



## Biography for Veronica Rovelli



Veronica Rovelli is the American Feed Industry Association's senior director of meetings and events. Since July 2008, she has managed the planning and implementation of all AFIA meetings, webinars and the International Feed Expo. Rovelli is the staff contact for the Purchasing and Ingredient Suppliers Committee.

Rovelli holds a bachelor's degree in international studies from Dickinson College. She can be reached at (703) 558-3563.

Founded in 1909, the American Feed Industry Association (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. The organization's membership is comprised of more than 680 domestic and international companies that represent the total feed industry — manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation.

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