



## Biography for Victoria Broehm



Victoria Broehm is the American Feed Industry Association's (AFIA) senior director of communications. Since July 2017, she has developed the association's communications strategy, overseen the media relations and crisis communications efforts, and served as the lead editor of AFIA's publications. She also serves as the staff contact for the AFIA Marketing and Communications Committee and provides communications support to the AFIA's public charity, the Institute for Feed Education and Research (IFEEDER).

Broehm has over 15 years of communications experience working in professional and trade associations and federal agencies in the nation's capital. Most recently, she worked on communicating the value of plant biotechnology at CropLife International, communicating the impact of federal policies on animal health and welfare and veterinary small businesses at the American Veterinary Medical Association, and communicating the role that nuclear power plays in meeting the United States' clean energy goals at the Nuclear Energy Institute. She also served as a political appointee to the George W. Bush administration at the U.S. Department of Energy.

Broehm holds a master's degree in strategic public relations from The George Washington University and a bachelor's degree in communications and political science from the University of Washington in Seattle. She can be reached at (703) 558-3579.

Founded in 1909, the AFIA, based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. AFIA's members manufacture more than 75% of the feed and 70% of the non-whole grain ingredients used in the country.

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