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The next four years will be a period of intense engagement with this administration. As we work to do this, AFIA will ask each of you to contribute to this effort during critical times.

On Nov. 8, 2016, Donald Trump was elected the 45th president, a surprise to many. One of President Trump’s campaign promises was to create quality manufacturing jobs by addressing excessive regulations and reducing corporate taxes for manufacturers. As a manufacturing industry, this creates optimism and opportunity for our members. However, President Trump’s position on international trade leaves us with much work ahead to maintain and grow the export markets that our industry also depends on.

As you read this message, we will be six weeks into President Trump’s new administration. He has certainly issued a flurry of executive orders and proclamations related to his many campaign promises. This administration can easily be described as unconventional and definitely not business as usual. Recognizing the next four years will be a different experience, the American Feed Industry Association will work diligently with the Trump administration to achieve success for our country and our industry.

Food safety is and will continue to be a top priority for our industry. This is demonstrated by the very positive safety record of the industry and the many steps that we continually take to enhance our food safety performance. AFIA supports the Food Safety Modernization Act and has worked closely with the Food and Drug Administration in the development of the rules, as well as training the industry, to achieve its shared goal with the agency, which is a successful implementation.

However, there continue to be sections of the regulatory requirements under which our industry must operate that are quite costly to implement and do not contribute to further reduction of potential food safety hazards. AFIA is focused on achieving further improvements in the rules that will not affect food safety, but will make the rules more practical and less onerous and will lead to consistent implementation across the industry. We will also continue pursuing similar changes in portions of the Veterinary Feed Directive rule, as well as other regulations impacting the industry.

With the renewed recognition of the positive contributions manufacturing brings to our country, our Board of Directors will be taking action on recommended plans for working in partnership with the new administration, Congress and the various agencies to effectively “tell our story” and achieve these critical regulatory improvements.

In the case of international trade, we have a much higher hill to climb! Ours is a global feed industry and the United States is arguably the most important player in this market. Exports create jobs and contribute to the prosperity of our country and local communities in so many ways. AFIA will work directly, and as part of the broader food and agriculture coalition, to again “tell our story” to the administration and Congress as they make legislative and policy decisions, with the goal of removing roadblocks to the growth of our very successful global performance.

The next four years will be a period of intense engagement with this administration. As we work to do this, AFIA will ask each of you to contribute to this effort during critical times. You can expect us to reach out and encourage your participation through Voter Voice, our online legislative and regulatory engagement tool!

In the bigger picture, the general election shows our country is divided between those who support the philosophy underlying President Trump’s campaign promises and those who are dismayed about Trump’s comments and actions during the campaign. This division is magnified by an apathy toward Washington, D.C., and government’s failure to work together to bring solutions. We live in a tremendous country and we have much more in common than we have differences. This is a time of opportunity for government and industry to work together to regain the trust of citizens across the country by treating each other with respect, being accountable and doing the right thing for all Americans.

As my three-year-old grandson quotes from his favorite program, Bob the Builder, “Can we do it? … Yes, we can!”
TO UPDATE YOUR ACCOUNT, PLEASE FOLLOW THESE SIMPLE STEPS:

2. Click “member login” in the top right corner.
3. Enter your username and password. If you forgot your password, click on “forgot password” to have it sent to you via email.
4. Once you have logged in, choose “personal profile” on the right-hand navigation options to update your contact information.
## LEGISLATIVE & REGULATORY LEADERSHIP ACTIONS

**AUGUST 2016 – JANUARY 2017**

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.

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<tr>
<th>JANUARY 2017</th>
<th><strong>ACCOMPLISHMENT</strong></th>
<th><strong>MEMBER VALUE</strong></th>
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<tr>
<td><strong>TRADE:</strong> AFIA submitted questions to the Senate Commerce, Science and Transportation Committee for Wilbur Ross’ secretary of commerce confirmation hearing.</td>
<td>AFIA supports a secretary of commerce who promotes and enforces laws supporting fair trade and open markets for U.S. products. To help meet this goal, AFIA asked the committee to question Ross on his collaboration plans with the U.S. Trade Representative and the U.S. Department of Agriculture, as well as how his plans would affect agricultural trade. The secretary was confirmed.</td>
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<td><strong>NAFTA:</strong> AFIA and like organizations sent a letter to the president stating interest in working with the new administration to modernize the North American Free Trade Agreement.</td>
<td>In the 20 years since NAFTA’s implementation, the U.S. food and agriculture industry has become increasingly efficient and innovative—growing to support millions of jobs. However, barriers still exist for U.S. exporters, and AFIA looks forward to working with the administration on reducing the non-tariff trade barriers that continue to inhibit our exports to the North American marketplace, as well as to addressing the remaining tariffs impeding access for some U.S. export sectors.</td>
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<td><strong>TRADE:</strong> AFIA sent a letter to President Donald Trump and Vice President Mike Pence regarding the importance of trade with the Asia-Pacific region.</td>
<td>The Asia-Pacific region is the world’s largest market for food and agriculture and is growing. By reducing and eliminating tariffs and other restrictive agricultural policies in this region, it will help American agriculture compete and enable it to supply Asian markets with high-quality food and agricultural goods.</td>
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<td><strong>TRADE:</strong> In a joint effort from agriculture-, trade- and commerce-related businesses, AFIA sent letters to Congress and the president-elect urging support of H.R. 525, The Cuba Agricultural Exports Act, and the rejection of any actions that would undo progress made in the trade relationship with Cuba.</td>
<td>H.R. 525 would remove restrictions on export financing for agricultural products, allowing U.S. businesses to provide payment or financing terms for sales of agricultural commodities to Cuba.</td>
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<td><strong>VFD:</strong> AFIA created and released a Veterinary Feed Directive training module for retail distributors.</td>
<td>The module answers the question, “How should retail distributors handle VFD orders?” Additionally, AFIA created a sample completed VFD form available as a reference tool, along with PowerPoint slides that can be printed.</td>
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<th>DECEMBER 2016</th>
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<th><strong>MEMBER VALUE</strong></th>
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<td><strong>CFIA:</strong> AFIA submitted comments on two Canadian Food Inspection Agency proposals: 1) Maximum Nutrient Values in Swine Feed and 2) Maximum Nutrient Values in Poultry (Chicken and Turkey) Feeds</td>
<td>AFIA supports CFIA’s effort to renew the regulations by updating the maximum nutrient values in feed; however, final regulations must reduce the compliance burden for feed/feed ingredient suppliers exporting to Canada and support fair and competitive trade in the market.</td>
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<td><strong>CFTC:</strong> AFIA signed on to a letter to the vice president-elect urging nominations for open positions within the Commodity Futures Trading Commission to be filled with candidates who have agricultural commodity backgrounds.</td>
<td>There have always been commissioners who understood agricultural futures markets, as well as the policy issues that impact the agricultural sector. AFIA wants those markets to remain a focus, despite CFTC’s growing responsibilities regulating financial markets.</td>
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<td><strong>FSMA:</strong> AFIA and its foundation, the Institute for Feed Education &amp; Research, released a generic hazard analysis and tool for attendees of training sessions focused on hazard analysis creation.</td>
<td>IFEEDER funded the project to find a way to minimize the financial burden of the final FSMA rule on AFIA members. The project also will save member companies hundreds of hours of employee time and works toward the ominous goal of a safe food supply chain. General membership will have access to the information following a second training session that was held in February.</td>
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<td>NOVEMBER 2016</td>
<td>FSMA: AFIA submitted comments on the Current Good Manufacturing Practice Requirements for Food for Animals draft guidance expressing disappointment in the review timetable and asking for regulatory discretion.</td>
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<td>TPP: In a statement following the presidential election, AFIA reminded the incoming administration of TPP’s importance to the animal food industry.</td>
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<td>FEED MACHINERY: At AFIA’s Equipment Manufacturers Conference, the Department of Commerce presented $260,112 to AFIA and the American Society of Agricultural and Biological Engineers as part of the International Trade Administration’s Market Development Cooperative Program.</td>
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<td>OCTOBER 2016</td>
<td>BIOTECH: AFIA signed on to a letter to the Committee on Agriculture Appropriations and Related Agencies in support of $3 million to be included in the Fiscal Year 2017 Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act.</td>
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<td>SEPTEMBER 2016</td>
<td>FSMA: Per Food Safety Modernization Act, AFIA released a short video on qualified individual training to ensure all facilities educated individuals who manufacture, process, pack or hold animal food on feed hygiene and safety.</td>
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<td>AUGUST – SEPTEMBER 2016</td>
<td>FSMA: AFIA and Feedstuffs hosted a four-webinar series on Food Safety Modernization Act topics over the course of five weeks, free to all industry.</td>
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<td>AUGUST 2016</td>
<td>VFD: AFIA and the National Grain and Feed Association requested FDA amend Veterinary Feed Directive to remove the Part 11 requirement for electronic records and signatures for VFD records.</td>
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**ACCOMPLISHMENT**

**MEMBER VALUE**

| FSMA: AFIA stated much of the guidance is a re-statement of the rules and lacks useful descriptors and/or explanations that would provide the desired clarity needed to ease compliance. AFIA was pleased the guide took the view that few, if any, feed plants would have preventive controls. |
| The future growth of the feed industry—both direct feed and ingredient exports and the increased overseas sale of U.S. livestock, poultry and dairy products—greatly depends on international trade. |
| The award will assist in the development of international standards for feed machinery via the International Organization for Standardization, thus increasing trade exports through trade standardization. Funding will specifically be dedicated to education, outreach, training, preparation, coordination and travel support for U.S. feed machinery industry representatives engaged in international standards development. |
| The funding would go toward educating consumers on biotechnology in food and agricultural production. It is important the public understand the benefits of biotech, as we increase the production of food using sustainable tactics. |
| To assist in this training, AFIA developed a video and materials that can be used as a foundation for a facility’s qualified individual training. |
| The webinars, which will remain live for one year, are two-and-a-half hours in length and discuss pertinent topics such as creating an animal food safety plan, development of a hazard analysis and pet food industry compliance specifics. |
| The majority of feed mills that receive VFDs do not have the resources needed to implement and maintain computer systems in compliance with Part 11. The revision also creates consistency with other recent agency decisions (i.e. FSMA), in which the agency has determined that records do not need to be Part 11-compliant. |

**DID YOU KNOW:**

CITRUS PULP IS THE RECYCLED WET PULP, PEEL AND SEEDS USED AS AN ENERGY CONCENTRATE IN ANIMAL FEEDS.
A single political party controlling Congress and the executive branch is rare. Republicans last did it in the President George W. Bush administration in 2005–07, but to find this political trifecta, you’d need to go back to the late 1920s. With Republicans in control of both chambers of Congress and the White House, expectations are that much will be attempted in the first 100 days, into the first couple of years, of the new administration.

House Speaker Paul Ryan (R-Wis.) released the Republican political road map in late 2016, a vision titled “A Better Way,” focusing on budget control, strengthening national security, revitalizing the economy, tax and health care reform, and removing regulatory burdens on business and industry. With a GOP White House 100 percent in agreement with the House agenda, the question becomes can a Republican Congress get the extra push it needs to come close to completing its agenda?

THE FIRST 100 DAYS

President Donald Trump created much of his agenda for the first 100 days of his administration. Likewise, Ryan and Senate Majority Leader Mitch McConnell (R-Ky.) beat an equally loud drum about the repairs and replacements they’d shepherd through Congress in the first three-plus months.

Trump is expected to immediately tackle his nominee to the U.S. Supreme Court and send legislation to the Hill to term limit members of Congress—six years or three terms for House members, and two terms, 12 years for senators.

Repealing and replacing the Affordable Care Act (ACA) has begun with manipulation of the budget resolution process to limit funding to specific programs within ACA. This cut in funding will effectively bring down Obamacare, as unforeseen high costs of the administration have already forced most of the federal health care program exchanges to close or threaten to close. The replacement part of this pledge is still unknown, though Trump and congressional leadership contend program replacement will take place simultaneously to repeal ACA.

In the first week of the 115th Congress, the House under the “better way” banner, approved 237-to-187 the “Regulations from the Executive in Need of Scrutiny Act (REINS),” a rewrite of the way the White House may promulgate regulations. The REINS Act requires congressional approval of any rule with a price tag to regulated industry of $100 million or more—a so-called “major rule”—and limits congressional review of any pending qualifying regulation to the second and fourth Thursday of each month Congress is in session.

Ryan tied the Regulatory Accountability Act (RAA) to the REINS Act. RAA requires federal agencies to choose “the least costly option” when deciding to regulate unless an agency or department can demonstrate a more expensive rulemaking is needed to protect the public. At a press briefing, Ryan raised eyebrows when he reported the Obama administration promulgated nearly $1 trillion in rulemakings—4,432 rules—during its eight years.

Those rules required 754,208,800 hours of paperwork by regulated industry to comply. Ryan said the cost of “midnight rules”—those published by the administration in the last days of Obama’s term—carry a $6-billion price tag, and that most, if not all, of those rules will disappear during the first 100 days.

Giving Congress the ability to scrap regulations after being issued by a federal agency drastically changes the conventional regulatory process and could greatly benefit the animal food industry. While many of these regulations have already been implemented, there is opportunity to explore repeal of portions or reduction in enforcement of these specific rules.

Tax reform—an effort pledged by both House leadership and the Trump campaign—will likely take much of the first two years of Trump’s term. Ryan has already begun his drive to lower the corporate rate to 15 percent, while offering a one-time repatriation of U.S. profits held overseas. Trump is in line with this move as a major engine to drive economic growth, and both the White House and Congress agree a big chunk of the price tag for this reform will be the closing of a long list of loopholes, many of which benefit only a single industry or a handful of companies.

Destined to attract attention is Trump’s pledge to invest up to $1 trillion on U.S. infrastructure improvements. Trump made a major case during the campaign of the need to fix roads, bridges, waterways and airports, coupling this priority with his pledge to lift federal restrictions on “$50 trillion worth of job-producing American energy reserves, including shale, oil, natural gas and clean coal.”
ARGUMENT PRIORITIES

FARM BILL:
A priority for agriculture in 2017 is the drafting of a new farm bill, preparing to replace the current, which expires in 2018. Discussions are already happening in the Senate, and the House is expected to begin national “listening sessions” during the first quarter of 2017 and committee hearings in April.

House Agriculture Committee Chair Mike Conaway (R-Texas) wants to avoid a repeat of the 2014 House floor farm bill meltdown when overzealous GOP members forced leadership to split the bill into farm program and nutrition packages, pass them separately, then merge the two approaches in a final package.

Conaway already anticipates some farm bill program push back from both urban members and the ultraconservative wing of the GOP. Urban members want to reduce farm support payments while increasing spending on federal food stamps and other federal nutrition and feeding programs. For GOP, fiscal conservatives, it’s a matter of reducing spending overall for farm program legislation.

The next farm bill will likely include a revision to income support programs given current crop and dairy margins. Under the Trump administration, the farm bill may shift away from conservation programs, research and export promotion to focus more on business sustainability.

Dairy producers and cotton farmers feel the income support programs are not working and the safety nets that are supposed to be provided are inadequate. According to the U.S. Department of Agriculture, 80 percent of the $489 billion designated for farm bill spending is allocated to nutrition programs. Conaway opposes splitting the package, as does his Senate counterpart Sen. Pat Roberts (R-Kan.). Both chairs have begun the search for urban priority issues as a means of shoring up support for the overall package.

TRADE:
Following the repeal of Obamacare replacement and national defense, few issues have been quite as controversial as trade. Trump made it clear he doesn’t like multinational trade treaties, and within days of setting up shop in the Oval Office, signed an executive order withdrawing the U.S. from the Trans-Pacific Partnership. There has also been much discussion, at the time of print, of Trump’s plan to renegotiate the North American Free Trade Agreement (NAFTA).

The outlook for TPP was bleak from the beginning of the presidential campaigns as frontrunners Hillary Clinton and Trump were both against the agreement in its current form or its entirety. The Trump administration argues TPP will cut American jobs, not reduce tariffs on American goods as advertised, and be a “disaster” for the economy. Without America, many fear China will replace the U.S. in the deal and reduce U.S. political influence and trade clout in the entire region.

Most agriculture industries would benefit greatly from TPP with expanding markets and rising incomes in the Pacific Rim. Specifically, animal agriculture is slated to have significant growth, and in turn, benefits the animal feed industry.

Trump calls NAFTA “the worst trade deal the U.S. ever signed,” but this harangue was generally lost on the public at large during the campaign. However, both Canada and Mexico have acknowledged a willingness to talk about the 22-year-old tripartite trade pact. While Trump has full executive authority to withdraw or renegotiate NAFTA, such moves could have significant tariff impacts on both imports and exports to and from Canada and Mexico. Trump can also impose new duties on goods coming from Mexico or Canada after “consultations with Congress,” no formal consent of Congress is needed.

Canada and Mexico are key markets for the U.S. food industry, representing the United States’ second and third largest export markets for feed, feed ingredients and pet food. Much of this demand is attributed to the tariff-free access the U.S. feed industry receives from NAFTA. Withdrawal from NAFTA would mean significant costs to the U.S. feed industry that currently exports more than $629 million and $1.1 billion in feed, feed ingredients and pet food to Mexico and Canada, respectively.

Another head scratcher for most industry is Trump’s decision to put the Department of Commerce (DOC) in charge of trade initiatives for the broad administration. Trump’s stance on moving more of the negotiating power to the DOC and the White House leaves some lawmakers and industry representatives concerned that a lack of clarity will ultimately hurt U.S. agricultural trade.

Trump wants Commerce Secretary nominee Wilbur Ross to “lead and steer” his administration’s trade efforts, aided and abetted by former Reagan administration trade guru Robert Lighthizer, Trump’s choice to be U.S. Trade Representative (USTR), and Peter Navarro, chair of Trump’s newly appointed White House National Trade Council.

The American Feed Industry Association’s view is that USTR has always been the lead administration voice in trade negotiations. DOC lacks any expertise in treaty negotiating, generally considered a statistical repository, particularly when it comes to ag trade. Given it’s brand new, the role of the trade council is unknown.

Roberts, after a January meeting with Lighthizer, stressed to the incoming USTR the need for agricultural exports to be protected and “an aggressive trade policy that involves agriculture is absolutely essential.”

Roberts said the Trump camp might be overcomplicating its trade agenda. “There seem to be too many cooks in the kitchen,” Roberts said after the Lighthizer meeting. “You’ve got to stop and figure out who’s in charge here.”

ENVIRONMENTAL PROTECTION AGENCY:
On both sides of the Hill and both sides of the aisle, there is a laser-like focus on the Environmental Protection Agency and its role as the poster child—at least to Republicans—of federal regulatory overreach.

When it comes to Obama’s “legacy,” EPA is key to the president’s single-mindedness to control or mitigate the impact of climate change through regulation and executive orders, clean the nations air by fiat and regulate all water anywhere in the U.S. through regulatory ambition. Think “waters of the U.S. (WOTUS),” duplicative and contradictory ozone standards, greenhouse gas recapture and what some in the GOP call the “war on coal.”

Oklahoma Attorney General Scott Pruitt, a climate change skeptic and legal opponent of WOTUS, Trump’s EPA Administrator nominee, may spend much of his time rolling back targeted regulations, especially those done through executive order by the Obama administration.

The poster child for executive action to roll back “burdensome” rules is the WOTUS final rule, or, as EPA likes to call it, the “Clean Water Rule.” The mechanism by which WOTUS will be rescinded will be the model by all executive actions to mitigate the Obama rulemaking legacy.

It’s WOTUS by which EPA and the U.S. Army Corps of Engineers seek to expand authority under the Clean Water Act (CWA) to bodies of water not currently under CWA protections, including ditches, ponds, etc. The un-amended version of CWA cited EPA/Corps authority over “navigable waters of the U.S.,” and WOTUS removes the word “navigable,” effectively opening all waters—permanent or transient—to federal oversight.

Congress, at the urging of agriculture and general business, tried to kill WOTUS on several occasions, but failed. Congress called on EPA to withdraw the rule and start again, but with greater stakeholder input. Trump, however, never talked about the agency continues on page 5
LEGISLATIVE OUTLOOK

Renewable Fuel Standard (RFS) — The renewable fuel industry is pleased with EPA’s decision to set ethanol blending mandates at the congressionally mandated levels, or just below actual production in its final rule on the 2017-18 Renewable Fuel Standard Levels. Trump has vocalized support for the RFS and his EPA Administrator nominee, Scott Pruitt, has also come out in favor of the RFS after meeting with several GOP senators in January.

Still, there are some in Congress who support the petroleum industry, as well as most livestock and poultry production and processing groups, and pay lip service to “fixing” the RFS. However, with more pressing political issues, action any time soon is unlikely. Most lawmakers don’t want to be forced into action on the RFS as the issues put members squarely between their crop farmers who make and supply corn ethanol and soy biodiesel and livestock and poultry producers who compete to buy these same crops for feed.

For more information on legislative issues, contact Steve Kopperud, AFIA government affairs consultant and principal of SLK Strategies, at (202) 568-6991 or steve@slkstrategies.com.
2017 LIQUID FEED SYMPOSIUM

SEPTEMBER 12-14, 2017
Louisville, Kentucky
Hyatt Regency Louisville

Save the Date
Feed Regulatory Outlook for 2017 is Unclear

With a dramatic change in not only the presidency, but also the president’s executive style and goals, it’s very difficult to determine what will happen with regulations in 2017. Earlier in the year, the new president issued executive orders to “…streamline and reduce regulatory burdens.” Will this carry over to feed rules, such as the Food Safety Modernization Act or veterinary feed directive? It remains unclear.

Based on campaign rhetoric, the president is clearly expected to attempt to reduce these burdens, but the devil’s in the details. Altering a regulation or rule is a bit difficult, as any changes require that the publishing agency develop a new proposal and allow the public at least 60 days for comments on the proposal, answering comments and writing a final rule. So, any rule changes will require some time to happen. Of course, Congress can alter, delete or not fund rules via legislation, but this is rare.

Another tool at the administration’s disposal is regulatory discretion. An agency executive can issue a new compliance timeline or directive to the agency’s inspection staff that reduces or eliminates inspections. However, firms would still be required by law to implement any regulation unless a compliance date extension is published, which does not require public comment.

The American Feed Industry Association believes the new administration will use the compliance time extension as the most common tool until agency heads are appointed and can determine what and how any changes can be affected.

In the meantime, AFIA urges all firms to continue with compliance efforts for each new rule.

LET’S LOOK AT SOME REGULATORY ISSUES/RULES:

FOOD SAFETY MODERNIZATION ACT

FSMA was signed into law six years ago, and all final rules have been published, but not all have compliance dates in place. The rule with most feed industry impact is the Current Good Manufacturing Practice, Hazard Analysis and Risk-based Preventive Controls for Food for Animals, finalized in September 2015. This rule has several compliance dates through September 2020 based on the size of the firm. Compliance with regulations for sanitary transportation and foreign verification are in April and May, respectively, for large firms. The Food and Drug Administration could extend any of these by one or two years at its discretion—an enticing prospect.

Barring any extension of compliance dates, feed industry facilities need to continue down the path of compliance based on the number of employees in a firm or the total annual sales volume for very small businesses.

AFIA is continuing its preventive control qualified individual trainings and held two FSMA hazard analysis training seminars this winter to detail how to use the latest hazard analysis tool developed by the University of Minnesota and funded by AFIA’s foundation, the Institute for Feed Education & Research. If there is any change in the FSMA rule, this tool would still be quite useful in determining what hazards impact the U.S. feed industry. AFIA will continue to issue its FSMA Update e-newsletter and hold webinars on an as-needed basis. The four, free FSMA webinars held in August and September of last year are still available for viewing through September of this year on AFIA’s website.

Firms with less than 500 employees need to provide qualified individual training on feed hygiene and safety to employees involved in the manufacturing, packing, processing or storing of animal food or ingredients. AFIA created a 15-minute video that fulfills this training requirement. The video, along with a guide, a short quiz and a sign-in sheet, which must be maintained for two years after the employee leaves, is available for streaming to AFIA members or for purchase on a jump drive. Visit www.afia.org to view or order.

The hazard analysis developed by the University of Minnesota’s Center for Animal Health and Food Safety will be released to all members this year following two excellent training seminars on how to use the hazard analysis tool. The tool provides about 50 percent of the necessary information feed mills, ingredient plants and pet food plants need to complete their facility hazard
analysis—the first step in preparing an animal food safety plan.

AFIA issued an example animal food safety plan for feed facilities in mid-2016. It's available to AFIA members on the AFIA website in the members-only area (FSMA section).

So, it's business as usual until the administration says otherwise on the largest rule change for the feed industry in history. Following discussions with AFIA leadership, the organization will decide how to approach the administration with any recommendations.

VETERINARY FEED DIRECTIVE
Right behind FSMA in time- and cost-consuming rules are the changes to the veterinary feed directive and animal drugs. VFD was created in 1996 to stave off any attempt to require all new antibiotics to be added to feed, making them prescription medicated feeds. At the time of creation, FDA officials said they would never make any already-approved drugs into VFD. Times change, said FDA.

Such is not the case, as FDA issued two guidance for industry documents in 2013 that laid out a plan to remove all production claims (i.e. growth promotion) on feed drug labels, thereby making these drugs therapeutic with control via the VFD. This process requires a veterinarian to write a VFD after seeing the animals and determining a VFD drug is needed.

Although it seems like a relatively easy process, it’s become quite complicated with the addition of milk replacers, medicated blocks, medicated liquid feeds and free choice minerals to the mix. Some retail establishments are no longer carrying such products, because of these new regulatory requirements.

AFIA has issued compliance guidance, participated in webinars and answered countless questions during the abrupt change to the marketplace that occurred at the end of 2016, with 19 drug chemical compounds and some 280 involved uses.

What might this administration do to change this massive update? Because this was a voluntary process with the threat of drug removal if the drug sponsors didn't comply, there are only drug regulations to change. This is unlikely to happen, as the product and label changes have been made, and to move back to old products and labels would be very costly and time consuming.

However, as with all rules, the administration could use regulatory enforcement discretion and not enforce the new changes. This presents a dilemma to companies, as there is potential legal liability in the marketplace and from lawsuits brought by competitors for not complying with existing federal laws and rules. This would seem to set up a competition for competitors. Besides that, even with a rule rollback, there's still the law requiring VFD drugs to be regulated, and that's unlikely to be repealed.

AFIA hopes the administration will answer positively the citizen's petition submitted last fall by AFIA and the National Grain and Feed Association, which will provide some regulatory relief in electronic recordkeeping and Part 11 (electronic records and signatures) requirements. That should be an easy fix, as FDA did it for all FSMA records.

So, the crystal ball gets murkier.

INGREDIENT APPROVAL PROCESS
With the signing into law of the Food and Drug Administration Amendments Act of 2007, FDA was in a conundrum to establish ingredient “standards and definitions” and has since attempted to put all Association of American Feed Control Officials’ listed ingredients into federal regulations if they were not there already. This sounds easy, but it requires much more data for some of the old ingredients, many of which come from suppliers that do not have these data or are out of business.

In the meantime, to keep the AAFCO/ FDA review process running, AFIA urged AAFCO/FDA to renew in perpetuity the memorandum of understanding about the approval process to ensure companies had a continuing process to get new ingredient approvals. It expires this September, but AFIA expects a renewal.

AFIA believes many of the changes needed to keep this process moving and keep new ingredients moving to the marketplace can be affected by adopting into federal rules a reference to the AAFCO “Official Publication” that contains the list of all ingredients approved for use in feed and recognized in most state feed laws. This would preclude finding all the old ingredient producers and asking for data.

AFIA hopes the administration will affect this requested change, making any addition of new ingredients approved by FDA and listed by AAFCO to federal regulations moot. AFIA's legal counsel believes this is a slam dunk for FDA, but who knows if it will happen in the new administration. Murkier still.

STATE FEED LAW AND RULE CHANGES
Each year with new state legislatures meeting, there’s a chance for mayhem, and AFIA staff usually knows what mayhem bills are coming. However, this year it’s unlikely to see a genetically modified organism bill in any legislature, as the federal government preempted any future laws or rules by the states on this issue with a new federal law.

But, there are some antibiotic issue bills, in some cases banning all antibiotics in feed that are important for human medicine, in spite of the fact that FDA has already effectively banned such use for growth promotion. AFIA still wishes to see an allowance to use these drugs for therapeutic purposes, both for welfare and health issues. At press time, the Maryland legislature had already planned hearings on such a bill.

Another recurring issue is spay/neuter bills that tax pet food to pay for roaming dog and cat spaying/neuter operations. AFIA has successfully opposed these bills except in Maryland, where a bill was signed into law allowing money from the spay/neuter fund from a pet food tax to be paid to state citizens on welfare seeking to obtain a dog or cat from a shelter—a different concept than usual.

Some state feed laws are up for changes, these include Michigan, Montana and Oregon. The changes are routine and not wholesale rewrites, in which AFIA tries to be involved.

As occurs every other year, all state legislatures are in session, some as long as 12 months. This increases the mayhem potential.

AFIA has a better handle on these changes than the federal ones.

As always, AFIA’s staff of seven legislative and regulatory employees (and one consultant) working on these issues will continue to monitor, comment and keep the members apprised of any and all changes affecting their businesses. We also ask from time-to-time for membership to contact legislators. We always welcome member input, especially when it comes to new government initiatives.

AFIA urges members to join and be active in the one or more state or regional feed associations that can assist you in monitoring and responding to state laws and rules. We try to be a good partner with these groups and earnestly solicit our members’ assistance.

Here’s to a productive and less burdensome regulatory year in 2017!

For more information on regulatory efforts in animal feed, contact Richard Sellers, AFIA senior vice president of public policy and education, at (703) 558-3569 or rsellers@afia.org.

**DID YOU KNOW:**

IT TAKES 1,000 DAYS FOR A NEW ANIMAL DRUG TO BE APPROVED.
The Trump administration kicked off 2017 with an aggressively pro-business agenda in a number of areas, particularly on environment, health and safety regulation. The president’s nominees to head key agencies—Oklahoma Attorney General Scott Pruitt for the Environmental Protection Agency and burger chain executive Andy Puzder for Department of Labor—are widely known critics of the federal bureaucracy and government overreach.

The president also recently named activist/investor and billionaire Carl Icahn as his special advisor on regulatory overhaul, noting he would seek a regulatory moratorium and would look to roll back key Obama administration executive orders on a host of topics. Moreover, President Trump kept to his promise and signed an executive order mandating that for every new regulation implemented, two old regulations must be eliminated.

ENVIRONMENTAL PROTECTION AGENCY—SELECTED REGULATORY ACTIONS

Several major environmental regulations that President Donald Trump has targeted for elimination or reform include the Clean Power Plan, the revised ozone standard and the Waters of the U.S. rule (WOTUS), which agriculture and other industry leaders have argued would vastly expand the federal government’s jurisdiction over rivers, streams, ponds and farmland.

WOTUS, issued by EPA and the U.S. Army Corps of Engineers in 2015, is currently being challenged in federal court. The U.S. Court of Appeals for the 6th Circuit issued a nationwide stay of the rule until the matter of jurisdiction can be resolved. The U.S. Supreme Court agreed to hear arguments on the case to determine what federal court should have jurisdiction to hear the case on the merits. The new administration, in the meantime, has pledged to withdraw the rule.

DEPARTMENT OF LABOR AND OSHA—SELECTED ACTIONS

At the Department of Labor, one of the most controversial regulations advanced by former President Barack Obama’s administration has been the overtime rule. The rule, which would have raised the salary threshold exemption for overtime pay, was blocked by a Texas federal District Court judge just before it went into effect on Dec. 1, 2016. Both the Trump administration and Republicans in Congress have argued the rule should be scrapped.

On other workplace matters, the Occupational Safety and Health Administration’s efforts to make major changes in recordkeeping and reporting for businesses have been opposed by a range of industry groups, including the American Feed Industry Association. Among these have been OSHA’s final electronic reporting rule, which puts injury and illness records of employers on the internet, and the agency’s pending final rule that would allow OSHA to cite employers for alleged injury and illness recordkeeping violations up to five years old, an extension much longer than the current limit of six months.

With last November’s elections, a major shift is underway in Washington on the regulatory agenda. AFIA has been closely engaged in the agencies work and will continue to monitor and inform the membership of decisions that impact the industry as the year proceeds.

For more information on these rules and other environmental, health and safety issues, contact Gary Huddleston, AFIA’s manager of feed manufacturing safety and environmental affairs, at (703) 666-8854 or ghuddleston@afia.org.
Veterinary Feed Directive Implementation Update

This year brought significant change in how the feed industry handles some medicated articles and feeds. The Food and Drug Administration amended the new animal drug regulations, which implemented a transition of certain feed drugs from over-the-counter (OTC) to veterinary feed directive (VFD) drugs.

The American Feed Industry Association was instrumental in establishing VFD, as we led a coalition that drafted the Animal Drug Availability Act of 1996. The intent of this law was to make new antibiotic feed drugs used in feed and important in human medicine into VFD drugs and not be retroactive. However, the FDA published a final rule in the Federal Register revising the VFD regulations, which became effective Oct. 1, 2015. This rule was done in concert with several guidance for industry changes voluntarily requesting changes by drug sponsors to remove production claims in approved animal drugs that are deemed important to human medicine.

This substantial change affecting 19 drug compounds with nearly 300 uses was due to the growing concern of antimicrobial resistance in human medicine. FDA worked for years defining judicious use of antibiotics. This work followed the identification of certain antibiotics that were deemed medically important in human medicine. These drugs, which transitioned from OTC to VFD, are in the same family as antibiotics used in human medicine.

A collaborative effort by all parties involved in medicated feed working with the FDA was required to meet a Jan. 1 deadline for drug sponsors to make these changes, effectively removing production claims on this date. This consisted of the pharmaceutical industry, animal producer organizations, veterinary organization, feed industry organizations, and local, state and federal agencies all working together. All of the drug sponsors made the required changes to the drug applications last year in preparation for the Jan. 1 deadline.

There were 292 new animal drug applications that were impacted by the change in regulations. Of these, 84 applications completely withdrew from the market. The animal feed drug applications that were converted from OTC to VFD totaled 115, with 22 applications removing production claims. There were 93 applications converting oral dosage drugs intended for use in water from OTC to prescription. AFIA’s VFD working group learned early in 2017 that some changes were made just before the end of the year and have yet to be published, therefore, additional changes are coming.

With any significant regulatory change, there is a learning curve when adopting new methods of doing things. In the initial months of handing VFD orders, the industry has seen many VFD forms that are incomplete or contain errors. The VFD process begins with the veterinarian, which is required to complete the form with the required elements so the feed distributor can fill the order and the producer can feed the animals correctly.

The VFD process is new to many veterinarians and there are training resources available. One such resource is from The Center for Food Security & Public Health, a U.S. Department of Agriculture’s National Veterinary Accreditation program. This program can be found on the center’s website: www.cfsph.iastate.edu. Although this training is geared toward veterinarians, it is a good resource for anyone wanting to know more about VFD.

AFIA is providing resources to members to help navigate the changes in the regulations impacting medicated feed. AFIA has been working with members to help answer questions and has published many common questions. AFIA has an open line of communication with FDA and is working with the agency to help mitigate industry issues with VFD. AFIA saw a need for training retail VFD distributors and created a training module (http://bit.ly/2koinj) to help prepare them in filling VFD orders. This and other resources can be found on the AFIA website, www.afia.org.

For more information, contact Preston Buff, AFIA director of regulatory affairs, at (703) 558-3568 or pbuff@afia.org.
STATE LEGISLATIVE AND REGULATORY OUTLOOK FOR 2017

The 2017 state legislative session will likely be an active one, with all 50 states in session. According to a survey the American Feed Industry Association’s Feed Regulatory Committee conducted before the Association of American Feed Control Officials (AAFCO) mid-year meeting, out of the thirty states that responded, a handful are anticipating changes to their feed laws or regulations this year.

**Maryland** – The state has proposed pet food regulations to reflect the most current version of the AAFCO model regulations. It is also working to update the commercial feed regulations. The legislature held a hearing on control of antibiotics in feed, as it does annually.

**Michigan, New York, Tennessee** – AFIA anticipates legislative changes in these states to bring the commercial feed law in line with the Food Safety Modernization Act.

**Minnesota** – There is a chance of a legislative bill to make editorial changes to the law.

**Montana** – The state is proposing changes to clarify the responsible party for filing tonnage reports and paying the associated fees, establishing a minimum fee of $5 and increasing the fee from $10 to $25 for late filed tonnage reports.

**New Mexico** – A bill is being considered that will increase fees on pet foods registered in the state from $2 to $100 to pay for a spay/neuter program for low income individuals. AFIA is opposed.

**South Dakota** – A bill is being considered to raise both tonnage taxes and pet/specialty pet food taxes substantially to fund a new veterinary diagnostic lab. Generally, AFIA opposes such moves as they do not inure to the benefit of the feed regulatory program; however, the local feed association is supporting the effort.

**Washington** – The state is still working on updates to their feed laws and regulations, but no time table is set.

**Wisconsin** – The feed program is reviewing the tonnage inspection reporting requirements and inspection fee amounts in a hope to streamline the requirements.

AFIA staff now divide the U.S. into three areas with Richard Sellers (rsellers@afia.org) and John Stewart (jstewart@afia.org) dealing with the southeastern part of the U.S., Preston Buff (pbuff@afia.org) handling part of the Midwest and the northeast, and Leah Wilkinson (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.

When it comes to feeding the world, you have a partner who works as hard as you.

Meeting the world’s growing demand for food is no easy task. The future will require even more hard work, innovation, and safe, high-quality animal nutrients, and we’ll be there to help every step of the way.
The Association of American Feed Control Officials held its mid-year meeting Jan. 15-18, in Mobile, Alabama. The American Feed Industry Association hosted two committee meetings at the AAFCO meeting: the Feed Regulatory Committee (FRC) meeting on Jan. 15, and the Ingredient Approval and Definition Committee (IADC) on Jan. 16. Seventy-three people attended the FRC meeting and issues were discussed to prepare attendees for the different AAFCO committee meetings, as well as updates on state and federal regulatory issues.

Officials from AAFCO and the Food and Drug Administration’s Center for Veterinary Medicine (CVM) also joined the committee to discuss issues of importance. The IADC meeting had 70 AFIA members in attendance; they discussed ingredient approval processes and ways to improve these systems and other AAFCO agenda items.

The Veterinary Feed Directive Task Force also met before the FRC and AAFCO meetings. Forty-three states were present or participated via phone/webinar during this meeting with a total attendance of more than 340, which included 20-plus FDA officials. Industry continues to provide the majority of attendees at these AAFCO meetings.

The review of ingredients for placement in the AAFCO Official Publication (OP) continues to be a focus of these AAFCO meetings. After six years of work by industry, the AAFCO Ingredient Definition Committee (IDC) accepted a new section of the AAFCO ingredient listings that will publish Generally Recognized As Safe (GRAS) notified substances that have been issued a “letter of no questions” by FDA. Such a listing satisfies the state feed law requirements of having an ingredient defined by AAFCO.

A new Section 101 will be created to discuss the GRAS notification process and list the information on the substance from the CVM website, notification and response letter. The AAFCO IDC will vote on adding these substances to this section when they have completed the notification process successfully. This is a huge win for the industry and now opens up one more ingredient approval process that was not used frequently prior to this listing, as firms did not want to gain an additional approval from each state to market the product. This move by the IDC will need the AAFCO Board of Directors’ recommendation and approval by the AAFCO membership before anything is published in the AAFCO OP.

The AAFCO membership adopted changes to the AAFCO Model Bill and Regulations. Both the model bill and regulations were edited to give standard language for states looking to adopt the federal regulations relating to Current Good Manufacturing Practices and Hazard Analysis and Risk-based Preventive Controls in 21 CFR part 507. AFIA supports the states adopting uniform language and appreciates AAFCO working quickly on this language.

After many years of work and debate, AAFCO’s Pet Food Committee approved requirements for guaranteeing certain non-structural carbohydrate fractions and for making claims regarding these substances on the labeling of pet foods. The guarantees for dietary starch and sugars are voluntary, unless otherwise required by the Model Bill and Regulations. Claims of “low carbohydrates,” “low dietary starch” or “low sugars” are not allowed, but a claim of “less _____” or “reduced _____” (blank is to be completed by using “carbohydrate,” “dietary starch” or “sugars”) will be allowed. Such claims allow consumers to make meaningful comparisons between products. This action will now go forward to the AAFCO Model Bill and Regulations Committee for consideration, then to the AAFCO membership for final vote.

The AAFCO Annual Meeting is slated for Aug. 10–12, in Bellevue, Washington. AAFCO will also host a pet food labeling workshop on Aug. 12–13. For more information, visit www.aafco.org.

DID YOU KNOW:

- THE FEED INDUSTRY USES 50 TO 70 MILLION TONS OF CO-PRODUCTS FROM THE FOOD AND ETHANOL INDUSTRIES—ENOUGH TO COVER THE DISTRICT OF COLUMBIA TWO FEET IN DEPTH.
The U.S. feed industry has a lot to be thankful for in terms of international trade policy from President Barack Obama’s time in office. In the eight years of Obama’s presidency, U.S. feed, feed ingredient and pet food exports have increased 59 percent—$7.6 billion in 2008 to $12.2 billion in 2015.

Three Free Trade Agreements (FTAs) negotiated under George W. Bush’s presidential term were implemented: the U.S.-Korean FTA, the U.S.-Colombia Trade Promotion Agreement (CTPA) and the U.S.-Panama Trade Promotion Agreement. The long-awaited implementation of the three pending FTAs brought significant value, not only to the U.S. agricultural industry, but to the U.S. feed industry. As a result of CTPA, the tariff for pet food went from between 10 percent and 20 percent to zero, and since the implementation of CTPA in 2012, U.S. pet food exports have increased 116 percent—$7.5 million in 2011 to $16.3 million in 2015.

The U.S. not only participated in the now completed Trans-Pacific Partnership negotiations, but was a major contributor to new standard-setting language and obligations in the final text, which will forever change the way the U.S. negotiates moving forward, holding trading partners to higher expectations. The U.S. feed industry can expect future agreements to continue to address regulatory and sanitary and phytosanitary issues in ways that go beyond the World Trade Organization obligations and address all significant barriers to trade, not just tariffs.

A joint High-level Working Group on Jobs and Growth between the U.S. and the European Union was established, which ultimately led to the launch of trade and investment negotiations between the U.S. and EU, the U.S. Transatlantic Trade and Investment Partnership. While the negotiations are still ongoing, the progress made thus far is encouraging and could lead to significant market access.

The U.S. began the normalization process with Cuba, opening the door for removing restrictions on export financing for agricultural products. While U.S. agriculture continues to be at a disadvantage due to the Trade Sanctions Reform Act of 2000—which imposes restrictions on financing, making it difficult for the U.S. to compete with its foreign competitors in the Cuban market—removing these restrictions will allow U.S. businesses to provide payment or financing terms for sales of agricultural commodities to Cuba, a market where the U.S. market share is less than 10 percent of Cuba’s agricultural imports.

By 2050, there will be more than 2 billion additional people to feed, requiring 100 percent more food than what is produced today. There is a rising middle class whose ability to purchase more animal protein (meat, milk and eggs) is increasing. The future of the U.S. feed industry lies in exports, whether it be the exports of more animal protein or feed additives, and providing technology to help countries become efficient and sustainable commercial food producers.

The past eight years have brought the U.S. feed and animal production industries closer to reaching the growing demand beyond our borders. Our hope is that the new administration under President Donald Trump will continue to position the U.S. to support the U.S. feed industry in meeting this growing global demand for feed products by further reducing and eliminating tariffs and other restrictive agricultural policies around the world.

For additional trade information, contact Gina Tumbarello, AFIA director of international policy and trade, at (703) 558-3561 or gtumbarello@afia.org.

“Trade has been a cornerstone of our growth and global development. But we will not be able to sustain this growth if it favors the few, and not the many. Together, we must forge trade that truly rewards the work that creates wealth, with meaningful protections for our people and our planet. This is the moment for trade that is free and fair for all.”

—President Barack Obama, Speech in Berlin, July 24, 2008
The International Feed Industry Federation (IFIF) and the Food and Agriculture Organization of the United Nations (FAO) hosted its 15th annual meeting at FAO’s headquarters in Rome, Italy, in October. This is an important meeting each year to grow the partnership FAO has with IFIF and the global feed industry.

The American Feed Industry Association’s President and CEO Joel G. Newman, who currently serves as IFIF’s chairman of the board of directors, attended the meeting, along with Paul Phillips, AFIA’s chairman. IFIF delegates that attended make up 80 percent of global compound (ready-to-eat) feed production.

Issues discussed during the meeting included the need for capacity development to guarantee feed safety and the importance of working together to tackle the issue of antimicrobial resistance.

Newman reiterated IFIF’s commitment to the partnership held with FAO saying, “together with the dedicated colleagues at the FAO we have achieved very important milestones, including the Livestock Environmental Assessment Partnership (LEAP), the International Feed Regulators Meetings (IFRM) and the Global Feed & Food Congress Series.”

The IFIF board of directors and the Global Feed Life Cycle Assessment Project Management Board also met while in Rome. Key global industry topics addressed during this series of meetings included IFIF’s role in the FAO initiative on capacity development for feed safety, the LEAP partnership, the Global Agenda for Sustainable Livestock, as well as joint efforts on representing feed and food safety work at Codex Alimentarius (a global food safety and trade standard setting body).


For additional information on this topic, contact Joel G. Newman at jnewman@afia.org.
Some things about our lives—and the animal agriculture industry—were drastically different 30 years ago. Computers were just becoming an office necessity, a typical cell phone was the weight and size of a brick, and websites were nonexistent.

One thing that thankfully hasn't changed is the animal agriculture industry's commitment to continuous improvement and working collaboratively to secure a brighter future for farmers and ranchers. In 1987, that dedication inspired several industry organizations—including the American Feed Industry Association—to come together and form the Animal Industry Foundation—now the Animal Agriculture Alliance. The objective of the Alliance was to provide a united voice for all of animal agriculture, a role we continue to serve today.

The Alliance works to bridge the communication gap between farm and fork. Our mission involves connecting stakeholders in food and agriculture, engaging with relevant influencers and protecting the industry from the damaging blows of misinformation spread by groups who are opposed to the mere existence of animal agriculture. Part of our work is monitoring the strategies and tactics of animal rights activist organizations. While the end goal of these groups—taking milk, meat, poultry and eggs off our plates—remains the same; how they attempt to go about it certainly has changed.

When the Alliance was initially founded, animal rights activism had a very different image in the United States. The movement was led by extreme groups such as the Animal Liberation Front and People for the Ethical Treatment of Animals, both known for theft, vandalism, and harassment of farmers and animal researchers. While the actions of such groups certainly threatened the future of animal agriculture, their extreme nature kept the movement from being taken seriously by key influencers including media outlets, restaurants and retailers, and legislators.

Animal rights activists have become much more savvy and mainstream through the years. They’ve realized their ultimate goal—convincing everyone to go vegan—is a hard sell (for obvious reasons—meat, poultry, milk and eggs are delicious and have an important role to play in a healthy, balanced diet). They’ve instead adopted an “incremental changes” approach of scaling back demands to make them seem more reasonable. One speaker at the 2015 Animal Rights National Conference explained this strategy, saying: “You need to look at everything as stepping stones” and “we [animal rights activists] need to be realistic when we make an ask.”

Today’s prominent animal rights activists use legislation and pressure campaigns targeting restaurant, retail and foodservice brands to push for changes in how livestock and poultry are raised. Although they campaign for these changes under the guise of improving animal welfare, the real intention is to make food production less efficient, driving up food prices and forcing consumers to purchase fewer animal products. In the words of a speaker at the 2013 Animal Rights National Conference: “to end animal agriculture, the movement has to drive down demand and raise the costs, and people will stop purchasing so much meat, thus bringing an end to the industry.” A prime example from 2016: the trend of restaurants, grocery stores and foodservice providers announcing policies requiring suppliers to transition to cage-free egg production, despite considerable animal welfare, environmental and worker health tradeoffs.

Unfortunately, because most consumers, as well as people in influential positions—legislators, journalists, dietitians, doctors and food brand executives—are several generations removed from the farm, they are susceptible to believing the myths and misinformation about animal agriculture proliferated by activist groups. This knowledge gap makes the work of the Alliance even more critical today than it was when our organization was formed.

There are certainly challenges facing the animal agriculture industry, but with the support of organizations like the American Feed Industry Association, as well as feed and farm companies, the Alliance team is committed to working every day to connect, engage and protect on your behalf.

For more information about the resources available from the Alliance or how to join, visit www.animalagalliance.org, or find us on Facebook, Twitter, Instagram, LinkedIn, Pinterest and Snapchat.
Did you know the average employee in a commercial dry feed facility produces 4,005 tons of animal food per year? What about that the average employee in a liquid feed facility produces 16,055 tons annually?

Did you know that only 4.6 percent of animal food production facilities had an Occupational Safety and Health Administration inspection last year, but 21.5 percent of them had an Environmental Protection Agency inspection?

These data points, along with many others, are available in a 29-page benchmarking report to participants of the 2016 American Feed Industry Association–Feedstuffs Feed Facility of the Year program. Data is collected and calculated from the Feed Facility of the Year applications and complied in this one-of-a-kind industry benchmarking report.

AFIA and Feedstuffs revamped the former Feed Mill of the Year program, reinventing it as a top industry benchmarking program for production facilities in the animal food industry. It’s now much more than just a recognition program. The goal of the program is to benchmark animal food production facilities in the following areas:

- Facility Details;
- Safety;
- Quality Control and Food Safety;
- Government Compliance;
- Housekeeping and Facility;
- Productivity and Efficiency;
- Employee Development; and
- Community and Customer Relations.

AFIA changed the name of the program to Feed Facility of the Year and created five separate categories of facilities to benchmark: Commercial Dry Feed Facility, Liquid Feed Facility, Premix Manufacturing Facility, Integrator Feed Facility and Pet Food Facility. Each participant receives a copy of the industry benchmarking report described above, along with a personalized report that benchmarks their facility with other facilities in the submission category in the eight specific areas of the program. All information collected from applications is kept confidential, and only summarized data is shared.

An additional benefit of the program is that winners of the individual categories, along with an overall Feed Facility of the Year winner, are recognized instead of only one overall winner, as it had been in the past. Winners are determined through the combination of a quantitative scoring system of the applications and on-site visits of the top-rated facilities.

Winning plant managers receive round trip transportation and accommodations to attend AFIA’s Feed Education Program at the International Production & Processing Expo. Winners are recognized during the program and receive plaques, as well as a featured article about their facility in Feedstuffs magazine.

AFIA needs YOU! AFIA members represent almost 1,000 animal food production facilities. For this benchmarking report to be the best it can be, AFIA needs as many facilities as possible to participate. It only costs $50 to participate, and the application process is entirely online. This year’s application process begins in June. Information about the program can be found on the AFIA website, www.afia.org.

Facility managers interested in being added to the contact list for the program, please send your contact information to Gary Huddleston, AFIA’s manager of feed manufacturing safety and environmental affairs, at (703) 666-8854 or ghuddleston@afia.org.
The American Feed Industry Association announced Feb. 1, Trouw Nutrition USA of Neosho, Missouri, as the 2016 Feed Facility of the Year (FFY) award program’s overall winner. The recognition was made during AFIA’s Feed Education Program at the 2017 International Production & Processing Expo in Atlanta, Georgia.

FFY is designed to recognize overall excellence in feed manufacturing operations. It is co-sponsored by AFIA and Feedstuffs.

“Trouw’s Neosho plant is committed to excellence in the manufacturing process,” said Plant Manager Douglas Vanjoff. “The facility strives to meet each of our customer’s needs through the use of computer controlled systems, focusing on quality, safety and sustainability.”

“We sincerely appreciate this recognition of our plant’s operational excellence,” said Vanjoff. “We are very proud of this facility and everything that we do. To be recognized as a leader in the industry is a testament to our team’s commitment.”

Trouw holds a total of six quality certifications including AFIA’s Safe Feed/Safe Food Certification Program, Safe Quality Food Level Two, Fami QS, GMP+, hazard analysis and critical control points (HACCP), and restricted use protein products (RUPP).

Formerly the Feed Mill of the Year award, the FFY 2016 program introduced a new format with beneficial changes to position itself as a first-class benchmarking program for the animal feed industry. AFIA represents several types of manufacturing plants within its membership, and the new format addresses those types by comparing plants in five categories: commercial dry livestock, integrator, liquid feed, pet food and premix.

Trouw topped the premix manufacturing category and overall awards. Also pictured: Sarah Muirhead, Feedstuffs (left), and Gary Huddleston, AFIA (right).
Vitamin supplementation is a low-cost way to optimize metabolic functions and growth in a variety of animals. However, finding the right levels can be challenging, especially when factors like stress, disease and adverse environmental conditions impact vitamin needs.

DSM makes it easy to achieve the right balance. Our Optimum Vitamin Nutrition (OVN) is designed to deliver fine-tuned vitamin nutrition at the levels your animals need. This cost-effective solution not only optimizes animal performance and health – it maximizes your profitability.

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Tel: +18005260189
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OVN helps you deal with life's challenges.

Category winners join American Feed Industry Association at the 2017 International Production & Processing Expo’s Feed Education Program for the announcement of Feed Facility of the Year. [From left: Sarah Muirhead (Feedstuffs); Douglas Vanjoff (Trouw Nutrition); Phil Thomas (Westway Feed Products); Bobby Brown (Tennessee Farmers Cooperative); Joel G. Newman and Gary Huddleston (AFIA); and AFIA Chairman Paul Phillips].
The American Feed Industry Association is pleased to announce William Hillis, Ph.D., as its 2016 Liquid Feed Hall of Fame inductee. Hillis received the highest award offered by the AFIA Liquid Feed Committee and the liquid feed industry during AFIA’s Liquid Feed Symposium luncheon in Memphis, Tennessee, in September 2016.

“Bill’s been a dedicated member, not just to the liquid feed industry, but to our association, and during an instrumental time of transition,” said AFIA President and CEO Joel G. Newman.

“He was a speaker at several Liquid Feed Symposiums while serving on the committee, and oversaw the 16th annual symposium in 1982 when he chaired the Liquid Feed Committee. Bill also presented at AFIA’s Feed Industry Institute—an event created to educate new employees within feed—on molasses and liquid feed in 1986,” stated Newman.

Hillis is the owner of Trophy Wildlife Supplements, a company that produces dried deer supplement blocks. Prior, he was employed at Four Seasons Marketing, LLC, Pacific Molasses Company/PM Ag and the National Molasses Company.

“Bill’s been a dedicated member, not just to the liquid feed industry, but to our association, and during an instrumental time of transition,” —AFIA President and CEO Joel G. Newman

Hillis is credited with collaborating with the Food and Drug Administration in the development of standards for clearance of new additives—monensin and bovatec—in liquid feeds. While at the National Molasses Company, he also helped develop nutrition standards and quality control programs. During that period of employment (1972–77), the National Molasses Company grew to be the largest liquid feed manufacturer of its time.

If you are interested in learning more about the Liquid Feed Hall of Fame, contact Leanna Nail, director of administration, at (703) 558-3567 or lnail@afia.org.
AFIA SHARES RESULTS OF GENERIC HAZARD ANALYSIS

Funded by IFEEDER, new research will help minimize financial burden of FSMA on industry

The American Feed Industry Association recently rolled out vital information to members on a generic hazard analysis research project funded by the Institute for Feed Education & Research (IFEEDER), AFIA’s foundation. The project’s funding is IFEEDER’s largest to date.

IFEEDER funded the project as a way to minimize the financial burden of the final Food Safety Modernization Act rule on AFIA members. AFIA predicts the project also will save member companies hundreds of hours of employee time and work toward the continuous goal of a safe food supply chain.

This tool is one-of-a-kind. There is no other risk analysis available that covers animal food and is based on scientific illness and hazard data only. The Food and Drug Administration recognized the creation of a tool such as a comprehensive hazard analysis could be prepared by a trade association for its members.

The research, which kicked off in January 2015, was conducted by the University of Minnesota’s Center for Animal Health and Food Safety (CAHFS) at the College of Veterinary Medicine with the goal of assisting industry in the development of a hazard analysis for each individual facility. The Food Safety Modernization Act animal food rule requires each firm to develop a facility-specific animal food safety plan. Industry must also perform a hazard analysis to determine if any hazards require a preventive control.

The National Grain and Feed Association’s foundation partnered with IFEEDER to help fund the project, where CAHFS researchers vetted more than 4,000 potential articles, as well as FDA recall and enforcement documents related to animal food to identify potential hazards and illnesses.

The end result will help members develop a hazard analysis at each plant and determine the severity and probability of those hazards in the plant’s products and how to mitigate the risks of the hazard. However, it is important to note, once this generic hazard analysis is released, it is a facility’s responsibility to review and determine how to use the data to approve and implement a facility-specific hazard analysis.

This tool will assist the following member types:
- Manufacturing
- Processing
- Packing or holding feed
- Ingredients
- Pet food
- Liquid feed

This information is a member benefit; a vital but complex one. To assist members in understanding the research that was conducted, the tool created and the processes for compliance, AFIA hosted two “FSMA Hazard Analysis Training Seminars” this winter.

At press time, AFIA was working with CAHFS to create a video user guide for the hazard analysis tool.

For more information, contact Richard Sellers, AFIA senior vice president of public policy and education, at (703) 558-3569 or rsellers@afia.org.
The American Feed Industry Association released the results of its annual “Community Involvement and Charitable Giving Survey” in January, revealing the animal food industry’s volunteer hours in 2016 to be significantly higher than 2015.

The informal poll, conducted at the close of each year, tallies community service hours and funds donated by participating companies. Results show more than 41,000 hours of community service donated by AFIA member companies’ employees in 2016—a 28 percent increase from 2015. Nearly $2.2 million was also contributed to an expansive list of community causes.

“We could not be more proud of our member companies’ initiatives to give back in 2016. Servicing the community to be a better place to live, work and visit—through both funding dollars and volunteer hours—is part of AFIA’s sustainability initiative,” said AFIA President and CEO Joel G. Newman.

The term “sustainability” is defined by the feed industry as: The ability to provide a continuous, safe and nutritious feed supply for poultry, livestock, fish and pets in a manner that optimizes environmental quality and the use of natural resources, while positively affecting the social and economic well-being of customers, their communities and the industry.

AFIA members identified education-, civil service-, agriculture-, health- and collegiate grants/research-oriented charities as key causes to contribute both funds and volunteer time to, with 96 percent of respondents engaging in ways to better education programs, up 1 percent from 2015. Civil service charities also ranked high with respondents at an 88 percent contribution level, up a significant 18 percent from 2015. In total, there were 443 various charities donated to in 2016.

“This is the 6th consecutive year [according to Charity Navigator www.charitynavigator.org] charitable giving has increased. Funds donated by corporations alone are up nearly 4 percent,” Newman said. “We are pleased to see AFIA members contributing to these worthy causes.”

AFIA established a Sustainability Task Force in 2009, which identified four key sustainable focal points, designed for communication and collaboration between organizations, companies and associations. “Support the Community” is one of the four focal points AFIA asks its members to participate in as part of its sustainability initiative. The remaining focal points are: optimize the use of energy and natural resources for feed production; enhance production efficiency and productivity; and promote understanding and appreciation of U.S. food production.

To learn more about sustainability in the feed industry, visit AFIA’s website, www.afia.org, or contact Miranda McDaniel, AFIA director of communications, at (703) 558-3579 or mmcdaniel@afia.org.

“This is the 6th consecutive year [according to Charity Navigator www.charitynavigator.org] charitable giving has increased. Funds donated by corporations alone are up nearly 4 percent,” Newman said. “We are pleased to see AFIA members contributing to these worthy causes.”
### Recently Certified Facilities

<table>
<thead>
<tr>
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<th>City</th>
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<td>Atlixco</td>
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AFIA to Update FSC36 Guidance Document

In March 2015, the American Feed Industry Association updated the FSC36 Safe Feed/Safe Food guidance document to support compliance of the Food Safety Modernization Act and to format the audit process similar to FSC34 Manufacture of Animal Foods and FSC32 Manufacture of Pet Food. The final FSMA rule for animal food was published in September 2015, and businesses are busy preparing for compliance. With the rule now in place, AFIA plans to update the FSC36 Safe Feed/Safe Food guidance document—Version 7.0—to ensure the requirements for the certification support the compliance of FSMA.

The good news is, the requirements for FSC36 Safe Feed/Safe Food are not changing. However, the expectations relative to FSMA compliance are more clear. Expected edits include:

1. More direct references to the FSMA animal food rule requirements.
2. “Auditing Guidance” will be removed while “Implementation Guidance” will be maintained.
3. Reference to clauses to be updated to lessen confusion.

Version 7.0 will be posted on the Safe Feed/Safe Food website, www.safefeedsafefood.org, by April. The updates will go into effect and be incorporated into audits beginning June 1.

If you have questions about this information or need information about Safe Feed/Safe Food certifications, please contact Gary Huddleston, AFIA manager of feed manufacturing safety and environmental affairs, at (703) 666-8854 or ghuddleston@afia.org, or Shakera Daley, AFIA accounting and administrative coordinator, at (703) 558-3571 or sdaley@afia.org.
The Equine Committee had a productive 2016 with chair Ken Vaupel, Alfagreen Supreme, taking the reins from predecessor Sheldon Bailey, ADM Alliance Nutrition, Inc. The committee board sponsor Lee Hall, Hallway Feeds, Chair-elect Mike Lennox, Kentucky Equine Research, Inc., and Secretary Jeff Flenniken, MARS Horsecare US, Inc., have also been actively involved.

The committee launched a social media campaign in 2016 to build awareness of horse feed during national and global equine events. Messages were communicated using infographics during the Kentucky Derby and 2016 Olympic Games. Many American Feed Industry Association members used these infographics in their own social media outreach. During the Olympic Games, the social media infographic’s reach was 8,800 people through Facebook and Twitter.

This year, the committee is working on a project about equine feed manufacturing best practices using its experts to draft an industry document related to equine feed manufacturing. This work will be presented at the American Society of Animal Sciences meeting in July 2017 in Baltimore, Maryland.

The Equine Committee is relatively new in the history of AFIA, and there are many opportunities for member involvement. The committee’s mission is to provide a forum for AFIA members to represent the regulatory, legislative and trade interests regarding the equine feed and ingredient industry, and to educate members regarding the changing regulatory environment related to equine feeds and ingredients.

If your company is involved in equine feed or ingredients, or there’s general interest in equine, AFIA encourages you to join the Equine Members Interest Group. Contact Preston Buff, AFIA director of regulatory affairs, at (703) 558-3568 or pbuff@afia.org, to be added to the MIG or to be considered for a committee position.
AFIA Welcomes New International Trade Committee

The American Feed Industry Association’s newly-established International Trade Committee represents member companies interested in addressing import and export concerns and restrictions, industry engagement in international standard-setting bodies and industry representation in international trade agreements for the purpose of developing, fostering and promoting markets for, and utilization of, feed, feed ingredients and pet food products produced in the U.S. The committee exists to provide a forum for AFIA members to represent the international trade interests regarding the feed, feed ingredient and pet food industry and to educate members on the changing trade-related regulatory and policy environment.

The primary committee objectives are:

1. Coordinate and direct members’ international trade interests into a unified strategy;
2. Cooperate with organizations having similar objectives that directly or indirectly represent, or are associated with those engaged in the production, use or distribution of feed, feed ingredients, pet food or related interests; and
3. Cooperate with departments or agencies of federal and foreign governments charged with responsibilities relating to the import or export of feed, feed ingredients and pet food, or having a direct or indirect interest therein.

In its first year, the International Trade Committee has supported AFIA’s efforts to implement recommendations made by AFIA’s International Trade Task Force, which focus on three primary markets—China, Mexico and Canada—and developing avenues to more effectively educate membership on AFIA’s international trade-related efforts. The committee anticipates furthering its engagement, support and counsel by participating directly in updates and discussions with staff of the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service and the USDA’s Foreign Agricultural Service on their international efforts and activities.

For more information about this committee, or to have your name placed in nomination in the future, contact Gina Tumbarello, AFIA director of international policy and trade, at (703) 558-3561 or gtumbarello@afia.org. Also, contact Gina to be added to the International Member Interest Group.

We deliver state-of-the-art feed additives in more than 80 countries. And there are no secrets to our success: it’s all about strong relationships with our customers. That’s why we combine the understanding and flexibility of a local player with the know-how and network of a global leader. Making us the perfect partner for every great story. Interested? Visit nutriad.com for your local contact.

Each of our clients has a great story. And we’re proud to be part of it.
MORE THAN 31,000 ATTEND 2017 IPPE IN ATLANTA, GEORGIA

The 2017 International Production & Processing Expo, Jan. 31-Feb. 2, in Atlanta, Georgia, had more than 31,000 attendees from around the globe. Attendees participated in educational programs and activities and visited 1,275 exhibitors spread across more than 533,000 square feet in the Georgia World Congress Center. The American Feed Industry Association sponsors IPPE in partnership with the U.S. Poultry & Egg Association and North American Meat Institute.

AFIA hosted three events at IPPE, providing networking and education on various topics in the livestock feed and pet food industry. The 10th annual Pet Food Conference, designed to inform pet food representatives about the latest industry initiatives, was held Jan. 31. There were 365 registered attendees.

“In 2016, there were 250 attendees at the Pet Food Conference. This year’s conference, with 365 registered attendees, tops the record books as the largest yet,” said Leah Wilkinson, AFIA vice president of legislative, regulatory and state affairs.

Attendees heard from speakers from government entities, private companies and universities, as well as a panel on environmental monitoring in pet food safety programs. Topics included: industry trends, trade, extrusion of grain-free pet foods, research and AAFCO updates, making pet food for modern customers, the Food Safety Modernization Act and developing the next generation of pet food employees.

At the Feed Education Program, held Feb. 1, attendees received updates on recent regulatory changes from several federal agencies including the Department of Labor, Department of Transportation, Environmental Protection Agency, Food and Drug Administration, and the Occupational Safety and Health Administration. Industry experts also provided insight on two hot topics for plant managers: pellet quality and product segregation in bins.

Additionally, the winners of the 2016 Feed Facility of the Year (FFY) award program were announced. FFY is designed to recognize
overall excellence in feed manufacturing operations and is sponsored by AFIA and Feedstuffs.

Formerly the Feed Mill of the Year award, the FFY 2016 program introduced a new format with beneficial changes to position itself as a first-class benchmarking program for the animal feed industry. AFIA represents several types of manufacturing plants within its membership, and the new format addresses all types by comparing plants in five categories: commercial dry livestock, integrator, liquid feed, pet food and premix. More details on the 2016 recipients are located on page 17.

The FSMA Hazard Analysis Training Seminar was held Feb. 2-3. Participants received training on a generic hazard analysis, as well as a tool to complete a hazard analysis for their facilities.

AFIA’s foundation, the Institute for Feed Education & Research, contracted with the University of Minnesota’s Center for Food Safety and Animal Health to compile information on hazards for the feed, feed ingredient and pet food industry and create a hazard analysis as required by FSMA’s animal food final rule. This information was revealed to attendees of the program.

In addition to these three events, AFIA President and CEO Joel G. Newman presented a TechTalk titled, “The White House and the Feed Industry: What to Expect.” Newman discussed opportunities and challenges of the Trump administration, including trade and the new farm bill, as well as AFIA’s leadership plan in supporting members through these issues.

The 2018 IPPE is set for Jan. 30-Feb. 1, 2018, in Atlanta, Georgia.
Special thanks to our

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Diamond V

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Mosaic

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ENGAGEMENT

WE WILL PROVIDE ENGAGEMENT OPPORTUNITIES FOR SPECIALIZED TRAINING, PROFESSIONAL EDUCATION AND NETWORKING

A FIA 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
    - Food Safety Modernization Act trainings
    - 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 at the International Production & Processing Expo
    - Purchasing and Ingredient Suppliers Conference

AMERICAN FEED INDUSTRY ASSOCIATION MEETINGS CALENDAR

as of 02/09/17

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<td>International Feed Expo at IPPE Atlanta, Ga. Georgia World Congress Center</td>
<td>Spring Committee Meetings and Purchasing &amp; Ingredient Suppliers Conference Fort Worth, Texas Omni Fort Worth Hotel</td>
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2017

2018

Spring 2017 | 30
CAREER ADVICE

The American Feed Industry Association asked several former chairman of the AFIA Board of Directors for words of advice for tomorrow’s leaders of the feed industry. Our experts include:

- Jim Sullivan, Chairman 2007–08;
- Brian Rittgers, Chairman 2009–10;
- Bill Barr, Chairman 2011–12;
- Al Gunderson, Chairman 2012–13;
- Jeff Cannon, Chairman 2013–14; and
- Dr. Alan Wessler, Chairman 2014–15.

LOOKING BACK, WHAT DO YOU WISH YOU HAD KNOWN EARLY ON IN YOUR CAREER THAT YOU KNOW NOW?

Sullivan: I wish that I had learned to be a better listener early on in my career.

Rittgers: The big thing I would have done is to focus less on tasks and more on people and process; there are many things to learn from others and life is more than a “to-do” list.

Barr: There are so many things, but one of the simplest lessons I wish that I had learned early in my career was to be comfortable being myself and do not hesitate to ask for help. People are flattered when you genuinely ask for help.

Gunderson: I wish I would have known that you do not know what might be possible unless you ask—learned that from Larry Ehorn—dumb questions are really smart questions.

Cannon: Creating and maintaining trust over an entire career is your most valuable asset.

Wessler: I wish I would have known better how to build an effective team early in my career. An effective, well-functioning team is worth its weight in gold.

WHAT IS ONE CHARACTERISTIC THAT YOU BELIEVE EVERY LEADER SHOULD POSSESS?

Sullivan: In my opinion, every great leader should be wise enough to allow others to express their ideas and let them take ownership of projects that they recommend. The great leader will always give full credit to those who deserve it.

Rittgers: I really believe the one characteristic needed for great leaders is a strong sense of caring for people. I have seen many capable leaders that have never gained the following they need to have great influence on an organization because they came across as cold and un-caring. The saying from Theodore Roosevelt is very true and applies in great businesses: “No one cares how much you know until they know how much you care.”

Barr: Integrity! It makes decision-making so much easier, because you will never have to ask yourself what is the right thing to do, and therefore your intentions are never questioned.

Gunderson: Leaders should have the ability to listen to people and truly hear what they are saying, as well as what they are not saying!

Cannon: Leaders should develop an outward mindset, which allows you to constantly consider and assess the needs of others. This is the only way to ultimately get durable collective results as an organization.

Wessler: Every leader should possess, at a minimum, integrity. When you have integrity, people develop trust in you and your abilities, especially when you show integrity during the trying times. You earn their trust when your integrity comes shining through.

WHAT IS THE BIGGEST CHALLENGE FACING LEADERS TODAY?

Sullivan: The biggest challenge is retaining good people. Internet-based communications, recruiting and job postings makes it relatively easy for good people to be looking at the perceived greener grass on the other side of the fence. It appears that today employee loyalty is not as strong as it was in former times.

Rittgers: I think the biggest challenge is getting results through people. Leaders cannot do it all…they must identify good talent, train them appropriately, and set the right vision and expectations. If you do these things well, and correctly, results are more likely to follow.

Barr: Surround yourself with the best possible people in their respective positions and empower them to do their job. Do not be afraid of having people smarter or more capable than yourself working for or with you.

Gunderson: I think it is gaining and maintaining the trust of those that you lead.

Cannon: Taking the time to really focus on leadership and the impact it has on your culture and organizational health is a challenge. Creating and maintaining a healthy organization is most important ingredient to a sustainable competitive advantage.

Wessler: Having effective vision casting and subsequent planning skills to accomplish that vision.

WHAT ADVICE WOULD YOU GIVE SOMEONE GOING INTO A LEADERSHIP POSITION FOR THE FIRST TIME?

Sullivan: Keep your ego in check. Listen more than you talk. Truly care for your people. Remember that a leader has two equal jobs: to accomplish your mission and to take care of your people. Always be totally honest with your people. Remember that the leader has the responsibility to not tolerate underperformers; you must work with them to bring their performance up to your standards, or if that doesn’t work you must let them know that things are not working out and replace them with better performers.

Wessler: The great leader will always take ownership of projects that they recommend. The great leader should be wise enough to allow others to express their ideas and let them take ownership of projects that they recommend. The great leader will always give full credit to those who deserve it.
Rittgers: I would have two bits of advice for new leaders. First, spend the time connecting with key people in the organization to understand their roles, motivations, issues and passions. Second, I would advise that they involve people in decision making whenever possible. The more involved employees feel, the more they are connected and engaged, and ultimately, the more they can influence the business positively. The real crux of leadership today is influence, and the best way to influence others is through their involvement in business issues and topics, rather than just command and control methods.

Barr: Find a mentor and read books by positive influencers, as they will help you navigate waters that have already been navigated, and you will learn the very important skill of communication.

Gunderson: Understand you do not need to know all the answers, but you do need to know the right questions.

Cannon: Understand who you are as a person and as a leader first and do not be afraid to be transparent and vulnerable with those you are leading. Competence may have provided you the opportunity for leadership but character will define your success as a leader. Get some coaching to help you on your journey.

Wessler: First time leaders need to realize that they do not have all of the answers and they do not have to, if they are willing to personally ask others that are credible leaders for advice (good mentors are invaluable). Also, read from many great leaders and authors on the subject, and then apply their suggestions. Other leaders have already been where you are now. Learn from their knowledge.

Thank you to our leadership panel for their feedback and advice. If you are interested in participating in a similar column in the future, please contact Miranda McDaniel, AFIA director of communications, at (703) 558-3579 or mmcdaniel@afia.org.

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ANIMALS FIRST. PRODUCTIVITY ALWAYS.
Q: IF YOU HAD A DAILY MANTRA, WHAT WOULD IT BE?
A: Be brief, be bright, be gone. This is a testament to my personality, learned during AFIA’s Insights training course.

Q: WHEN YOU STARTED YOUR AFIA JOURNEY, WHAT IS ONE WORD TO DESCRIBE YOUR FEELINGS ON YOUR FIRST DAY?
A: Scared.

Q: AND TODAY?
A: Overwhelmed! There is a lot going on in our industry between two major rule implementations, a new administration and everything in between.

Q: DURING THE LAST 25 YEARS, WHAT HAS BEEN YOUR FAVORITE PROJECT?
A: Working with the Association of American Feed Control Officials on the ingredient approvals process.

Q: AND YOUR LEAST FAVORITE TASK/PROJECT?
A: Paperwork. Who likes paperwork?

Q: WHAT KEEPS YOU SANE IN A SEA OF INSANITY (AKA WASHINGTON)?
A: A frightening sense of humor and Teflon coating.

Q: HOW MANY STATES HAVE YOU VISITED WHILE WITH AFIA?
A: Forty-nine, I just have one to go. Wyoming.

Q: IN 2018, YOU PLAN TO RETIRE. WHAT IS YOUR BIGGEST GOAL BETWEEN NOW AND THEN?
A: Save AFIA members $800 million in Food Safety Modernization Act costs, create an even more incredible legislative and regulatory team, and work hard ’til the very last day.

Q: AND AFTER THAT LAST DAY?
A: Relaxing on the beach in Florida!

Richard Sellers, the American Feed Industry Association’s senior vice president of public policy and education, hit a career milestone in 2016—25 years of service to American Feed Industry Association members. AFIA appreciates Sellers’ service, as he has dedicated hours, days, weeks, months and years to the betterment of the industry. AFIA’s Director of Communications Miranda McDaniel recently sat down with Sellers to learn a little more about him, his career and his past, present and future in feed. Here are the top things to know about Richard Sellers.

Q: WHAT TIME DO YOU WAKE UP EACH MORNING?
A: 5:45 a.m.
Are you looking for help to train your team as qualified individuals? If so, the American Feed Industry Association offers a video and materials—in English and Spanish—that can be used as a foundation for your program.

The Food Safety Modernization Act “Current Good Manufacturing Practice, Hazard Analysis and Risk-based Preventive Controls for Food for Animals” defines in 21 CFR 507.3 a qualified individual as “a person who has the education, training or experience (or a combination thereof) necessary to manufacture, process, pack or hold safe animal food as appropriate to the individual’s assigned duties. A qualified individual may be, but is not required to be, an employee of the establishment.”

Title 21 CFR 507.4 details the qualifications and training of all individuals engaged in manufacturing, processing, packing or holding animal food. Qualified individuals are different than preventive controls qualified individuals.

Each facility must ensure that all individuals who manufacture, process, pack or hold animal food are qualified to perform their assigned duties. These individuals must receive training in the principles of animal food hygiene and animal food safety, including the importance of employee health and personal hygiene, as appropriate to the person’s assigned duties. In addition, records of this training are required, which must be maintained as long as the employee works at that facility and two years thereafter.

The materials AFIA developed are available to AFIA members free of charge in the members-only section of the AFIA website—www.afia.org. Items available include a 15-minute video, a user guide, which includes an employee handout and quiz, and a sample sign-in sheet to help companies document the training. If you prefer to order a USB drive containing the video and materials, it is available to members for $25 and to non-members for $500 and can be ordered online.

The qualified individual provisions go into effect when your facility must first start complying with subpart B of the FSMA animal food rule. For most facilities, this will be when implementing subpart B (the Current Good Manufacturing Practice section); so for companies with more than 500 employees, qualified individuals must have completed training by Sept. 19, 2016. For all other companies, not including very small (which are defined as businesses averaging less than $2.5 million in sales per year during the prior three years), employees must be trained by Sept. 18, 2017.

AFIA could not have created these materials without its members. Many thanks to Hill’s Pet Nutrition, Inc., Kent Nutrition Group, Inc., QLF, Inc., Ridley USA, Inc., Southern States Cooperative, Inc. and Vita Plus Corporation for allowing AFIA to film and utilize footage from their facilities!

For additional information on the qualified individual training materials, contact Leah Wilkinson, AFIA vice president of legislative, regulatory and state affairs, at (703) 558-3560 or lwilkinson@afia.org.
During the American Feed Industry Association’s annual Equipment Manufacturers Conference, Nov. 3–5, 2016, in Tucson, Arizona, the Department of Commerce presented $260,112 to the American Society of Agricultural and Biological Engineers (ASABE) and AFIA, as part of the International Trade Administration’s Market Development Cooperative Program (MDCP). ASABE, AFIA and industry partners will match the award and then some, contributing $744,035 of its own funding, as each award winner pledges two-thirds of the project costs as well as making the commitment to sustain the project moving forward.

The award will assist in the development of international standards for feed machinery, thus increasing trade exports through trade standardization. Funding will specifically be dedicated to education, outreach, training, preparation, coordination and travel support for U.S. feed machinery industry representatives engaged in international standards development. The award also includes financial and technical assistance from the International Trade Administration, which will support business plans that strengthen industry by elevating exports. This will be a factor in the creation of U.S. jobs through exports.

“AFIA and ASABE staff are extremely excited about the federal funding we will receive for our work on the ISO/TC-293 project, as it will assist us in our educational efforts as we seek to engage industry experts in the process,” –Gary Huddleston

“All of these efforts and activities will hopefully help ensure an outcome in this standards work that will be beneficial to U.S. feed equipment manufacturers,” he stated.

The formal presentation took place at EMC, Nov. 4, with DOC and ASABE representatives in attendance to announce the award and answer questions following Huddleston’s presentation on ISO/TC-293, an initiative in which AFIA is heavily involved. Huddleston is chairman of ISO/
TC-293’s Technical Advisory Group.

A panel discussion took place during the conference between feed manufacturing representatives and the equipment manufacturers on “How We Can Better Serve the Feed Industry.” Additional topics included an “Inside Washington Update,” “Lean Concepts for Manufacturing,” “A Model Apprenticeship Program,” “Career Conversations for a New Generation of Talent,” “Writing Your Employees into the Change Story” and “Innovative Technologies.”

The annual four-person scramble golf tournament and putting contest was held to raise funds for the Equipment Manufacturers Committee Scholarship Fund. Participants made donations through a raffle for items donated by Maxi-Lift Inc./Southwest Agri-Plastics, Inc., as well as various opportunities connected with the golf tournament. The donation and event proceeds were contributed to the scholarship fund.
The American Feed Industry Association President and CEO Joel G. Newman joined several members and 193 country delegates at the invitation of the United Nations’ president of the General Assembly for a high-level meeting on antimicrobial resistance last fall. The meeting’s objective, which was passed by the General Assembly: the political declaration to combat antimicrobial resistance.

This high-level meeting is the fourth ever to be on a health-related topic.

The meeting opened with U.N. President Peter Thompson, followed by representatives from the World Health Organization (WHO), Food and Agriculture Organization of the United Nations, World Organisation for Animal Health, and various other U.N. representatives. Each of the organization leaders committed to working together in a comprehensive plan to address the growing threat of antimicrobial resistance to global human health.

AFIA and its allied animal production partners are pleased to have found the proposed resolution to be well balanced in its approach and priorities. It places equal focus on both human health services and animal husbandry’s use of antimicrobials, support of developing countries, and increased research for new antimicrobials, vaccines and alternative products. The resolution calls for a reduction of antimicrobial use in both human and animal husbandry treatment programs, and stresses the need for a coordinated and increased surveillance and monitoring of antimicrobial resistance to ensure decisions and actions are based on accurate data.

Several countries made comments regarding the urgency for action on antimicrobial resistance and in support of the resolution. The United States delegation comments, provided by Laurie Phipps, policy advisor for the U.S. Mission to the U.N., were much more proactive in sharing the steps being taken in the U.S., citing the recent decline in the number of new Methicillin-resistant Staphylococcus aureus—better known as MRSA—cases documented.

There was one area of concern that arose during this meeting. While the resolution that was adopted is balanced, the WHO director general’s comments specifically pointed to animal husbandry use of antimicrobials as a significant part of the problem. However, at the same time, WHO has limited animal health participation in the discussion panels, held to address antimicrobial resistance and the multiple areas of coordinated action required. This concern is amplified in the fact that WHO is the co-chair of an ad hoc interagency coordination group, designated to ensure the appropriate expertise is considered in developing more specific recommendations.

AFIA will continue to follow this topic with hope the balanced approach is continual moving forward.
One Health Summit Also Focused on Antimicrobial Resistance

While the United Nations General Assembly met to discuss antimicrobial resistance, leaders from industry, academia and government met at the One Health Summit in Washington, D.C. The invitation-only summit brought together leaders to develop plans to combat antimicrobial resistance and explored three main topics important to managing antimicrobial resistance in animal agriculture:

1. Veterinary oversight and capacity improvements;
2. Practices of judicious use; and
3. Pathways for innovation and new solutions.

Workshops were held on each topic where participants developed specific outcomes to the key issues. Richard Sellers, American Feed Industry Association’s senior vice president of public policy and education, and Preston Buff, Ph.D., director of regulatory affairs, attended.

The summit on veterinary oversight focused on the role of veterinarians in maintaining animal health and making appropriate treatment decisions. The outcome from this working session resulted in the formation of a working group to establish a pilot project to develop and test a model for increasing veterinary capacity and training. The working group will be chaired by the World Veterinary Association with input from the Association of American Veterinary Medical Colleges and the Bill & Melinda Gates Foundation.

The summit on practices of judicious use, principles and measurements, targeted measures and transparent reporting to determine responsible use. The workshop group agreed to continue work to develop processes to collect and harmonize data on global antibiotic use and resistance across all livestock sectors.

The summit on pathways for innovation and new solutions for current needs came together with a common goal to identify potential pathways to expedite approvals of new solutions that can enhance animal health. A working group was formed to advance innovation and build public confidence in innovative solutions.

AFIA will continue to be represented at future meetings and keep members up-to-date on actions on antimicrobial resistance and judicious use of antibiotics in feed. AFIA plans to develop guidance for members that will provide support during the implementation of the VFD rule, which went into effect Jan. 1.

For additional information, contact Preston Buff at (703) 558-3568 or pbuff@afia.org.

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Congratulations to Kay Johnson Smith, president and CEO of the Animal Agriculture Alliance, on being selected as one of 25 future icons of the meat and poultry industry by “The National Provisioner.”

Congratulations to Biomin GmbH on being selected as an Innovation Award EuroTier winner for its Poultry Star product.

Foster Farms announced in August 2016 that Laura Flanagan has been appointed president and chief executive officer, succeeding Ron Foster, grandson of the company’s founders.

ILC Resources acquired 243 Lime, the fine grind plant of NALC, LLC, in Cloverdale, Indiana, expanding its operation to six U.S. locations.

Ledwell & Son Enterprises celebrates 70 years of service as a leader in trailer and truck body manufacturing.

As part of its commitment to sustainability, The Mosaic Company is developing the Streamsong Resort near Lakeland, Florida. Streamsong will be located on a former phosphate strip mine in an effort to build environmental and economic sustainability through redevelopment. The company also announced its acquisition of Vale Fertilizantes in December 2016.

In November 2016, Pestell Minerals and Ingredients announced the opening of a new quality assurance laboratory, featuring an Inductively Coupled Plasma Optical Emission Spectrometer to ensure a more accurate metal analysis, at its head office in New Hamburg, Ontario, Canada. Pestell also acquired Jack Thorn Distributor Ltd., an Ontario-based distributor of salt products, in October 2016.

Congratulations to Royal DSM on being named the worldwide leader in the materials industry group in the Dow Jones Sustainability World Index, published in September 2016.

In December 2016, Sweet Manufacturing Company launched a new website, www.sweetmfg.com. The website was developed to enhance and simplify the user experience and features product information in both English and Spanish.

Donnie Smith stepped down as CEO of Tyson Foods Inc., Dec. 31. He is succeeded by Tom Hayes, former president of the company, who was appointed by its board of directors.

Congratulations to J.J. Smith, president of Valley Proteins Inc., on his nomination for the Ernst & Young Entrepreneur of the Year award representing the family business category.

Watt Global Media celebrates 100 years of service connecting buyers and sellers in the poultry, pig, animal feed and pet food industries.
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<td>260 Lem Morrison Drive, Auburn, AL 36849</td>
<td>(334) 844-4000</td>
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<td>(561) 586-7145</td>
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<td><a href="mailto:info@bluedotproducts.us">info@bluedotproducts.us</a></td>
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<td>BLUEBONNET FEEDS</td>
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<td><a href="mailto:jmiducki@farmjournal.com">jmiducki@farmjournal.com</a></td>
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<td>(580) 256-0500</td>
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<td>Brand Manager</td>
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<td><a href="http://www.hilmarcheese.com">www.hilmarcheese.com</a></td>
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<td>FARM JOURNAL MEDIA</td>
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<td>Data and Research Lead</td>
<td>10901 W. 94th Terrace, Suite 300, Lenexa, KS 66214</td>
<td>(440) 286-1135</td>
<td><a href="mailto:jmiducki@farmjournal.com">jmiducki@farmjournal.com</a></td>
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<td>Associate Vice President</td>
<td>16902 290th Street, Conrad, IA 50621</td>
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<td><a href="mailto:jill@greenproducts.com">jill@greenproducts.com</a></td>
<td><a href="http://www.greenproducts.com">www.greenproducts.com</a></td>
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<td>HILMAR CHEESE COMPANY, INC.</td>
<td>Jeremy Travis</td>
<td>Vice President of Operations</td>
<td>9001 North Lander Avenue, Hilmar, CA 95324</td>
<td>(209) 656-1196</td>
<td><a href="mailto:info@hilmarcheese.com">info@hilmarcheese.com</a></td>
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<td>HQ BIOSCIENCES</td>
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<td>Vitamin Sales</td>
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<td><a href="mailto:jnewman@hq-biosciences.com">jnewman@hq-biosciences.com</a></td>
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<td>IMOGENE INGREDIENTS</td>
<td>Paul Martin</td>
<td>Director</td>
<td>520 40th Street, Suite 9, Des Moines, IA 50312</td>
<td>(515) 933-7441</td>
<td><a href="mailto:imogeneing@gmail.com">imogeneing@gmail.com</a></td>
<td><a href="http://www.imogeneingredients.com">www.imogeneingredients.com</a></td>
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<td>Dairy and Feed Trader</td>
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<td>(919) 933-7441</td>
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Richard Hoch, President
P.O. Box 1031
Hughson, CA 95326
Tel: (209) 883-1163
Fax: (209) 883-1182
Email: rhoch@nuwestmilling.com
Web: www.nuwestmilling.com
Feed Manufacturer

**PREMIER FEEDS**
John Heinz, Vice President
292 N. Howard Street
Sabina, OH 45169
Tel: (937) 584-2411
Fax: (937) 584-9447
Email: jheinz@premiersolutions.net
Web: premiersolutions.net
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**PROFESSIONAL PROTEINS, LTD.**
Beth Bennett, Operations Manager
2346 Highway 1 and 92
Washington, IA 52353
Tel: (319) 653-6541
Fax: (319) 653-6542
Email: beth.bennett@windstream.net
Web: www.professionalproteinsltd.com
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Christopher Braaksma, President
5174 Waterloo Drive
Acworth, GA 30101
Tel: (770) 420-4115
Fax: (770) 420-2459
Email: christopher_b@provisionfatsandoils.com
Industry Support Services

**PULLMAN INNOVATIONS**
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Chicago, IL 60617
Tel: (773) 978-5130
Email: mdyer@pullmaninnovations.com
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Jerry Stukerjürgen, Vice President
2033 Locust Street
St. Paul, IA 52657
Tel: (319) 469-3167
Fax: (319) 469-4741
Email: j.stukerjurguen@qualityplusfeedinc.com
Web: www.qualityplusfeedinc.com
Feed Manufacturer

**SCHUMITSCHE SEED INC.**
Jay Schumitsch, Vice President
420 Wausau Road
Antigo, WI 54409
Tel: (715) 623-3351
Fax: (715) 627-7325
Email: jay@s-seed.com
Web: www.schumitschseed.com
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**SENSIL INTERNATIONAL INC.**
Brian Williams, General Manager
757 Carlow Way
El Cajon, CA 92020
Email: williams@sensilchem.com
Web: www.sensilchem.com
Ingredient Supplier

**TEMBEC**
Sylvain Grise, Sales Manager Chemical
800 Rene-Levesque Blvd. West, Suite 1050
Montreal, Quebec Canada H3B 1X9
Tel: (514) 871-0137
Fax: (514) 871-0138
Email: sylvain.grise@tembec.com
Web: www.tembec.com
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Matt Moore, Owner
7963 Allen Farm Road
Navasota, TX 77868
Tel: (936) 825-2239
Fax: (936) 825-4193
Email: mattmoore@texasbb.com
Web: www.thomasmoorefeed.com
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**WABASH VALLEY PRODUCE, INC.**
Alex Seger, Owner
4650 South Racine Avenue
Chicago, IL 60609
Tel: (773) 650-7576
Email: Deborah.Baldwin@vantagegrp.com
Web: www.vantagespecialties.com
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**WALNUT HILL FEEDS, INC.**
Kevin Horst, Vice President Sales and Marketing
6048 State Route 598
Shelby, OH 44875
Tel: (419) 342-2942
Fax: (419) 342-5449
Email: kevin.walnuthillfeeds@gmail.com
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**NOVIA NUTRITION, LLC**
Robin Rastani, Ph.D., Nutritionist & Product Manager
2301 Research Park Way, Suite 226
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Tel: (605) 610-1026
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1630 Avenue Q
Lyons, KS 67554
Tel: (620) 257-2300
Fax: (620) 257-3913
Email: cscneider@kansasethanol.net
Web: www.kansasethanol.net
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**NEW AFIA MEMBERS**

**JUPE FEEDS, INC.**
Darren Jupe, Vice President
405 South 2nd Street
Temple, TX 76503
Tel: (254) 773-5211
Email: darren@jupefeeds.com
Web: www.jupefeeds-sa.com
Feed Manufacturer

**KANSAS ETHANOL, LLC**
Cassie Schneider, Lab Manager/PCQI
1630 Avenue Q
Lyons, KS 67554
Tel: (620) 257-2300
Fax: (620) 257-3913
Email: cscneider@kansasethanol.net
Web: www.kansasethanol.net
Ingredient Supplier

**NATIONAL BIODIESEL BOARD**
Doug Whitehead
605 Clark Avenue
Jefferson City, MO 65110
Tel: (573) 635-3893
Fax: (573) 635-7913
Email: DWhitehead@biodiesel.org
Web: www.biodiesel.org
Association

**NATIONAL LIME & STONE CO.**
Marc Powell
532 N. Patterson Street
Carey, OH 43316
Tel: (419) 396-7671
Fax: (419) 396-3534
Email: mpowell@natlime.com
Web: www.natlime.com
Ingredient Supplier

**NEW FASHION PORK**
Linette Freking, Purchaser
164 Industrial Parkway
Jackson, MN 56143
Tel: (605) 396-7671
Fax: (605) 396-3534
Email: bpowell@natlime.com
Web: www.natlime.com
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**NORTH CENTRAL COOPERATIVE (NCC)**
Irene Fullmer
2025 S. Wabash
Wabash, IN 46992
Tel: (800) 992-3495
Fax: (800) 992-3495
Email: mhall@ncc.coop
Web: www.ncc.coop
Feed Manufacturer

**QUALITY FEEDS, INC.**
Jerry Stukerjürgen, Vice President
2033 Locust Street
St. Paul, IA 52657
Tel: (319) 469-3167
Fax: (319) 469-4741
Email: j.stukerjurguen@qualityplusfeedinc.com
Web: www.qualityplusfeedinc.com
Feed Manufacturer

**SCHUMITSCHE SEED INC.**
Jay Schumitsch, Vice President
420 Wausau Road
Antigo, WI 54409
Tel: (715) 623-3351
Fax: (715) 627-7325
Email: jay@s-seed.com
Web: www.schumitschseed.com
Ingredient Supplier

**SCHUMITSCHE SEED INC.**
Jay Schumitsch, Vice President
420 Wausau Road
Antigo, WI 54409
Tel: (715) 623-3351
Fax: (715) 627-7325
Email: jay@s-seed.com
Web: www.schumitschseed.com
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420 Wausau Road
Antigo, WI 54409
Tel: (715) 623-3351
Fax: (715) 627-7325
Email: jay@s-seed.com
Web: www.schumitschseed.com
Ingredient Supplier

**SENSIL INTERNATIONAL INC.**
Brian Williams, General Manager
757 Carlow Way
El Cajon, CA 92020
Email: williams@sensilchem.com
Web: www.sensilchem.com
Ingredient Supplier

**TEMBEC**
Sylvain Grise, Sales Manager Chemical
800 Rene-Levesque Blvd. West, Suite 1050
Montreal, Quebec Canada H3B 1X9
Tel: (514) 871-0137
Fax: (514) 871-0138
Email: sylvain.grise@tembec.com
Web: www.tembec.com
Ingredient Supplier

**THOMAS MOORE FEED**
Matt Moore, Owner
7963 Allen Farm Road
Navasota, TX 77868
Tel: (936) 825-2239
Fax: (936) 825-4193
Email: mattmoore@texasbb.com
Web: www.thomasmoorefeed.com
Feed Manufacturer

**WABASH VALLEY PRODUCE, INC.**
Alex Seger, Owner
4886 E. 450 N
Dubois, IN 47527
Tel: (812) 678-3131
Fax: (812) 678-5931
Email: alexseger@wabashvalleyproduce.com
Feed Manufacturer

**WALNUT HILL FEEDS, INC.**
Kevin Horst, Vice President Sales and Marketing
6048 State Route 598
Shelby, OH 44875
Tel: (419) 342-2942
Fax: (419) 342-5449
Email: kevin.walnuthillfeeds@gmail.com
Feed Manufacturer
AFIA WELCOMES NEW STAFF MEMBERS

AFIA welcomed Kori Chung, Codi Coulter and John Stewart in fall 2016. Chung joined in October as AFIA’s legislative and regulatory assistant. Coulter joined in November as AFIA’s communications coordinator, and Stewart joined in November as AFIA’s manager of government affairs.

Chung provides support to the legislative and regulatory team, assisting in day-to-day operations. She is also responsible for AFIA’s advocacy tool, Voter Voice, and team surveys. She is the former office manager of a D.C.-area wellness group and recently obtained her Associate of Science degree. She is currently pursuing her bachelor’s in community health.

Coulter supports Miranda McDaniel, AFIA’s director of communications, in drafting, editing and distributing AFIA’s print and electronic communications. She leads AFIA’s social media presence and the development and dissemination of content across digital platforms. She has communications experience in the food supply chain system through the restaurant industry and earned a bachelor’s degree in agricultural communications from Texas Tech University.

Stewart’s main role is to educate government officials about the animal food industry. He leads AFIA’s federal advocacy efforts, coordinates member fly-ins and represents the organization at meetings and hearings. He also is part of AFIA’s team monitoring state affairs and assists in the development of the association’s comments and testimony.

Stewart joined AFIA from the office of Rep. David Rouzer (R-N.C.), where he was a staff assistant. He’s previously worked for the National Association of State Departments of Agriculture and Elanco Animal Health. He holds a bachelor’s degree in agricultural education with minors in animal science, agribusiness management and agricultural leadership from North Carolina State University.

Kori Chung can be reached at (703) 666-8862 or kchung@afia.org. Codi Coulter can be reached at (703) 666-8851 or ccoulter@afia.org. John Stewart can be reached at (703) 558-3566 or jstewart@afia.org.

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