004 with the first facilities obtaining certification the following year. Since the beginning of the Safe Feed/Safe Food program, the number of certifications has expanded to four options. FSC36 Safe Feed/Safe Food is the most popular certification and is considered the core offering of the program.

AFIA recently updated the requirements of FSC36 Safe Feed/Safe Food with the intent of the certification to support the new requirements outlined in the Food Safety Modernization Act as well as to help drive continuous improvement within a location's quality and feed safety program. The updated requirements are listed as the FSC36 Safe Feed/Safe Food Guidance Document on the Safe Feed/Safe Food website at www.safefeedsafefood.org/images/Guidance_FSC_36_141201.pdf.

The requirements for FSC36 Safe Feed/Safe Food certification include Current Good Manufacturing Practices for animal feed production as well as the requirements for an effective animal food safety program. The requirements for FSC36 Safe Feed/Safe Food support a risk-based management system that is documented and implemented by a facility (supplier) of feed or feed-related products to control animal food safety.

Feed and feed materials intended for consumption by animals must be produced, processed and handled in a safe and efficient manner. In order to accomplish this, feed processing premises shall be designed to facilitate proper processing, handling and storage of product. The guidance document for FSC36 Safe Feed/Safe Food provides an outline for the guidance on each aspect of the manufacturing process to assist in understanding various requirements. It also details some of the fundamental practices that must be in place to protect the safety and quality of feed.

What is FSC36 Safe Feed/Safe Food? When AFIA aligned with Safe Quality Food Institute, each Safe Feed/Safe Food certification was assigned a Food Sector Code (FSC) number within the SQF database. FSC32 was assigned to AFIA’s Pet Food Certification program. FSC34 was assigned to the new GFSI benchmarked program for animal feed. FSC36 was assigned to AFIA’s existing Safe Feed/Safe Food certification for animal feed.

Why update the FSC36 Safe Feed/Safe Food Guidance Document? In October 2013, AFIA partnered with SQFI to administer the Safe Feed/Safe Food program. Three certifications were offered. AFIA maintains sole control of the requirements for FSC36 Safe Feed/Safe Food whereas SQFI provides the food safety fundamentals for the FSC32 and FSC34 programs. When AFIA transitioned to SQFI, the requirements for the FSC36 program were raised and the processes for completing certification were changed. These changes proved burdensome for previously certified facilities. The AFIA Quality Committee embraced the problem and updated the requirements and process to obtain FSC36 Safe Feed/Safe Food certification. In addition, the scope of the program was broadened to support compliance with the new FSMA requirements.

What are the major changes to the FSC36 Safe Feed/Safe Food Guidance Document? There have been minimal changes to the requirements to obtain FSC36 Safe Feed/Safe Food. However, the process for completing the certification is now streamlined to create a more user-friendly program.

• The number of elements has been reduced from 230-plus elements to 77 elements. This should allow the auditors to spend more time reviewing documentation and manufacturing processes.

• FSC36 is being changed to a “Continuous Improvement” program from a “Compliant” program. In the past, facilities had to comply with the each element in order to obtain certification. The new process will allow the auditor to assess the effort and progress by a facility to comply with the FSC36 Safe Feed/Safe Food Guidance Document. The facility will be scored based on these efforts. The assessment process will provide the facility with better direction for continuous improvement and compliance with FSMA. The continuous improvement process is consistent with the FSC34 and FSC32 programs.

• The “self-audit” is being replaced by a “surveillance audit” (or remote audit) by that will be completed by the certifying body (CB). The surveillance audit is an abbreviated version of the on-site audit and covers “mandatory” elements only (see section 2.4 System Elements of the guidance document for a listing of the mandatory elements). The location will work with the CB to ensure compliance with these elements without completing an onsite audit. This is also referred to as a desk audit. There will be a cost associated with the surveillance audit ($300-400), but the process and the quality of the audit will be greatly improved as the CB is more involved with the assessment and the facility provides supporting evidence only. An on-site audit will continue to be completed every two years.

What is the purpose of the guidance document? The purpose of the guidance document for FSC36 Safe Feed/Safe Food is to 1) assist facilities with designing, developing, implementing and maintaining a quality and feed safety program that complies with the desired requirements and 2) assist auditors with auditing locations seeking certification for FSC36 Safe Feed/Safe Food. There are numerous examples provided within the guidance document to assist facilities with preparation for compliance with the requirements. However, it is not a definitive document and applicable in every situation. Suppliers, consultants and auditors are required to understand animal food safety risks (and quality, where applicable) in the feed industry in order to effectively control those risks.

The new FSC36 Safe Feed/Safe Food Guidance Document includes the following:

• Registration and certification process
• Implementation process
• Introduction to this guidance document
• Guidance document for FSC36 Safe Feed/Safe Food
• Glossary
• Logo rules

For more information on FSC36 Safe Feed/Safe Food, or any of the certification programs, contact Henry Turlington, AFIA director of quality and manufacturing regulatory affairs, at (703) 650-0146 or hturlington@afia.org.

AFIA JOURNAL • SPRING 2015 37
The following are FSC36 Safe Feed/Safe Food newly certified facilities:

<table>
<thead>
<tr>
<th>FACILITY NAME</th>
<th>CITY</th>
<th>STATE/PROVINCE</th>
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<td>Acadian Seaplants Limited - Pennfield</td>
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<td>American Proteins Inc. Hanceville Division Plant B</td>
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<td>Complete Feed Services</td>
<td>Sharon</td>
<td>WI</td>
<td>USA</td>
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<td>Dekalb Feeds Inc. – Kalona</td>
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<td>IA</td>
<td>USA</td>
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<td>Elanco</td>
<td>Terre Haute</td>
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<td>Yara North America, Inc. – Creve Coeur</td>
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The following are FSC34 Manufacture of Animal Feeds newly certified facilities:

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The following are International-Safe Feed/Safe Food newly certified facilities:

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<tr>
<td>Mounds Production Company</td>
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<td>IL</td>
<td>USA</td>
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</table>
We are dedicated to providing high-quality nutrition for the pet and livestock industries. Our BGY and ShowBloom products use all-natural brewer’s yeast – for improved performance, digestion and better overall health. And as a family-owned business for 133 years, our commitment to value, quality, performance and customer satisfaction have never been higher.

<table>
<thead>
<tr>
<th>FACILITY NAME</th>
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<td>Lenoir</td>
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<td>Abbotsford</td>
<td>British Columbia</td>
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<td>Joplin</td>
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<td>USA</td>
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<td>Sergeant’s Pet Care Products, Inc. - Kansas City dba Perrigo Animal Health</td>
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<td>KS</td>
<td>USA</td>
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<td>The Nutro Company - Kansas City Plant (Greenies)</td>
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<td>MO</td>
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AFIA President Celebrates 10 Years with Association

Joel G. Newman is the president and CEO of the American Feed Industry Association.

Prior to joining AFIA, he served as Chairman of the Board of Directors from May to September 2004.

Joel has more than three decades of diverse executive experience in agribusiness, with United Cooperative Farmers, Maple Leaf Foods and Agway. He holds a bachelor’s degree in animal science from West Virginia University and a Master of Business Administration in finance and marketing from Syracuse University.

After joining AFIA in the fall of 2004, Joel implemented an exciting new vision and has effectively led the membership and staff through a landmark era of change.

“The team Joel has brought together at AFIA is second to none,” Wessler added.

In 2005, Secretary of Agriculture Mike Johanns appointed Joel to the Agricultural Trade Advisory Committee for Grains, Feed and Oilseeds. Joel represents AFIA on all international issues and is a director of the International Feed Industry Federation (IFIF), headquartered in Germany.

Joel was recognized with a special AFIA emblem that was signed by the Board of Directors and staff. Congratulations on 10 years with AFIA Joel!

“Joel brought a breath of fresh air to the association in 2004.”

AFIA President and CEO Joel G. Newman receives signed emblem to commemorate a decade of presidential leadership with the association.

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AFIA’s Gausmann Chosen as “20 in their Twenties” in Meeting Planning

Katharine Gausmann, AFIA’s events and meetings specialist, was honored for her dedication to the field of event planning this past November. Each year, the Professional Convention Management Association—one of the leading professional associations of its kind—selects a class of young professionals for its “20 in their Twenties” program. The program is designed to engage the best and brightest young professionals in the meetings industry by recognizing emerging leaders—and their talents—that help accelerate the industry and carry it into the future.

To be considered for the program, applicants must be employed fulltime in the meetings industry, be under the age of 30 years old and, of course, demonstrate their leadership abilities. Applicants were not required to be a member of PCMA; however, Gausmann has been a member since she was a collegiate at the University of South Carolina.

Those chosen for the 2015 class will be awarded with a discounted registration and membership to multiple conferences while in their twenties, a complementary membership for 2015 and recognition in the association’s magazine and other communications materials.

“I am extremely honored and excited to receive this award. One of the greatest benefits is the opportunity to be paired with a national board member, foundation board trustee or past PCMA leader for mentoring sessions. The ability to ask industry trailblazers questions will allow me to grow professionally and personally. I hope to continue to bring ideas back to AFIA,” said Gausmann.

Gausmann plans to stay active in the Capital Chapter as she currently serves as the Recruitment Sub-Committee Chair and Education Sub-Committee Chair, in addition to serving on the PCMA Headquarters Education Task Force.

Redding Joins AFIA as Membership Assistant

The American Feed Industry Association welcomes Christina Redding as its membership assistant. Redding provides assistance to the President and CEO Joel G. Newman and works directly with Sarah Novak, AFIA vice president of membership and public relations.

Redding’s primary duties include supporting the meetings, communications and membership departments. She also supports President Newman directly in several areas regarding Board of Directors’ meeting preparation and presentations.

“AFIA is pleased to welcome Christina as the newest member of the AFIA team,” said Novak. “Her background in marketing, project management and event planning will be a huge asset to the company as AFIA continues to accommodate an increasing membership.”

Redding is a graduate of Virginia Polytechnic Institute and State University, where she earned a bachelor’s degree in marketing management. Redding was previously a project specialist at MicroStrategy where she served as the executive assistant to the Senior Vice President of North American Sales, coordinated field marketing events and managed their Brand Ambassador Program.
AFIA’S UPDATED
4 PROMISES

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AS A PARTNER WITH ITS MEMBERS, THE AFIA TEAM WORKS TO PROTECT YOUR INVESTMENT AND ENHANCE THE SUCCESS OF YOUR BUSINESS.

AS AN INDUSTRY PROFESSIONAL, YOU WORK WITH YOUR TEAM TO STRENGTHEN AND GROW YOUR BUSINESS.