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Exports are a critical piece in the ongoing economic success of the U.S. animal protein and food industries. On average, the feed industry’s producer customers depend on exports of approximately 20 percent of production to maintain a viable net return, and many of our feed industry members export their products in the process of sharing industry technology and best practices globally. In the United States, agriculture has typically enjoyed a consistent trade surplus, while other industries often experience a trade deficit, prompting the current renegotiations and trade discussions.

The Trump administration has made it a high priority to improve the U.S. trade balance, with the expectation that doing so will also increase U.S. manufacturing and stimulate job creation. In addition to improving the trade balance, the administration has also placed a priority on ensuring the security of U.S. research and technologies in the global marketplace. These technologies and intellectual property are competitive advantages for American companies and our military, thus this is a critical objective.

The administration has chosen tariffs as its means of forcing the country’s trade partners to come to the table, but we now find the country in a full-fledged tariff war with Canada, Mexico, China and the EU (see related article on page 7). For reference, these countries represent nearly 70 percent of traditional agriculture export markets. With tariffs now in place on U.S. corn, soybeans, pork, beef, dairy and other industries, American agriculture is bearing the brunt of these tariffs. Pork for example, is especially hard hit with a 62 percent tariff from China and a 20 percent tariff from Mexico, which alone count for 40 percent of traditional pork exports.

Globalization is strongly embedded in the U.S. domestic production and consumption economy. A tariff, essentially a tax on imports, is not as straightforward as automatically creating more domestic production and jobs; in fact, the opposite may be true. For example, look at the automotive industry. Volvo is a Chinese company, headquartered in Sweden and with manufacturing plants in the U.S. BMW’s largest automobile production plant is in South Carolina. These tariffs may also impact investment in U.S. manufacturing by foreign automotive companies and the jobs they represent. And every American car is, to some degree, imported—there is not one vehicle for sale today that is made with 100 percent American parts. Thus, some portion of the tariffs on the automobile industry will be reflected on all cars sold in the United States. We are already beginning to see that this will be a similar story for the agriculture and food industries, as the various tariffs put in place impact our industry directly, indirectly within our supply chain, or as a retaliatory impact.

The jury is still out on whether tariffs will be effective in achieving the administration’s overall objectives and what long-term effects they may have on U.S. relations with trade partners. Even if U.S. objectives are achieved, many of these markets may not automatically return as they were before. For example, Mexico is already talking with other eager countries to secure alternative markets for U.S. exports and balance its future risks. Ultimately, achieving the United States’ goal of protecting technology ownership and intellectual property rights will take a monumental effort, requiring the support of a majority of the U.S. global trading partners to be successful. Therefore, the administration needs to separate its objectives for trade balance and security of technology and intellectual property rights in order to be effective.

This problem does not come with an easy solution. The agriculture industry fully supports the need to protect our technologies and maintain fair trade agreements. While the administration has committed to protecting agriculture in this process, there are broader ramifications that will need to be addressed and overcome. Both the animal food industry and our customers depend on free and fair trade to be successful.

The American Feed Industry Association is working diligently with the administration to ensure it understands the impacts of its actions, as well as how it can be helpful in negotiating new trade agreement opportunities to maintain and build U.S. export markets over the long-term. As trade has been the hot topic for the agriculture industry over the past few months, I encourage you to read Gina Tumbarello’s, AFIA’s director of international policy and trade, deeper dive into this topic on page 7.
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2018 has been a busy and stressful year for agriculture. With commodity prices at record lows and uncertainty about international markets, agriculture has a lot on the line going into the 2018 midterm elections.

Below is a summary of some of the major legislation the American Feed Industry Association is tracking on behalf of its members.

**FARM BILL**

In June, the House passed its version of a farm bill by a close vote of 213-211 after weeks of uncertainty over whether Republican leadership would be able to secure enough support within its fractious GOP conference to pass a measure that is critical to farm country.

Republican leadership succeeded in rebounding from the stunning defeat of the massive $860 billion legislation by meeting the demands of the House Freedom Caucus. The caucus tanked the chamber's first vote on the bill in May by withholding support as leverage to force a roll call on a conservative immigration measure, unrelated to the bill. The Senate easily passed their version of the farm bill in late June by a vote of 86-11.

The House and Senate versions of the farm bill vary on how they address some major issues, including the centerpiece of the bill - the Supplemental Nutrition Assistance Program or SNAP, (i.e., the government's food stamps program). Lawmakers in the Senate left the program relatively untouched, while the House side included substantial changes to eligibility and work requirements in an effort to curb spending and move people off of government entitlement programs. AFIA is closely monitoring issues of importance to the animal and animal food industries, including a national animal health vaccine bank and several agriculture research initiatives, conservation and commodity programs.

It remains to be seen if or when lawmakers will come to an agreement, and what the agreement will look like before the current farm bill expires Sept. 30.

**IMMIGRATION**

Immigration reform has been a hot topic in Congress for years, but few industries will be impacted quite like agriculture. Farmers and ranchers need a reliable, skilled workforce. Farm work is challenging, often seasonal and transitory, and with fewer and fewer Americans growing up on the farm, it is increasingly difficult to find American workers attracted to these kinds of jobs.

Farm labor cannot all be replaced by machines either. There are certain farm jobs, like tending livestock and pruning or picking fresh produce, that require a human touch. Where American workers are unwilling or unavailable, workers from other countries have provided crucial support to American agriculture.

**INTERNATIONAL TRADE**

As if the farm bill was not enough, international trade agreements, particularly the renegotiation of the North American Free Trade Agreement (NAFTA) and the escalating trade war with China and Europe, are vitally important to the future of agriculture.

Agriculture groups in Washington have been working feverishly to articulate why NAFTA is so critical to the industry, with the recognition that some modernization needs to occur, while preserving existing market access in China and the European Union has been a huge concern amid swirling tariff announcements. Gina Tumbarello, AFIA's director of international policy and trade, covers these negotiations in more detail in her article on page 7.
2018 ELECTION CYCLE

Lawmakers are in full campaign mode ahead of the midterm elections, which are likely to be some of the most closely watched in history. One question will likely shape the entire election: will the American people vote to constrain President Donald Trump by electing more Democrats to Congress, or will they embolden his policies by putting more Republicans in office?

In the House of Representatives, most polls suggest that Democrats will need to gain two dozen or more seats to take control, which is a real possibility. GOP lawmakers on the House side expect to lose some seats, but they could potentially still keep the majority by picking up a few seats in “purple” states, which Trump won handily in 2016. There are several dozen GOP lawmakers retiring or running for higher office, opening up an opportunity for new candidates to emerge.

Taking over the Senate will also be a challenge for Democrats: they must defend 26 seats, whereas the Republicans only need to retain eight, and gain two seats. Many of these races will be in areas where Democrats remained in control during 2016, but then-candidate Trump won in 2016.

The campaign cycle is in full swing with many primaries already finished. With House Speaker Paul Ryan, R-Wis., retiring both his speakership and office, many in the GOP are itching to have a new leader in the House before the 2018 elections.

MODERNIZING AND REORGANIZING GOVERNMENT...MAYBE

On June 21, the Trump administration released a sweeping proposal to “modernize” and “reorganize” the federal government. Many of these proposals deal with government outside of the agriculture space, but a few would directly impact agriculture and animal food.

Included in the proposal are shifting food safety responsibilities from the Food and Drug Administration to the U.S. Department of Agriculture and moving SNAP from the USDA to Health and Human Services. In what would be a major move for the regulation of the nation’s food supply, the FDA’s food safety functions, including the regulation of animal feed and food, would be consolidated into a single agency within the USDA.

At first glance, some lawmakers seemed receptive to the proposed changes to food safety policy, though it is unlikely that Congress will approve of these or other significant changes to the organization of the federal government. Following their planned August recess, Congress only has a maximum of nine weeks to accomplish any legislative business before elections and the “lame duck” session begins.

For more information, please contact John Stewart, AFIA’s manager of government affairs, at (703) 558-3566 or jstewart@afia.org.

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Over the past few years, U.S. animal food manufacturing firms have been readying their facilities for compliance with the Food Safety Modernization Act’s (FSMA) current good manufacturing practice (CGMP) rules and regulations. With inspections underway for both large and small firms, the American Feed Industry Association has been gathering information from the Food and Drug Administration to help the industry better prepare for these inspections.

Many large firms (over 500 employees) have been in compliance with the regulations since September 2016 and many have already received CGMP inspections. Inspections for small firms (fewer than 500 employees) started in September 2017, and very small firms (selling less than $2.5 million in animal food sales) will see CGMP inspections begin in September.

The FDA has conducted nearly 300 CGMP inspections from Feb. 2017 to May 2018 in 40 states and Puerto Rico. Roughly 42 percent of the CGMP inspections occurred at feed manufacturing facilities.

Iowa and California tied for receiving the most inspections with 26 each, followed by Georgia and Minnesota with 23 each.

Only 20 inspections resulted in the FDA issuing a Form 483 – Inspectional Observations. This form is used by the FDA to document and communicate concerns discovered during these inspections. In previous Freedom of Information Act requests, AFIA found that many concerns dealt with general pest control and housekeeping issues (e.g., spilled feed, bird droppings and nests, live or dead rodents). Although some manufacturers may consider these observations irrelevant, the FDA takes them seriously, and AFIA reminds manufacturers they must abide by general sanitation standards under the CGMPs.

In general, inspectors have performed a thorough walk through evaluation of the entire facility and then asked questions on facilities’ qualified individual training and documentation, pest control and the labeling of containers and trash receptacles. There have only been a few instances where inspectors have asked for documents not required by FSMA.

CGMP inspections are expected to continue for large firms and small firms, while very small firms must be in compliance with the regulations by Sept. 17.

AFIA URGES FDA TO TAKE FLEXIBLE APPROACH TO HAZARD ANALYSIS, PREVENTIVE CONTROLS

In late July, AFIA submitted comments to the FDA in response to its draft guidance for industry on Hazard Analysis and Risk-Based Preventive Controls (HA/PC) for Food for Animals. Overall, the association urged the agency to take a flexible approach when regulating under this rule, reminding the agency that companies will have many ways of reaching the same goal of animal food safety. AFIA also voiced its concerns over the lengthy list of outdated scientific materials referenced in the guidance, called for more clarity on where the regulations apply specifically to pet food manufacturers, and cautioned that any lists included in the guidance could be misconstrued by inspectors as “checklists” by which firms must abide.

Large firms have been complying with the HA/PC regulations since September 2017, and the remaining small facilities must comply by Sept. 17. Inspections for large facilities will start in October and small facilities in the fall of 2019.

The FDA has indicated it will couple CGMP inspections with HA/PC inspections for large firms starting in October. The agency will likely combine these inspections with those for medicated feeds, bovine spongiform encephalopathy and the sanitary transportation rule in the future.

Animal food firms wishing to provide feedback on their recent inspections or that have questions about FSMA should contact Leah Wilkinson, AFIA’s vice president of public policy and education, at (703) 558-3560 or lwilkinson@afia.org.
While Some Pressures Have Eased, New Compliance Demands Are Here

The Trump administration has kept its broad deregulatory agenda front and center this year, particularly in the areas of environmental, workplace and transportation policy. Some rules have been repealed, others are being rewritten and a few are stalled in litigation. The agencies have also replaced a number of Obama-era regulatory interpretations with new ones that are more favorable to industry. It would seem the regulatory pipeline has essentially been shrinking.

Yet, American Feed Industry Association members would do well to keep track of a few noteworthy rule changes and pending decisions that are relevant at the facility-level and for the supply chain. See these outlined below:

**ENVIRONMENTAL PROTECTION AGENCY**

- **EPA – Combustible Dust Reporting under EPCRA Tier II Reporting** – EPA’s 2016 revisions to the Emergency Planning and Community Right to Know Act (EPCRA) went into effect earlier this year. The new Tier II reporting form requires facilities to report combustible dust to align EPA with the Occupational Safety and Health Administration’s Hazard Communication Standard. Many parties have disagreed on the proper approach to reporting, and AFIA provided preliminary guidance to the industry before the new Tier II reporting deadline on March 1. AFIA has continued its discussions with the EPA to ensure there is a uniform and agreed-upon approach for reporting combustible dust in the future. For more information, visit EPA’s website at epa.gov/epcra.

- **“Waters of the U.S.” (WOTUS) Rule** – A highly visible and top priority for U.S. agriculture, EPA’s revised WOTUS rule is still being reviewed by White House officials as of this writing in July. The package is slated for release by the EPA for public comments by this fall. In the meantime, major litigation is now playing out in multiple federal courts on some controversial issues, including the status of the former Obama-era WOTUS rule and the legality and timing of the Trump administration’s replacement process. For more information on WOTUS, including information on how it is currently defined, visit http://bit.ly/WOTUS_FAQ.

**OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION**

- **Electronic Reporting Rule** – OSHA set a July 1 deadline for accepting calendar year 2017 Form 300A injury and illness reports. The deadline for electronic submission of Form 300As for calendar year 2018 will be March 2, 2019. A major legal challenge to the rule was ongoing as of midsummer, and OSHA had not revealed whether it will rescind the whistleblower and anti-retaliation provisions of the rule, issues which are highly problematic and burdensome for the industry. This reporting requirement applies to establishments with 250 or more employees that are currently required to keep OSHA injury and illness records and establishments with 20-249 employees that are classified in certain industries with historically high rates of occupational injuries and illnesses. Feed and feed equipment manufacturing facilities are covered under “Manufacturing” and are required to comply with this rule for establishments with 20 or more employees. For more information, visit OSHA’s website at http://bit.ly/2UrOL9I.

In late July, OSHA proposed an amendment to the original rule rescinding the requirement for companies with more than 250 employees to file form 300 and 301 electronically.

- **Safety Data Sheets for Animal Food Products** – The AFIA staff is also participating in an International Feed Industry Federation working group to propose an international recommendation on the implementation of the Globally Harmonized System of Classification and Labeling of Chemicals (GHS) for the animal food industry. The purported goal of the GHS is for global manufacturers to use the same set of criteria to classify chemical hazards and communicate relevant health and safety information on product labels and safety data sheets. Animal food products and ingredients may require safety data sheets and hazard communication labeling, and there are still some differences in how the GHS is interpreted globally for our industry. For more information, visit IFIF’s website at http://bit.ly/2zJPCro.

**DEPARTMENT OF TRANSPORTATION**

- **FMCSA Guidance on Agricultural Commodities** - On May 31, the Federal Motor Carrier Safety Administration (FMCSA) announced the notice of regulatory guidance to clarify the applicability of the agricultural commodity exception in the hours of service regulations in 49 CFR Part 395. AFIA reminds its members the majority of what is transported in our industry does not fit the definition of “agricultural commodities.” Since animal food fits into the definition of “farm supplies for agricultural purposes” in 49 CFR Part 395, AFIA recommends that members continue to use the 150-air mile radius exemption in the same way they have done in the past. For more information, visit http://bit.ly/2LfqD3C.

In addition to regulatory action on these topics, the summer in Washington has also brought the resignation of a major Trump administration figure, EPA Administrator Scott Pruitt. He will be replaced by Andrew Wheeler, who had been confirmed earlier in the year as second in command at the agency under Pruitt. Wheeler previously served both in and outside of government, including as a senior-level EPA appointee, an advisor to U.S. Senator James Inhofe, R-Okl., and as a D.C.-based lawyer and consultant. He is expected to pursue an agenda similar to that of his predecessor and take a hard look at the costs and burdens of current and future regulations.

For more information, contact Gary Huddleston, AFIA’s director of feed manufacturing and regulatory affairs, at (703) 666-8854 or ghuddleston@afia.org.
The Association of American Feed Control Officials had record attendance at its annual meeting this past July in Fort Lauderdale, Fla. Over 430 people, representing 44 states, attended to discuss the latest regulatory proposals under consideration at the state and federal levels and to review definitions for ingredients to be published in the association’s annual Official Publication (OP), the legal listing that states follow to allow ingredients on commercial feed labels.

AAFCO’s Ingredient Definitions Committee (IDC), the working body responsible for reviewing and making recommendations on ingredient definitions before they are voted on by the full membership and added to the OP, met to discuss several definitions. Of note, on July 30, the AAFCO membership approved:

- Moving the definition for 40.100 Recovered Retail Food from “tentative” to “official” status.
- Amending two official food additive petitions with additional intended uses: 73.020 Ammonium Formate and 73.025 Formic Acid.
- Adding four new definitions to be published under “tentative” status: T69.8 Oat Fiber, T71.40 Low Glucosinolate High Erucic Acid Rapeseed Meal, Solvent Extracted, T73.450 Cashew Nut Shell Liquid, and T87.50 Cashew Nut Shell Extract. (Tentative definitions may be used in commerce, provided there is not an official definition listed in the OP, and generally remain in that status until they are reviewed and moved to official status at the next AAFCO meeting.)

Other highlights from the meeting included AAFCO accepting several editorial changes to its Model Bill and Regulations. The AAFCO Pet Food Committee also met to discuss progress on the pet food label modernization work group, which is looking at revamping several components of the pet food label. AAFCO will be conducting consumer research on these work group ideas later this fall.

AAFCO recognized Richard Sellers, AFIA’s senior vice president of public policy and education, with a distinguished service award during the membership meeting. Sellers has been attending AAFCO meetings since 1987, participating during his time as a state feed control official and then as AFIA’s representative. This was Sellers’ last AAFCO meeting before his retirement, and AAFCO honored him for his leadership, hard work and years of dedication to AAFCO as both a member of AAFCO and as an advisor to several AAFCO committees. AFIA’s Feed Regulatory Committee also celebrated Sellers with a reception following its committee meeting.

The AAFCO mid-year meeting is slated for Jan. 21-23, 2019, in Savannah, Ga. For more information on the AAFCO annual meeting, visit aafco.org. For more information on the latest AAFCO activities, contact Leah Wilkinson, AFIA’s vice president of public policy and education, at (703) 558-3560 or lwilkinson@afia.org.
2018 State Legislative Session Recap

This year, many state legislative activities focused on rewriting state commercial feed laws or proposing fee increases. Below is a brief summary of several of the bills that became law.

**Michigan:** HB 4812 made additional updates to the state’s commercial feed law that were not ready when the law was updated in 2015. It now references the federal current good manufacturing practices in Title 21 CFR § 507, instead of referencing the CGMPs by the Association of American Feed Control Officials.

**South Dakota:** HB 1035 repealed certain labeling provisions specific to South Dakota, effective July 1. In particular, in the early 2000s, the state adopted labeling requirements related to the use of prohibited ruminant protein products, which are now repealed with this law.

**Tennessee:** HB 1875 allows the commissioner of agriculture to exempt industrial hemp from the definition of commercial feed, providing a legal path for industrial hemp byproducts to be fed to livestock in the state. Industrial hemp production is legal in Tennessee. The American Feed Industry Association opposed this legislation since industrial hemp byproducts have not gone through an official animal food ingredient review process.

**Utah:** SB 168 amended provisions within the Utah Commercial Feed Act to update the law with the most recent version of the AAFCO model bill, with a few exceptions.

AFIA thanks the state feed and grain associations, with whom AFIA has a cooperative agreement, for their strong local presence and partnership on the state discussions and activities.

Please contact the appropriate staff if you hear of bills or rules being proposed or to get involved in states where changes are being considered.

The AFIA staff now divide the U.S. into three areas:

- **Southeastern part of the U.S.** - Richard Sellers, AFIA’s senior vice president of public policy and education, at (703) 558-3569 or rsellers@afia.org, and John Stewart, AFIA’s manager of government affairs, at (703) 558-3566 or jstewart@afia.org
- **Part of the Midwest and the northeast** - Louise Calderwood, AFIA’s director of regulatory affairs, at (703) 558-3568 or lcalderwood@afia.org, and the
- **Western portion of the country** - Leah Wilkinson, AFIA’s vice president of public policy and education, at (703) 558-3560 or lwilkinson@afia.org.

On the FDA’s draft supply-chain program guidance for hazard analysis and risk-based preventive controls:

“We acknowledge that the FDA is under a time crunch but are very disappointed with the delay of the release of this and other guidance documents and continue to urge the agency to continue extending its enforcement delays until the affected facilities can review and implement these procedures.”

—Richard Sellers

AFIA’s senior vice president of public policy and education

IEG Policy, June 18, 2018
Whether the goal has been to protect domestic jobs and industries, tackle unfair trade practices, or reduce the country’s trade deficit, there is no question about it – the Trump administration has made trade a hot-button issue this year. The administration has been challenging competitor countries by imposing, or threatening to impose, tariffs, and existing trade agreements are being questioned and renegotiated. The fear of retaliation from U.S. trading partners lingers over the country in a war of “tit-for-tat.” But what does all this frenzy mean for the U.S. feed industry?

There is no delineation between industries when it comes to trade. Yanking on the steel imports thread, for example, can end up unraveling the whole sleeve of the U.S. trade sweater. Most Americans would agree that challenging injustices in the global marketplace is important for the longevity of the U.S. industries that export and those looking to export; however, these challenges should not come at the expense of existing exports and income to U.S. businesses.

The administration has questioned the practices of its trading partners and sought to remedy areas it deems unfair to the United States but has not clearly accepted the consequences that would inevitably ensue. Retaliation to the United States’ increased tariffs on the imports of one product cannot be expected to be reciprocal. Instead, retaliation from other countries will likely be on the products that will hurt U.S. industries, and Americans, the most. Agriculture is oftentimes the target of retaliation, and U.S. animal food product exports are no exception.

For example, in April and May, the Office of the United States Trade Representative (USTR) released proposed lists of tariffs on Chinese products in response to its findings of USTR’s Section 301 investigation into China’s unfair trading practices, related to the forced transfer of U.S. technology and intellectual property. Section 301 authorizes the United States to impose trade sanctions on foreign countries that either violate trade agreements or engage in other unfair trade practices. In June, China responded by announcing its proposed list of products on which it would place retaliatory tariffs, which contained many U.S. agricultural products such as pet food. By July 6, the first phase of implementation for both U.S. and Chinese tariffs went into effect.

### 2017 U.S. Feed Exports to China
(excluding Alfalfa/Hay)

<table>
<thead>
<tr>
<th>Feed Type</th>
<th>Export Value</th>
<th>Export Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal or Vegetable Fats and Oils</td>
<td>$5.3 million</td>
<td>2,600 MT</td>
</tr>
<tr>
<td>Corn Lcoproducts</td>
<td>$63.7 million</td>
<td>378,200 MT</td>
</tr>
<tr>
<td>Dairy Feed</td>
<td>$3.5 million</td>
<td>13,200 MT</td>
</tr>
<tr>
<td>Flours, Meals and Pellets of Fish</td>
<td>$87 million</td>
<td>61,200 MT</td>
</tr>
<tr>
<td>Flours, Meals and Pellets of Meat</td>
<td>$38.4 million</td>
<td>46,400 MT</td>
</tr>
<tr>
<td>Livestock Feeds</td>
<td>$8.6 million</td>
<td>4,800 MT</td>
</tr>
<tr>
<td>Other Feed Products</td>
<td>$135.9 million</td>
<td>294,600 MT</td>
</tr>
<tr>
<td>Pet Food</td>
<td>$7.8 million</td>
<td>2,400 MT</td>
</tr>
<tr>
<td>Poultry Feeds</td>
<td>$42.8 million</td>
<td>60,300 MT</td>
</tr>
<tr>
<td>Soybean Meal</td>
<td>$535 thousand</td>
<td>100 MT</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$393.5 million</strong></td>
<td><strong>863,800 MT</strong></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau Trade Data.
Then, on July 10, in retaliation to China’s retaliation, the U.S. proposed an additional 10 percent tariffs on $200 billion worth of Chinese imports, which was later increased to 25 percent on July 18. This then prompted China on Aug. 3 to threaten tariffs on over 5,000 U.S. products at four levels (5 percent, 10 percent, 20 percent and 25 percent). These new proposed tariffs would include some feed products, representing $177.2 million in exports in 2017.

Though the potential for the U.S. animal food industry to capture more of the feed ingredient and pet food market in China is substantial, several restrictions, such as the retaliatory tariffs, registration challenges and China’s ongoing ruminant and poultry ingredient bans, severely limit the United States’ ability to further expand into this burgeoning market. An increase in tariffs on feed and pet food products further adds to U.S. animal food manufacturers’ trade frustrations, limiting the U.S.’s access to this market. For reference, in 2017, U.S. animal food exports (excluding alfalfa/hay) to China totaled nearly $393.5 million. Exports of the feed and pet food products affected by these new tariffs represent nearly half, or roughly 47 percent, of U.S. animal food exports to China in 2017.

Furthermore, angering China with new tariffs on Chinese imports will only stifle the U.S. feed industry's and the U.S. government’s ability to negotiate alleviating trade barriers. The administration is putting the U.S. feed industry's current trade in China, as well as future opportunities, at risk in order to take a stance on its priority trade concerns for other industries.

In addition to the trade woes with China, in June, the United States placed new tariffs on steel and aluminum imports as a result of the Commerce Department’s Section 232 investigation under the authority of the Trade Expansion Act of 1962. Section 232 authorizes the president to impose restrictions on imports, through tariffs or other means, for reasons of national security. The tariffs have triggered retaliatory tariffs from Mexico, Canada and the EU on a variety of U.S. products.

Even more damaging, the steel and aluminum tariffs have effectively delayed North American Free Trade Agreement (NAFTA) renegotiations with Canada and Mexico, fueling the fire to an already contentious process and threatening to terminate the negotiations altogether. The failure to complete NAFTA negotiations would mean the U.S. animal food industry could lose many, if not all, of the advantages it currently enjoys under the existing agreement. Most of all, it could mean tariffs on roughly $3 billion worth of U.S. feed products exported to Canada and Mexico annually.

To further feed the fire, the Commerce Department is now conducting a Section 232 investigation into autos and auto parts. If the outcome is anything like that of the Section 232 investigations into steel and aluminum, there could be another round of U.S. imposed tariffs, this time on auto and auto part imports. And with these new tariffs on auto and auto part imports, retaliatory tariffs on U.S. products can be expected once again.

DID YOU KNOW?

Since NAFTA’s implementation in 1994, animal food exports to Canada and Mexico have increased from $502.3 million to $3 billion in 2016.
Below is a synopsis of the significant American Feed Industry Association actions in the legislative and regulatory areas from the spring Journal 2018 until July 23, 2018. For additional information on any of these items, please contact AFIA staff.

<table>
<thead>
<tr>
<th>ACCOMPLISHMENT</th>
<th>MEMBER VALUE</th>
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<td><strong>BIOTECH:</strong> In letters to the U.S. Department of Agriculture’s (USDA) Agricultural Marketing Service, AFIA joined with the National Grain and Feed Association and with the Coalition for Safe Affordable Food in providing comments to the agency on the proposed rule implementing the National Bioengineered Food Disclosure Standard Law. The associations expressed support of the AMS developing a proposed rule that does not disparage the use of safe agricultural biotechnology and that is consistent with the Trump administration’s commitment to reducing the regulatory burden on industry.</td>
<td>The food and agriculture industry in the United States provides some of the safest, most abundant and most affordable human food the world’s consumers have ever seen. The industry urges the AMS, among other things, to ensure that any labeling symbols or text that are generated under the disclosure standard is truthful and not misleading, nor does it disparage bioengineered foods by treating non-bioengineered foods as safer than their counterparts. It also urges that any animal food products that come from animals fed with GM-feed do not need to be separately labeled or disclosed. It also encourages the agency to minimize the costs to both implement and comply with the rule. The AMS received over 14,000 comments on its disclosure standard, so must review the comments before issuing final regulations.</td>
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<td><strong>FSMA:</strong> In response to the FDA's draft guidance for industry on Hazard Analysis and Risk-Based Preventive Controls (HA/PC) for Food for Animals, AFIA filed formal comments expressing the animal food industry’s commitment to a full and successful implementation of the Food Safety Modernization Act across its varied industries but urged the agency to take a flexible approach when regulating under this rule.</td>
<td>The HA/PC regulation is designed to help animal food manufacturers minimize the risks of known or reasonably foreseeable food safety hazards (e.g., chemical, biological or physical) that may cause illness or injury if not controlled. However, the FDA acknowledged through the draft guidance, and AFIA agrees, that not every facility will identify hazards that require a preventive control, therefore no preventive controls will need to be implemented. Also, companies will have many ways of reaching the same goal of animal food safety and should be allowed to use a variety of approaches. By taking a flexible approach, the agency can ensure via these rules that the company takes proper action to control hazards that cannot be controlled through Current Good Manufacturing Practices.</td>
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<td><strong>TRADE:</strong> In a letter to U.S. senators, AFIA, along with a group of business and agriculture organizations, sent a letter urging their support of S. 3013, a bill that would require the president to submit to Congress any proposal to raise tariffs in the interest of national security under Section 232 of the Trade Expansion Act of 1962.</td>
<td>The U.S. business and agriculture communities are deeply concerned that the president’s unrestricted use of Section 232 to impose tariffs may not be in the national interest and will cause long-term economic harm to the agricultural community and the United States. While the coalition believes the president should still have the power to impose tariffs to protect national security, the bill would provide additional confirmation from Congress to ensure the decision to move forward with tariffs is being properly used as intended. In July, the Senate voted 88-11 in favor of a non-binding measure that supports giving Congress a say before the president can levy tariffs for national security, purposes under Section 232; however, this does not require the president to do anything, yet sends a strong message to the administration just how displeased Congress is with its tariff approach.</td>
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<td><strong>MARKETS:</strong> AFIA, along with a broad group of U.S. production agriculture and agribusinesses, sent a letter to the leadership of the House Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies and to the Senate Appropriations Subcommittee on Financial Services and General Government requesting that they include the Trump administration’s full budget request of $281.5 million for the Commodity Futures Trading Commission (CFTC) in their fiscal 2019 agriculture appropriations bills.</td>
<td>The CFTC safeguards U.S. futures and swap markets and although its responsibilities have expanded in recent years, its funding has not kept pace. Without sufficient resources to staff the commission and invest in needed technology upgrades, the CFTC’s ability to perform these important functions, as well as to continue its core regulatory mission, will be undermined. The CFTC needs full funding so it can continue performing its important regulatory oversight functions. As of July, both committees passed their agriculture appropriations bills, but they now await floor time.</td>
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**DID YOU KNOW?**

The American Feed Manufacturers Association, AFIA’s predecessor organization, held its first convention 109 years ago on May 25, 1909.
FARM BILL: As part of the Animal Agriculture Coalition, AFIA sent a letter to members of the House Committee on Agriculture in April and to the members of the Senate Agriculture, Nutrition and Forestry Committee in May urging the adoption of and funding for a three-pronged program to help the United States better prevent, identify and respond to animal disease outbreaks.

LABOR: With other supply chain stakeholders, AFIA sent a letter to the International Longshoremen’s Association and the United States Maritime Alliance regarding its deep concerns with a breakdown in negotiations on labor contract extensions.

REGULATIONS: AFIA requested the USDA grant an extension to its comment period to the Proposed Amendments to the National List of Allowed and Prohibited Substances (Crops, Livestock and Handling) due to the number and nature of several compounds, including their proposed uses, which are listed and violate provisions of the Federal Food, Drug and Cosmetic Act and many state feed laws.

RESEARCH FUNDING: AFIA, with several other organizations within agriculture, sent a letter to the leadership of the Senate and House appropriations subcommittees requesting $10 million in appropriations for Section 1433 Continuing Animal Health and Disease, Food Security, and Stewardship Research, Education and Extension Programs in the fiscal 2019 agriculture appropriations bills. These funds would enable competitive research grants to address critical priorities in food security, one health and stewardship.

RESEARCH FUNDING: AFIA, with several other animal health and farm organizations, sent a letter to the leadership of the U.S. House and Senate agriculture subcommittees requesting $525 million in the fiscal 2019 budget for the USDA’s Agriculture and Food Research Initiative (AFRI). This program funds the competitive science that is key to solidifying the foundation for America’s agricultural greatness.

TAXES: Due to an error when writing the Tax Cuts and Jobs Act of 2017, companies set up as cooperatives gained an unintended tax advantage over other companies when purchasing grain from farmers. In coordination with other impacted industry organizations, AFIA worked to provide a legislative solution that would create an equitable exemption for both farmers selling to cooperatives and other businesses. In addition, many AFIA members sent letters to their lawmakers regarding the need to fix this error, a critical step in encouraging lawmakers to solve the problem.

ANIMAL HEALTH: AFIA, with several other animal health organizations, wrote to the leadership of the Senate Health, Education, Labor and Pensions Committee and House Committee on Energy and Commerce, requesting the timely reauthorization of ADUFA, including the expansion of authority for conditional approval for new animal drugs addressing serious and life-threatening unmet medical needs for major uses in major species.

Highly pathogenic avian influenza in 2014 cost taxpayers nearly $1 billion and the poultry industry more than $3 billion. It is estimated that foot and mouth disease, which is the most important transboundary animal disease in the world, could cause in nearly $200 billion in losses over a period of 10 years if left uncontrolled. Animal diseases like these demonstrate that the United States needs to have the capability to detect and respond effectively, including having access to a stockpile of vaccines. The Senate and House have both passed their versions of the bill and it now awaits going to conference committee. The farm bill should be reauthorized by the end of the fiscal year, Sept. 30, or an extension will be required.

Supply chain disruptions, and the threat of such disruptions, can have enormous adverse economic impacts. With contracts expiring September 2018, AFIA urged both sides to resume negotiations on labor contracts, which greatly impacts the certainty the feed industry needs to operate in a global trade environment. As of July, this issue was still going through the process.

AFIA believes that should the rulemaking go through, it would contain proposed uses for a number of compounds that would violate provisions of the Federal Food, Drug and Cosmetic Act and many state feed laws. The association urged the agency to extend its comment period to allow it to provide legal citations and support for its positions on these compounds. The deadline for public comment, which was supposed to close March 19, was extended until May 14.

Funding at the USDA in animal sciences has been stagnant for years, putting America’s animal agriculture at a major disadvantage when livestock and poultry producers are striving for global competitiveness, improving sustainability and working to feed a growing global population. Recent disease outbreaks, such as avian influenza, have underscored the need for the U.S. to develop science-based tools to prevent and mitigate threats before they impact animal health or our food supply. Also, as the world’s population grows and natural resources become limited, animal agriculture research will be necessary to improve efficiency and continue providing a safe and abundant food supply. As of July, both committees passed their agriculture appropriations bills, but they now await floor time.

Federal investment in agriculture research has fallen over a decade, and in the case of AFRI, that has translated into support for less than one in five projects recommended by the program’s peer-review panels. AFRI funds all facets of agriculture research from cutting-edge genomics to precision agriculture to innovative conservation practices, and projects are always making a difference. This funding request will help the U.S. strengthen rural economies, public health and our national security.

The tax code should not pick winners and losers but should treat all companies fairly. This fix, which was a solution borne out of the previous tax code, was essential in ensuring all AFIA members purchasing and/or selling grain are treated fairly by the tax code. AFIA applauded Congress for recognizing this important issue and solving it in the most expedient fashion possible.

ADUFA has worked well to provide stability and predictability in the Food and Drug Administration’s Center for Veterinary Medicine’s (FDA CVM) process for the review of new animal medicines. This year’s ADUFA reauthorization consideration provides Congress the opportunity to spur innovation in animal health, similar to the improvements provided in the 21st Century Cures Act for the human health sector, through the expansion of conditional approvals for major uses in major species. President Donald Trump signed ADUFA into law on Aug. 14.
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<td><strong>ACCOMPLISHMENT</strong></td>
<td><strong>MEMBER VALUE</strong></td>
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<td><strong>REGULATORY REFORM:</strong> AFIA sent a letter to the FDA’s Center for Veterinary Medicine outlining several ways the agency can reduce the regulatory burden, both on the center and regulated industry, while not compromising food safety. This came in response to the FDA federal docket (FDA-2017-N-5104), which requested input from industry and other stakeholders on current human and animal food safety regulations and information collection requirements that could be improved upon or reduced.</td>
<td>AFIA outlined several rules and regulations that are unclear, duplicative, antiquated or do nothing to enhance the safety of America’s animal food supply at the great expense of small and large animal food manufacturers. Of note, AFIA made recommendations on improving the Food Safety Modernization Act’s animal food rule, the FDA ingredients review approval process, Part 11 Veterinary Feed Directive, and the Drug Establishment Registration. The FDA has set up a working group to address all the issues it received as part of its Federal Register notice.</td>
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<td><strong>CONSUMER ACCEPTANCE:</strong> Led by the Animal Agriculture Alliance, AFIA signed onto a letter expressing disappointment with TGI Fridays’ recent partnership with The Mondays Campaigns and promotion of “Meatless Mondays” and urged the restaurant company to reconsider its decision.</td>
<td>While customers increasingly demand healthy dining options, “Meatless Mondays” spreads misinformation about the health benefits of meat and poultry and has the ability to eliminate consumer choice.</td>
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<td><strong>TRADE:</strong> As part of the Asia-Pacific Market Working Group of the U.S. Food and Agriculture Dialogue for Trade, AFIA sent a letter to USTR Ambassador Robert Lighthizer welcoming President Donald Trump’s commitment to negotiate mutually beneficial, bilateral trade agreements with all countries, including those within the recently ended Trans-Pacific Partnership.</td>
<td>In March, 11 of the TPP signatories signed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, placing the United States at a substantial disadvantage over other countries, as they will be able to gain entry into these markets with substantially lower tariffs and preferential terms. American food and agricultural producers and companies are facing significant barriers in these markets, which could be addressed with improved rules and higher standards through re-engagement with TPP countries.</td>
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<td><strong>BIOTECH:</strong> AFIA, along with representatives of the U.S. food value chain, sent a letter to the leadership of the U.S. Senate Committee on Health, Education, Labor and Pensions and the U.S. House Committee on Energy and Commerce urging them to reject amendments to the reauthorization of the Animal Drug User Fee Act (ADUFA) that could undermine or conflict with the National Bioengineered Food Disclosure Standard Act.</td>
<td>A proposed amendment would require a separate and conflicting mandated label for a specific bioengineered food product, which is already covered by the congressionally mandated uniform disclosure standard and would likely lead to consumer confusion. AFIA was pleased to see this amendment excluded from the language for ADUFA in both the House and Senate, although another version of the amendment is being considered within the Senate appropriations bill.</td>
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<td><strong>STATE ISSUES:</strong> AFIA, along with the Pet Food Institute, sent a letter to the Vermont State House expressing concern over a 90 percent increase in the registration fees for commercial feed (livestock/poultry feed and pet food) in Vermont from $105 to $200 per product.</td>
<td>AFIA and PFI support reasonable fees paid by commercial feed and pet food manufacturers, but oppose large increases—in this case, an increase of over 90 percent—when the need for the increase is to support programs that should be funded through general appropriations funds. If enacted, this extra fee placed upon feed and pet food manufacturers may result in unintended consequences for Vermont consumers, in terms of the types and quantity of animal feeds and pet foods sold in the state and could potentially result in regressive taxes, where the costs are passed on to consumers from manufacturers. The bill has not made it out of the Vermont Senate Agriculture Committee.</td>
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<td><strong>TRADE:</strong> Along with several agri-business companies, AFIA sent a letter to U.S. senators urging the prompt confirmation of three positions within the Office of the USTR, including Gregg Doud as chief agricultural negotiator, the Honorable Dennis Shea as deputy USTR (Geneva), and C.J. Mahoney as deputy USTR (Investment, Services, Labor, Environment, Africa, China and the Western Hemisphere).</td>
<td>From modernizing NAFTA and the U.S.-Korea Free Trade Agreement to engaging at the World Trade Organization, the U.S. needs strong performers in all key trade positions to advance America’s economic interests. AFIA was pleased to see the Senate confirm Doud, Shea and Mahoney in March.</td>
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**IN THE NEWS...**

On the North American Free Trade Agreement:

“I commend the administration for putting America first, but caution that just like you can’t stop a galloping horse well on its way to the finish without causing long-term injury, you should not halt or reverse policies that are beneficial to American agriculture.”

–Lee Hall  
Hallway Feeds  
AFIA board chairman 2017-18  
Agri-Pulse op-ed, Feb. 8, 2018
Change is the one constant in life that we struggle with the most. As you look at the changes we have seen in food production, one of the most notable is how the public’s view of agriculture has changed. We have gone from the days where farming was viewed as a noble profession, children in school went out to farms to learn about raising crops and livestock, people had confidence in their food supply, and everything was going well!

Today, the story has changed. When children are asked where their food comes from, they say, “the grocery store.” People question their food supply based on what they see on the internet or other forms of mass media. One unfortunate incident concerning food production is publicized widely, and it is implied that a large part of the industry is employing these practices. Government regulations continue to increase, accelerating food production system costs with a limited ability for companies to recover those costs. The situations we are encountering today require a change on the part of our food production industry, which may make people, companies and industry associations uncomfortable.

For too long we have been sharing examples of the improvements made in our food production systems within our industry, but we must do a better job of getting our many positive messages out to those outside of our industry and, ultimately, to today’s consumers. There are great examples within our food production system where people, companies and other industry associations take up the challenge to educate and inform consumers about our food production system. They are the pioneers in creating the educational message we must all embrace.

Perhaps the greatest challenge we face is that we need EVERYONE, EVERY COMPANY and EVERY ASSOCIATION involved in the food production system to embrace the mission of educating consumers to ensure confidence in our food production system. Reminiscing a little bit: remember the stories about the whole community coming together to build a barn in a day? We need to use this same principle and work together to get the job done. We can get so much more done by working together on one common objective than we can as individual people, companies and associations in a fragmented effort.

I believe the American Feed Industry Association can play a vital role in helping the food production industry communicate our positive message. The four AFIA promises – voice, representation, expertise and engagement – are key foundational points to support our industry. AFIA has a dedicated professional staff that embody and drive the benefits of the four promises on a daily basis. The Institute for Feed Education and Research (IFFEDER) provides a funding arm for research and education, which we can utilize to educate our consumers. However, the great AFIA staff and IFFEDER Board cannot do it alone. We, as individuals, companies and industry associations, must work together to ensure the positive future for the food production industry we all want.

We can get so much more done by working together on one common objective than we can as individual people, companies and associations in a fragmented effort.

My vision is that we use AFIA and IFFEDER as the vehicle to unite individuals, companies and other industry associations in the mission of focusing the entire food production industry on communicating the great benefits our food production system provides to consumers in a proactive way.

In the face of change, we have three choices:
• Do nothing and watch it go by;
• Try to stop change and get run over by it; or
• Jump on the tractor and lead the change.

I challenge all of us as individuals, our respective companies, and our related industry associations to utilize AFIA as the uniting entity to drive an even more positive future for our food production industry by building consumer confidence through further education.

We will accomplish so much more by working together toward a common purpose than by working separately. Let’s lead the change! Fire up the tractors and get that barn built. THEN WE CAN EAT!
Environmental Crusaders Strike the Workplace

The environmental impact of animal agriculture and meat production has been a major focus of anti-meat communities in recent years, driving a variety of nongovernmental organization reports and media coverage suggesting meat is a major contributor of greenhouse gas (GHG) emissions and, therefore, to climate change.

The science behind these claims is suspect at best. In the U.S., the Environmental Protection Agency says that agriculture as a whole contributes 9 percent of GHGs with animal agriculture at around 4 percent. This compares to energy production and transportation each contributing nearly 30 percent of GHGs in the U.S.

Still, the data hasn’t stopped many of the newer companies trying to replicate meat, either with plant-based alternatives or cell-cultured products, from selling their products as “better for the environment.”

Now a new trend is emerging with the potential to move beyond those seeking out meat alternatives: workplace restrictions. The co-work space company WeWork recently told its 6,000 employees worldwide that meat will no longer be served at company functions and dishes including meat on expense reports will no longer be reimbursed. The rationale for the announcement is that it would reduce the company’s environmental impact. Similarly, Virgin Atlantic Airways now won’t serve beef on flights, though the environmental impact of flying back and forth across the Atlantic doesn’t seem to be a big concern.

At the North American Meat Institute, we were shocked that any company would make a decision to remove a nutritious and delicious food choice for its employees, particularly when the data show that the environmental benefits of such a move are minimal at best. For working professionals, the complete protein and numerous vitamins and minerals available in meat are a great way to power through the day. There is extensive research on the benefits of nutrients in meat, like vitamin B12, which is only found naturally in animal products, on brain health and development. Meat also helps improve satiety, making it less likely employees will need to snack throughout the day.

Unfortunately, because decisions like WeWork’s aren’t really based on science, it is hard to respond with science, so in this case we chose mockery, quickly developing a website called IChooseMeat.com. It features resources about meat and helpful lists such as the “Top 10 Ways to Sneak Meat Into the Office” and “Best Excuses to Get Out of Your Office’s Meatless Lunch.” In today’s social media age, sometimes humor is the most impactful approach.

WeWork likely won’t be the last company to enact a meatless policy, so it will be important for stakeholders throughout the industry to respond to these misinformed decisions in a variety of ways. The Meat Institute works closely with industry groups like the American Feed Industry Association to manage these issues, but it also takes involvement from members of our organizations to share the resources we develop.

In addition to IChooseMeat.com, our website MeatMythCrushers.com is a great resource that addresses environmental myths, among many others. At the Meat Institute, we also actively share materials on our social media channels, particularly Facebook and Twitter, and you can join our Social Sharing Center by going to meat.socialtoaster.com to receive social media updates and share posts to your accounts with the tap of a button on an email. We hope you will join us in fighting this workplace “meat denial” trend.

Written by Eric Mittenthal vice president of public affairs, North American Meat Institute
Animal Food: A Public Health-Regulatory Perspective

I appreciate the invitation from the American Feed Industry Association to provide my thoughts on the animal food industry from the public health-regulatory perspective. Safe animal food is a shared goal and one that we cannot achieve without working together.

Our common understanding of animal food hazards continues to evolve as production practices change and innovative new products are brought to the market. For example, look at the emergence of Bovine Spongiform Encephalopathy (BSE) and other prion diseases, development of new sources of animal food ingredients from ethanol byproducts, the expanded use of human food byproducts in animal food, the impact of providing safe food post-natural disasters, and the consequences of intentional economic adulteration of the supply chain.

The Food Safety Modernization Act (FSMA) provides a newer structured and detailed approach to enhance food safety and prevent hazards. But the bottom line remains: adulterated food is not acceptable and should not be in the marketplace.

I recognize that most everyone in the animal food industry has worked for decades to identify major feed hazards and mitigate them. However, in the last few years alone, the Food and Drug Administration has observed serious and repeated hazards in animal food, including pet food, that serve as reminders that vulnerabilities exist, and that the FSMA requirement for preventive controls plans is well-justified. We continue seeing hazards like monensin in horse food, vitamin and mineral toxicities or deficiencies in animal food, medicated feed carryover, as well as the emergence of new hazards. There continue to be too many recalls and too many animals getting sick or dying. In pet food, we are seeing a variety of human and animal pathogens, excess thyroid hormones and pentobarbital. No person or their pet should get ill from feeding or eating pet food.

Preventive controls require firms to evaluate hazards that could affect food safety, specify what controls will be put in place to minimize or prevent the hazards, specify how the firm will monitor these controls to ensure they are working, maintain routine records of monitoring, and specify what actions the facility will take to correct problems that arise. The true beauty of preventive controls is that they require firms, including those that think they are immune to the hazards that vex others in their industry, to set aside the assumption that “it’ll never happen to me” and think through what they would do if certain hazards do arise. Identifying and preventing these hazards provides an opportunity to avoid the recalls and illnesses and death to our livestock and pets.

FDA’s ongoing dialogue with stakeholders is an invaluable way for us to exchange experiences, observations and concerns to make sure that we’re in lockstep when it comes to achieving our public health and safety goals. FDA has been, and remains receptive to, industry’s concerns about complying with FSMA requirements. When animal food producers spoke about needing more time and technical assistance to fully understand the preventive controls requirements and come into compliance, we listened. FDA delayed routine regulatory inspections for firms subject to preventive controls to allow time for us to issue guidance documents and allow facilities to make sure their controls are working correctly. We have made it abundantly clear that FDA will educate both before and while we regulate. We want to assist firms to become compliant with the regulations, but we will also act when there’s a threat to animal or public health.

While we continue to work together on FSMA implementation, our interactions with the animal food industry on reviewing novel ingredients and implementation of the Veterinary Feed Directive regulation will continue, and these actions are also vital to help ensure the safety of the animal food supply. We appreciate working with AFIA and other sectors of the animal food industry as part of a comprehensive approach to food safety. FDA will continue its mandate to protect public health using all tools available to keep food that could pose a safety hazard out of the marketplace.

Written by Dr. Steven Solomon
director of FDA’s Center for Veterinary Medicine

DID YOU KNOW?

Ensuring the industry has the research to effectively communicate with the public and policymakers on emerging issues in the marketplace, the Institute for Feed Education and Research recently partnered with several organizations to carry out two important studies. Completed late this spring, these studies specifically provide food manufacturers, restaurants and retailers with the data they need to make more informed policy decisions about no antibiotics ever campaigns and alternative poultry production practices.

ANIMALS RAISED WITHOUT ANTIBIOTICS: GOOD FOR ANIMAL HEALTH AND WELFARE?

The safety, health and overall well-being of animals raised for food is both an ethical obligation and a critical component of providing a safe food supply. In recent years, however, the use of antibiotics for maintaining animal health has come under scrutiny due to rising fears of antibiotic resistance. Sparked by consumer demand, U.S. producers, restaurants, grocers and other retailers of meat, egg and dairy products have begun prioritizing providing protein from animals that have not received antibiotics, while concerns within the animal health industry have grown that these practices might be negatively impacting animal health and welfare.

That’s where IFEEDER and its partners came into play. In 2017, IFEEDER funded a study with the Animal Agriculture Alliance, Health for Animals, National Corn Growers Association, American Association of Bovine Practitioners, National Pork Board, National Pork Producers Council and AFIA’s Senior Vice President of Public Policy and Education Richard Sellers to explore the impacts that removing antibiotics from animal production would have on animal health and welfare, food safety, consumer demand and the cost of food production.

Conducted by Dr. Randall Singer, professor of epidemiology at the University of Minnesota, the study solicited responses from over 565 veterinarians, producers and other stakeholders involved directly in raising broilers, turkeys, swine, and beef or dairy cattle. Across all surveyed commodities, the main reasons the experts gave for raising animals without antibiotics (RWA) were market driven. Below are a few key findings from the study:

• Concerns for animal health and welfare were the most commonly cited reasons for not participating in RWA production systems.

• A majority of the veterinary and producer respondents across all animal species indicated that RWA leads to decreased production efficiency and works against animal health and welfare.

• However, they believed there was a disconnect between retail, restaurant and food service companies leadership beliefs about how RWA policies would improve animal health and welfare, compared to their actual impacts, which they cited as increased morbidity, mortality and culling rates.

• Respondents indicated that RWA programs would slightly, to significantly, increase the cost of production, while the demand for these products would only slightly increase or remain unchanged.

In summary, many respondents felt that there are times when the RWA label has taken priority over animal health and welfare. In general, they felt that there was a need for increased auditing and assessment of animal health and welfare in RWA systems to ensure these policies only have animals’ best interests at heart.

DO CONSUMERS REALLY WANT CAGE-FREE EGGS, SLOW GROWTH CHICKEN?

In recent years, several consumer and environmental groups have been calling for poultry producers to move toward cage-free egg and slow-growth chicken production as the more “sustainable” food option. Despite the fact that we in the feed industry recognize these production practices to be less sustainable, given the increased feed and resources that would be required to produce poultry over their lifetimes, consumers’ opinions are still the driving force that is changing the marketplace.

As part of the Unified Voice Protocol, the Food Marketing Institute recently launched a pilot project with its foundation, the Foundation for Food and Agriculture Research and the Animal Agriculture Alliance to get a better understanding of consumers’ beliefs and knowledge on the two poultry production practices and gauge consumers’ willingness to pay more for these products at the grocery store. The results of the project, which IFEEDER contributed to, were eye-opening.
Purdue University's Jayson Lusk, Ph.D., surveyed over 2,000 chicken and egg consumers, presenting them with a variety of information for and against the production techniques, and then asking them to select between cartons of eggs or packages of chicken, with a variety of labels and price points, to determine the labels that most impacted their purchasing decisions and the amount of additional money they would be willing to pay for them. The results suggested that the jury may still be out on the benefits of cage-free egg and slow-growth chicken production as consumers have little to no knowledge about them at all and are unwilling to pay a hefty premium for them, in comparison to products with “organic” and “GMO-free” labels. Below are a few key findings from the project:

- After being presented with information for and against cage-free egg production, respondents’ willingness to pay a little more for cage-free eggs increased, suggesting the market-share for these products has the potential to increase in the future, even at premiums as high as $1/more per dozen.
- However, price and the presence or absence of “non-GMO” and “organic” labels were the most important attributes to consumers, over cage-free eggs and conventional, suggesting the ability for cage-free eggs to capture a majority market share in the future is unlikely.
- Consumers have limited knowledge of slow-growth chicken production and therefore do not hold entrenched opinions or associate it with improved animal welfare. In the study, consumers were more likely to select a chicken product because of its brand followed by price and the presence or absence of “organic,” “non-GMO” and “no-added hormone” labels, with slow-growth and “no antibiotics ever” labels being the least important attributes to consumers.

Consumers’ views were easily shaped by new information and should marketers begin to discuss this production technique more, the study suggested it could impact future sales.

WHAT’S NEXT?

In the coming months, IFEEDER will be working to share these results with the agriculture industry and key influencers so that it can start to hold more meaningful conversations about animal welfare and sustainability with customers.

For more information on the Lusk consumer study, visit the Food Marketing Institute's website at fmi.org. The Singer study on animals raised without antibiotics can be found on the Animal Agriculture Alliance’s website at animalagalliance.org.

Working with IFEEDER’s Research and the Marketing and Education Committees to identify and fund high-value projects like these ensures IFEEDER is focused on being the champion for safe and sustainable feed and food production and provides you with the tools you need to do your jobs better. For more information about IFEEDER, contact Robert Cooper, the executive director, at (703) 650-0141 or rcooper@afia.org.
THANK YOU TO OUR DONORS

Simply put, without our donors, IFEEDER would not be what it is today. Thank you.

We are indebted to those who recognize the importance of ensuring safe and sustainable feed and food production. IFEEDER is grateful to be supported by you and so many other passionate, cause-driven people who commit each and every day to ensuring that we help feed the world.

The list below reflects all donors who have generously given to IFEEDER over the past nine years. We are pleased to recognize your generous and continuous support.

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On the topic of trade relations with China:

“As China’s demand for animal protein grows and with it, the need for innovative and more efficient feed technology, the United States must have a seat at the table so that our high-quality animal food products and high standards in safe, efficient manufacturing are incorporated in this flourishing marketplace. We urge the administration to consider some of the long-term risks it presents when moving forward with short-term ‘fixes’ to policy problems.”

–Joel G. Newman
AFIA’s president and CEO
Feedinfo News Service, March 29, 2018
In February, members of AFIA’s Liquid Feed Committee presented a training session, which they were preparing for in the above picture, at the Food and Drug Administration’s Center for Veterinary Medicine College. Approximately 50 people from across all divisions within the CVM attended the session about the liquid feed industry.

Liquid Feed Committee Looks to Strike Gold with Symposium, Research and Survey

The American Feed Industry Association’s Liquid Feed Committee endeavors to foster a positive image of liquid feed as a vehicle for nutrient supplementation to all forms of livestock.

As part of this work, the committee plans and organizes an annual Liquid Feed Symposium, which features nationally renowned scientists and industry experts speaking on a variety of topics related to the feed and livestock industries. The event is the only one of its kind and is the country’s largest gathering of liquid supplement leaders in manufacturing, nutrition, quality, sales and marketing. Since 1971, the symposium has been well attended and is now one of AFIA’s “must-attend” events of the year.

The committee also works diligently each year to secure pledges and donations to the Kenny Berg Research and Education fund. The committee works with many of the premier researchers at universities across the United States on awarding funds for research projects that will benefit the liquid feed industry.

The committee also produces an annual tonnage survey, which is a compilation of each company’s individual tonnage, providing important statistical information from the liquid feed industry that helps to identify trends relative to the growth of liquid supplements in specific areas of the feed industry. The survey is widely used by AFIA and both member and non-member companies to show the diversity and breadth with which liquid supplementation is recognized as a viable alternative to dry supplementations in livestock feeding programs.

Committee members generally meet in person twice per year—one during the spring committee meetings and again at AFIA’s Liquid Feed Symposium in mid-September. They also meet via conference call as needed. Various sub-committees work in such areas as education, research and finance.

To recognize and reward dedication to the liquid feed industry, the committee annually elects to its Liquid Feed Hall of Fame award, which recognizes outstanding individuals who receive a plaque to commemorate the achievement. Learn more about the award and view the 18 prior inductees on AFIA’s website http://bit.ly/LFHOF.

For questions or to express interest in joining the committee, contact Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education, at (703) 650-0146 or pdavis@afia.org.

DID YOU KNOW?

The demand for animal food in the U.S. is strong, with more than 236M tons of feed consumed by nine livestock, poultry and aquaculture species in 2016.
The American Feed Industry Association depends heavily on the dedication and involvement of members who volunteer annually to serve on committees that further the success of the association’s mission, objectives and programs. AFIA thanks these volunteer members and the companies they represent for their service, as many long-term projects have been tackled because of their extra efforts.

AQUACULTURE COMMITTEE
- Susan Dominy, Aquafeed.com
- Tim Reed, Reed Mariculture
- Mark Lamb, SouthFresh Feeds
- Chris Province, DSM Nutritional Products
- Scott Snyder, Clear Springs Foods

EQUINE COMMITTEE
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FEED REGULATORY COMMITTEE
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- Kenneth Gilmurray, JBS USA/Pilgrims
- Pam Kaufman, Royal Canin USA, Inc.
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- Elishia Carrillo, BioZyme Incorporated
- Lina Lopez, WellPet LLC

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- Randy Lessman, Midwest Ag Supplements LLC
- Tim Kelly, R&D LifeSciences LLC

MARKETING COMMITTEE
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- Matt Hill, Elanco Animal Health
- Mike Cope, Huvepharma, Inc.
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- Crystal Blin, BioZyme Incorporated

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- Kevin Touchette, Ajinomoto Heartland, Inc.
- Juan Tricarico, Innovation Center for U.S. Dairy

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- Susy Tejayadi, Nature’s Variety
- Beverly Thomas, SPF North America
- Christopher Mains, Zeigler Bros, Inc.
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- Frank Goode, ILC Resources
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- Randy Henley, Tennessee Farmers Cooperative
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- Everett Jones, Mosaic Feed Ingredients
- Wyatt Johnson, Purina Animal Nutrition LLC
- Chuck Loefer, ADM Animal Nutrition

QUALITY AND ANIMAL FOOD SAFETY COMMITTEE
- Douglas Hard, APC, Inc.
- Amber Krotky, MARS Horsecare US
- Eric Johansen, Wilbur-Ellis Feed LLC
- Brent Babyak, Phibro Animal Health Corporation
- Jeremy Hobbs, Hi-Pro Feeds
AFIA’s Aquaculture Committee Tackles Feed Safety Guidelines, Other Regulatory Issues in 2018

The American Feed Industry Association’s Aquaculture Committee represents the aquaculture feed portion of the animal food industry. It aims to educate members about the aquaculture industry; define aquafeed regulations and legislative challenges and direct AFIA resources to solving those challenges; and respond in an appropriate and timely way to the needs of AFIA members.

Over the past few years, AFIA’s aquaculture committee has been instrumental in supporting regulations for animal drugs for minor species, such as aquaculture. The committee supported the Food and Drug Administration’s approval of taurine for use in feeds, worked with the industry on the implementation of the Veterinary Feed Directive, and supported the industry with Food Safety Modernization Act training and compliance.

In 2018, the aquaculture committee has been working to more closely align the Global Aquaculture Alliance’s feed safety guidelines with those of AFIA’s Safe Feed/Safe Food Program, which support the development of offshore aquaculture.

The committee meets annually in conjunction with the Aquaculture America conference. At its last meeting in Las Vegas, Nev., David Brock of Rangen assumed the chairmanship of the committee, and Bart Dunsford, Ph.D., of Lallemand Animal Nutrition became chair-elect. The next meeting will be held in March 2019 at Aquaculture America in New Orleans, La.

For more information, contact John Stewart, AFIA’s manager of government affairs, at (703) 558-3566 or jstewart@afia.org.

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

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

- Safe Feed/Safe Food
- SQF – Manufacture of Pet Food (FSC 32)
- SQF – Manufacture of Animal Feed (FSC 34)

Separate from certification, we also provide:

- FSMA Readiness – Sanitary Transport
- FSVP Assessments
- Training and Consulting

Email animalfeed@nsf.org or visit www.nsf.org.
In 2004, the American Feed Industry Association formed the Safe Feed/Safe Food (SF/SF) certification program with the goal of establishing and promoting generally accepted animal food safety guidelines that would ensure the feed industry could continuously improve the delivery of a safe and wholesome feed supply for the growth and care of animals. Today, the program has roughly 625 facilities that are certified in at least one of four certification programs.

The AFIA Journal recently sat down to talk with the program’s technical advisor, Paul Davis, Ph.D., and the program administrator, Kori Chung, on the latest changes and future updates to the program.

Q: How does the program ensure it is staying on top of the latest regulations?

Davis: Our programs are reviewed periodically. AFIA’s Quality and Animal Food Safety Committee, which consists of 15 food safety experts from member companies, is charged with reviewing our SF/SF program and approving any changes.

Q: Several auditors are involved in the program. Can you explain why and how facilities choose which auditor should audit their plants?

Davis: First off, we want our certified facilities to have options and some control of the certification process. Second, some certifying bodies tend to be more specialized in auditing a certain type of facility. We recommend those interested in pursuing certification to visit with more than one certification body as geographical coverage, expertise and travel costs may vary.

Q: Describe the typical process from start to finish. How long does it take to apply to the program, what’s the cost, and how much paperwork is involved?

Chung: The process starts with the facility contacting one of the certification bodies that performs audits for the intended FSC program. We suggest inquiring about audit pricing and schedule availability during this time. Next, you register your facility with SQFI using their database, ReposiT rak. The annual registration fee varies per program but must be paid upon initial registration and every year thereafter. After registration, the facility must contact the certification body to schedule an on-site audit. About 90 days after a successful on-site audit is completed, the certification body will issue the facility a certificate, record the status of the facility within the ReposiT rak database, and the facility will be added to the SF/SF website listing. The auditing body charges a separate fee and travel costs, which is different from the SQFI registration fee.

Q: Once a facility is certified, how easy is it for them to apply for another certification in one of the other programs?

Chung: It’s very easy to apply for additional certifications. We suggest scheduling one on-site audit for multiple FSC programs to cut down on the audit cost, but it’s not necessary. If you hold a certification for one program and wish to become certified in another, the facility needs to contact the certification body about setting up an audit for the desired FSC and then register for that certification program in ReposiT rak. Once a successful audit is conducted, the certification body will issue a certificate to the company.

Q: Are there any facilities that have been part of the program since its inception?

Davis: Yes! I am proud to say that there are several “charter” facilities that are still certified in our programs. Industry recognition, technical support, updated information on regulations and the value of feedback from a third-party audit are some of the benefits of continued certification.

Q: Given there are many certification programs available to animal food manufacturers, what advice would you tell someone looking to participate in this program versus another?

Davis: With the Food Safety Modernization Act, it seems there came an increase in food safety products, programs and consultative services. My advice would be to do some research and choose the certification program that will be 1) most widely recognized and accepted by customers, 2) available in terms of technical support if needed, and 3) foreseeably in existence for the long haul.

Q: How has this program been received internationally and domestically by government agencies or other regulatory bodies or organizations?

Davis: The SF/SF programs seem to be very well-received and highly regarded by regulatory agencies. Though third-party audits such as ours are not recognized by the Food and Drug Administration, we continue to work closely with them.
Q: Do you think this program makes facilities more competitive in the marketplace? In other words, do their consumers understand the quality animal food they are receiving from facilities that participate in this program?

Davis: In short, yes, holding SF/SF certification is a competitive advantage on numerous fronts. First, our certification can help firms with regulatory compliance, which is table stakes to be in the animal food business. Second, a safer product will result in fewer complaints, recalls and/or refunds. Consumer interest continues to grow in knowing where food comes from and how it was produced. Not only do we want to know what we are eating and where it was produced, now there is interest in what those animals were fed.

Q: What do you see as some of the future priorities for the SF/SF program?

Davis: Our programs will continue to evolve as influenced by regulations, consumer preferences and the needs of our industry. Also, we are in the beginning stages of developing a biennial meeting for participants and those interested in becoming certified.

For more information on the SF/SF certification program and to apply, visit safefeedsafefood.org. For questions, contact Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education, at (703) 650-0146 or pdavis@afia.org, or Kori Chung, AFIA’s legislative and regulatory assistant, at (703) 666-8862 or kchung@afia.org.

Recently Certified Facilities

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You've seen it before...another negative claim about agriculture that simply isn't true, yet is spreading like wildfire throughout social media. In an era of #fakenews you wonder: how does this junk science and information still keep making its way on to the internet?

Luckily for us, several agricultural experts and organizations are addressing these claims head-on, correcting misinformation about the agriculture industry’s sustainability record and providing consumers with better information about where their food comes from. Be sure to follow them and amplify their messages!

Say What? Several Aggies Set the Record Straight in Social
BioZyme, Inc. specializes in developing and manufacturing precision biotics that offer substantial benefit to the host at the exact time it is needed. Today, the biotics created are a result of controlled fermentation of Aspergillus oryzae (A. O.) using a proprietary, multi-step process. The process, which follows FAMI-QS feed safety and quality management standards, has been refined for over 50 years, making it impossible to duplicate.
The American Feed Industry Association held its annual Purchasing and Ingredient Suppliers Conference (PISC) March 13-15 in Fort Worth, Texas. The three-day educational and networking program boasted a record 702 attendees, breaking last year’s record of 652 attendees, proving that it is becoming the “can’t miss” event for hundreds of feed ingredient buyers and sellers across the animal food industry.

“This conference has grown tremendously over the past few years, and we believe it is because it provides a perfect venue for our members to foster and deepen relationships with their suppliers and clients,” said Veronica Rovelli, AFIA’s senior director of meetings and events.

This year’s educational program featured several experts who spoke on topics such as: preparing your business for future success by learning to manage digital transformations; an outlook on the political landscape; discussions on the economics of the animal agriculture industry; and a motivational keynote about moving with purpose.

New this year, the Institute for Feed Education and Research, AFIA’s public charity, sponsored a lunchtime screening of the documentary, “Food Evolution,” which explores the challenges the world faces in feeding a growing population and the critical role that biotechnology plays in addressing them. Following the screening, one of the featured experts from the film, Alison Van Eenennaam, Ph.D., a cooperative extension specialist in animal genomics and biotechnology at the University of California, Davis, led a discussion on the important role of communicating science to consumer audiences.

“There have been several documented cases throughout history of the agriculture industry losing access to safe technology due to fear, misleading marketing, and public perception,” Van Eenennaam said. “As a scientific community and agriculture industry, we have a responsibility to be more vocal in calling out those who demonize our industry to replace facts with fiction. By focusing on having conversations around shared values, we can show how we are achieving greater environmental sustainability through better science and innovation.”

Conference attendees also had the opportunity to meet with 12 members as part of the PISC Suppliers Showcase and participate in other networking activities, such as the annual golf tournament and sporting clays outing.

The 2019 PISC will be held May 13-16 in Orlando, Fla. For more information about PISC, contact Rovelli at (703) 558-3563 or vrovelli@afia.org.
The American Feed Industry Association held its biennial Feed Industry Institute June 11-14, in St. Louis, Mo. The conference brought together more than 130 individuals in the industry to learn the basics of the animal food manufacturing process, from the types of foods used to the animals fed to federal policies that shape the output of the industry and more.

“The Feed Industry Institute provides a forum for experts in the animal food industry to share their knowledge with an audience from a variety of backgrounds,” said Paul Davis, Ph.D., AFIA’s director of quality, animal food safety and education. “AFIA’s Nutrition Committee dedicated a lot of time and effort into making this program beneficial and educational for all attendees.”

During the intensive four-day educational program, attendees heard from 28 expert speakers, or “professors,” about a variety of topics, including physiology and nutrition in monogastrics, ruminants and companion animals; the role of proteins, fats, vitamins and minerals in animal nutrition; various feed ingredients; formulation and processing; trade; customer service and communications; and feed industry regulations.

The class wrapped up with an empowering presentation about what agriculturalists can do to share their stories.

“Ninety-five percent of consumers make food decisions based on taste, cost and nutrition,” said Jacqui Fatka, a reporter with Feedstuffs. “We’ve got to find what a consumer wants and be able to communicate ‘well, this is why we did that.’”

Fatka discussed consumer perceptions about agriculture, sharing that her advice is to communicate with the public and those within their communities on shared values, rather than always stating scientific facts.

In a graduation ceremony at the end of the course, all participants received a certificate of completion. They were also eligible to submit to the American Registry of Professional Animal Scientists for 15 continuing education units.

The Institute has been offered every other year since AFIA merged with the National Feed Ingredients Association in 1992.
Top Five Reasons to Attend the Equipment Manufacturers Conference

1. **SPECIALIZED AGENDA THAT FOCUSES ON THE FUTURE**
   This year’s agenda focuses on “Navigating the Future,” where attendees will learn about current and upcoming trends in the equipment manufacturing industry.

2. **NETWORK WITH OTHER EQUIPMENT MANUFACTURERS**
   Network with peers at the group dinner, golf tournament and other planned activities throughout the week.

3. **SUPPORT FUTURE FEED INDUSTRY PROFESSIONALS**
   The golf tournament raises money for the Institute for Feed Education and Research’s EMC scholarship fund.

4. **VISIT AN IMPRESSIVE LOCATION**
   Stay at the Mokara Hotel and Spa in historic San Antonio, Texas. Book by Oct. 5 to receive a discounted rate with the AFIA room block.

5. **HEAR FROM EXPERTS IN THE FIELD**
   Industry leaders from Buhler Aeroglide, Kent Nutrition Group, the American Feed Industry Association and more will speak to attendees about a range of topics.

To learn more or to register, visit bit.ly/AFIAEMC2018. For more information, contact Connie Samuels, AFIA’s manager of meetings and events, at (703) 558-3573 or csamuels@afia.org.

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A SPECIAL THANKS TO
2018 LIQUID FEED SYMPOSIUM SPONSORS

Adisseo  ILC Resources  Nutra-Lix
Your business depends on new technology, transformation and implementing the best practices in the industry to grow and thrive. The International Production & Processing Expo is the only trade show that links you to the entire food chain, with no other trade show offering the same scope of products and services. IPPE’s extensive range of solutions draws more than 32,000 industry professionals committed to implementing best practices, updating operations and remaining competitive.

Held every year in Atlanta, IPPE returns Feb. 12–14, 2019, and will once again provide innovation, valuable partnerships and invaluable networking opportunities in all segments of the feed, meat and poultry industries. 2019 will also bring the largest trade show to date with more than 1,200 exhibitors in three exhibit halls.

The American Feed Industry Association will be hosting several educational programs during IPPE, including:

• the annual Pet Food Conference;
• the free Feed Education Program; and
• The High Performance Sow, a new program focused on sow health.

AFIA’s partners at IPPE - the U.S. Poultry & Egg Association and the North American Meat Institute - will also host several educational programs throughout the week.

Returning in 2019 is the popular Members to Atlanta (M2A) program. This program waives the registration fee for attendees from member firms of all three associations engaged in the production of poultry, eggs and meat for consumption, and feed and pet food manufacturers. Qualified individuals must register by Dec. 31.

Did you know that IPPE sponsors 30 individuals under the age of 30 to attend the event for free? It is a great opportunity to encourage the next generation to get involved and provides them with top-notch industry training. If you are interested in learning more about this program, email Sarah Novak, AFIA’s vice president of membership and public relations, at snovak@afia.org.
PET FOOD CONFERENCE

The 12th annual AFIA Pet Food Conference will be held Tuesday, Feb. 12, from 7:30 a.m. to 4 p.m. The day-long conference informs pet food industry representatives of the latest industry trends and features an array of speakers from government agencies, private corporations, universities and AFIA staff, who are experts in pet food regulations, production, marketing and nutrition.

The 2019 program will include breakfast and lunch. The early-bird registration fee is $75, and after Jan. 15, 2019, the on-site fee is $95.

AFIA FEED EDUCATION PROGRAM

AFIA’s Production Compliance Committee is hosting its annual Feed Education Program Wednesday, Feb. 13, from 8 a.m. to noon, and it is free to everyone. It does not require pre-registration.

As regulatory requirements for the feed industry continue to expand, this training session will update participants on recent changes from several federal agencies, including the Department of Labor, the Department of Transportation, the Environmental Protection Agency, the Food and Drug Administration and the Occupational Safety and Health Administration. Participants will also learn more about AFIA’s Feed Facility of the Year (FFY) benchmarking program. AFIA will name the 2018 FFY overall award winner (learn more about last year’s FFY winner at bit.ly/2017FFY).

THE HIGH PERFORMANCE SOW: RETHINKING NUTRITION AND HEALTH INTERACTIONS

AFIA’s Nutrition Committee is introducing a new program focused on sow health in 2019. Held on Wednesday, Feb. 13, from 9:30 a.m. to noon, experts will discuss how to use nutrition to maximize a sow’s productivity over her lifetime, providing an understanding of how nutrition impacts gut and overall health and how her microbiome may affect her progeny.

The early-bird registration fee is $35, and after Jan. 15, 2019, the on-site fee is $55.

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

AMERICAN FEED INDUSTRY ASSOCIATION MEETINGS CALENDAR

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NEW DATES!

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<td>International Feed</td>
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The American Feed Industry Association’s Board of Directors met May 15-16 for its annual spring meeting in the nation’s capital, where they elected a new chair and several Board and Executive Committee members, discussed priority issues impacting the animal food industry with their legislators and conducted other official business.

The Board, which comprises industry representatives, spoke with members of Congress about the lengthy and costly animal food ingredient review and approval process, some of the association’s international trade priorities, and critical animal research and health provisions that the industry would like to see included in the 2018 Farm Bill. They also heard from Rep. David Rouzer, R-N.C., who spoke about the farm bill, trade and the state of U.S. agriculture.

As part of the official business meeting, the Board of Directors recognized Lee Hall of Hallway Feeds for his leadership as the association’s Board chairman during the 2017-18 year. Hall transitioned into his one-year chairmanship of the Institute for Feed Education and Research’s (IFEEDER) Board of Trustees.

“As a long-time member and supporter of both AFIA and IFEEDER, who also led the establishment of the AFIA Sustainability Initiative, I’m excited about the leadership Bruce will bring as the new chairman,” said Newman.

The Board voted to accept the nomination of Tim Belstra, chairman of Belstra Milling Co., to become chair-elect of the organization. Belstra will succeed Crutcher in May 2019.

The Board also elected the following individuals to serve three-year terms, which began during the meeting: William Anders, Nutrient Agri Products; Kevin Baker, Valley Proteins, Inc.; Holly Bellmound, GLC Minerals LLC; Tim Belstra, Belstra Milling Co.; Michael Castle, Alltech; Amy Davis, Novozymes North America, Inc.; Lisa Deverell, Land O’Lakes, Inc.; Scott Druker, Church & Dwight Co., Inc.; Kristy Dulkoski, Mosaic Feed Ingredients; Kenneth Gilmurray, JBS USA/Pilgrims; Lynn Godbersen, Zoetis; Greg Kean, WellPet LLC; Peter Kendrick, Diversified Laboratories; Kevin Kruse, Western Milling; Sherman Miller, Cal-Maine Foods, Inc.; and Lon Stephens, Co-operative Feed Dealers, Inc.

The Board approved eight nominated individuals as additions to AFIA’s Executive Committee: Charles (Rob) Brock, Westway Feed Products LLC; Lisa Deverell, Land O’Lakes/Purina; Edward Galo, Novus International, Inc.; Mark Leuking, Cargill Animal Nutrition; Chad Risley, Berg+Schmidt America LLC; Michael Schuster, Laidig Systems, Inc.; and Haley Stomp, Kemin Industries, Inc.

In addition, the Board accepted the nominations of four individuals to the IFEEDER Board of Trustees: Jeff Cannon, Diamond V; Marc de Beer, Elanco Animal Health; Edward Galo, Novus International, Inc.; and Chad Risley, Berg+Schmidt America LLC.
The American Feed Industry Association welcomed three new staff members this spring and summer. Bridget Rinker joined in April as the new development assistant, Robert Cooper joined in June as the new Institute for Feed Education and Research executive director, and Louise Calderwood joined in July as the new director of regulatory affairs.

Rinker supports AFIA President and CEO Joel G. Newman with managing programs and communications, as well as support of the AFIA Board of Directors and Executive Committee. She also assists Cooper with the implementation of IFEEDER’s overall strategic direction, including managing the entire donor program from overseeing donor gift processing to donor stewardship. She also works with members of the AFIA events and communications teams to plan, implement and market donor programs.

Rinker has previous experience with the National Parent Teacher Association, the National 4-H Conference Center and several years in the hotel industry. She holds a bachelor’s degree in communications from the University of Maryland University College.

Cooper provides leadership for IFEEDER in crafting and implementing the overall strategic direction for the institute. He develops and manages fundraising and donor stewardship programs and maintains relationships with current and future donors. He also works closely with IFEEDER’s Board of Trustees and other committees to carry out key research and education projects and with AFIA’s communications team to share the institute’s mission and message in various communications to both donors and the public.

Cooper has previous experience with the University of Georgia’s College of Agricultural and Environmental Sciences, the National FFA Foundation and the Maryland 4-H Foundation. He holds a bachelor’s degree in political science from the University of Delaware.

Calderwood provides proactive industry and technical leadership on regulatory and state issues related to pet food and equine nutrition and general regulatory issues. She works with the Association of American Feed Control Officials and leads AFIA’s pet food and equine committees.

Calderwood has previous experience with the Northeast Agribusiness and Feed Alliance, Sterling College, the Vermont Agency of Agriculture and the University of Vermont. She also previously operated an agricultural consulting firm and a maple syrup farm in Vermont. She holds a master’s degree in dairy science from Virginia Polytechnic Institute and a bachelor’s degree in animal science from the University of Vermont.

Rinker can be reached at (703) 558-3577 or brinker@afia.org; Cooper can be reached at (703) 650-0141 or rcooper@afia.org; and Calderwood can be reached at (703) 558-3568 or lcalderwood@afia.org.

DID YOU KNOW?

Hawaii, New Jersey and Rhode Island are the only three states without an animal food manufacturing facility.
With Eyes Toward the Future, AFIA Adopts New Vision, Values Statements

Last year, the Institute for Feed Education and Research worked with the Center for Food Integrity (CFI) to develop several resources that help members better communicate with consumers within their communities about industry issues. Now, AFIA is taking that initiative to the next level, developing messages that help the industry better connect with likely and unlikely allies and providing public audiences with an opportunity to share in our vision for the future.

One of the key lessons that emerged from the CFI initiative was the idea that speaking to public audiences about shared values is actually more powerful than simply providing facts. Shared values are “actually three-to-five times more important in driving trust than having facts or the skills to reinforce your perceptions or the decisions that you’ve made,” said Roxi Beck of CFI. “Facts and science and skills are very important, it just so happens that you don’t have an opportunity to talk to them or demonstrate their value until you’ve had that personal connection with people who are questioning, having concern or even some skepticism about the decisions that are being made.”

As an industry built on scientific facts and data, this revelation seemed a bit foreign to AFIA, but we knew that it was an important issue to address, given that AFIA works with a variety of organizations and coalitions – with various missions – to amplify our policy positions before policymakers and regulators.

In the fall of 2017, AFIA’s communications team took inventory of some of its core messages and discovered that while the association does a great job communicating its four promises and value to members, there was a bit of a disconnect in communicating how the work our industry is doing is achieving a greater good for society long-term. The communications team and AFIA Marketing Committee set out to work, developing a set of core values that represent where our industry stands on several key issues:

• We value providing America’s livestock, poultry and pets safe and nutritious food so they stay healthy throughout their lives and reach their genetic potential.
• We value responsible and science-based animal health and animal food safety regulations that enhance the care of animals, improve the quality and safety of the animal food products we manufacture, promote safer workplaces and more efficient business practices.
• We value being transparent about how animal food is manufactured and providing consumers with more information to make better informed decisions.
• We value scientific research that fosters innovation in agriculture, so more people have access to affordable and healthy meat, milk, egg and aquaculture products.
• We value free and fair global trade and mutual respect between trading partners.
• We value giving back by working with reliable partners to adopt sustainable practices that help us protect the environment for current and future generations.

In developing these values statements, the committee and staff felt the association would be able to better attract and work with likely and unlikely allies on projects where we share a commitment to some greater good, even if our portfolios or mission diverge in other areas.

In addition, the committee and staff believed it was important that AFIA develop a strong vision statement that would complement the values by focusing on the specific things we hope to achieve for the industry in the future.

We envision a future where our members can continue providing their customers with nutritious, safe and high-quality food to feed their livestock, poultry and pets, in accordance with appropriate, science-based regulatory guidelines and industry best practices, thus providing consumers with access to more food choices in the marketplace. We strive to do more with less and will accomplish this by using new technology and working with reliable partners to reduce our environmental footprint—all while keeping consumers informed of where their food comes from.

Moving forward, AFIA plans to unveil its new values and vision statements on its revamped website, to be launched later this year. For more information on the IFEEDER communications resources, visit AFIA’s member website at afia.org/consumercommunication. For more information, contact Victoria Broehm, AFIA’s director of communications, at (703) 558-3579 or vbroehm@afia.org.
Looking for Fast Facts on the Feed Industry? We’ve Got You Covered!

The AFIA communications team has been busy this year developing multimedia content to share on AFIA’s website and in social media that convey the industry’s message to public and policymaker audiences. Below are a few that you may want to check out and share in your own social media channels as well!

1. **WHY IS THE AMERICAN ANIMAL FOOD INDUSTRY IMPORTANT?**

This infographic provides an overview of the U.S. animal food manufacturing industry – from its economic benefits to the sheer amount of animal food it produces annually to its efforts to promote sustainability. It’s one that you definitely want to bookmark! Share on social using the hashtag #FeedFacts.

2. **WHY IS TRADE IMPORTANT TO THE ANIMAL FOOD MANUFACTURING INDUSTRY?**

You can’t read the news these days without seeing a front-page story on international trade. This handy infographic provides quick stats on the value and volume of U.S. animal food exports, highlighting the importance trade has on the industry.

3. **HOW ARE ANIMAL FOOD MANUFACTURERS INCORPORATING SAFETY INTO THEIR BUSINESS PRACTICES?**

Workplace safety starts with ensuring all employees understand their responsibilities in addressing and mitigating safety issues before they pose risks. This graphic highlights safety data from 66 feed manufacturers that submitted applications to AFIA’s 2017 Feed Facility of the Year benchmarking program.

4. **HOW IS FEED MADE?**

There are four basic steps involved in producing animal food—receiving, formulating, mixing and packaging. Learn more in AFIA’s video that provides a general overview of the animal food manufacturing process. See more videos on AFIA’s YouTube channel.

For more information, visit afia.org/feedindustryfacts or contact Victoria Broehm, AFIA’s director of communications, at (703) 558-3579 or vbroehm@afia.org, or Codi Coulter, AFIA’s communications coordinator, at (703) 666-8851 or ccoulter@afia.org.
The American Feed Industry Association honored eight individuals with awards for their dedication to the feed industry and animal nutrition this spring and summer.

**DISTINGUISHED SERVICE AWARD**

Since 1981, AFIA has given the Distinguished Service Award, the industry's highest honor, to those elite members of the U.S. feed industry who have provided outstanding support to the association and the entire feed industry throughout their careers. To date, 34 individuals have received the award.

This year, AFIA honored Charles Olentine, Ph.D., the owner and president of Consult-NC, with its Distinguished Service Award. Olentine began his career in the agriculture publishing industry in 1978 when he went to work as an editorial director for WATT Publishing. He later went on to serve as the publication's vice president and publisher from 1987 until 2004. During that time, he also served as the director of marketing and communications for the National Feed Ingredients Association, which merged with AFIA in 1992.

In 2004, Olentine left WATT to serve as the executive vice president of the U.S. Poultry & Egg Association, where he worked until his retirement in 2015. In this role, he brought together USPOULTRY’s and AFIA's trade shows to ultimately form the International Production and Processing Expo in 2007, as well as the addition of the North American Meat Institute’s trade show to IPPE in 2013.

Over his career, Olentine authored more than 200 editorial columns and features in the agricultural press. He is a regular blogger for Trade Show News Network, co-authored Feed and Nutrition text, contributed a chapter in AFIA's Feed Manufacturing Technology version IV, and assisted in the development of other books.

Olentine holds a doctorate in animal physiology from Clemson University, a master's degree in animal science from the University of Kentucky and a bachelor's degree in animal science from Cornell University. His academic achievements led to his admittance into the Gamma Sigma Delta academic honorary fraternity for graduate students and the Alpha Zeta academic honorary fraternity for undergraduate students.

Olentine served on the Atlanta Advisory Board from 2009-2011 and was named USPOULTRY’s “Workhorse of the Year” in 2013. He is a past board member of the International Association of Exhibitions and Events for the southeast regional chapter, served on the Sterling, Ill., school board for six years, and is highly involved in his local church.

**MEMBER OF THE YEAR AWARD**

The Member of the Year award is presented to an AFIA member who exhibits outstanding support in achieving the organization's goals and objectives throughout the year. With the exception of the 83 members of the Food Safety Modernization Act working group who received the award in 2014, only 38 individuals have been honored prior to this year.

This year, AFIA honored Pete Calderón, general manager for Scott Equipment, with the AFIA Member of the Year award. He has worked with AFIA’s Equipment Manufacturers Committee for several years and chaired the committee in 2011-12. Over the past year, he played a critical role in AFIA’s work with ISO/TC-293, the technical committee within the International Organization for Standardization (ISO) that is developing feed machinery standards, work that was initiated by China. As a member of the U.S. Technical Advisory Group (TAG), he spent countless hours reviewing documents and participating in workgroup calls as well as recruiting other TAG members. He also spoke on the subject at the export seminar, held as part of IPPE this past January.

Calderón has also supported AFIA through various events, including raising sponsorship support for the 2017 Equipment Manufacturers Conference, which funds the committee’s scholarship each year, as well as exhibiting and participating at the annual IPPE.

He holds a bachelor’s degree in agriculture economics from Kansas State University.
AFIA-KSU LIFETIME ACHIEVEMENT AWARD

The AFIA-KSU Lifetime Achievement Award recognizes and honors U.S. animal food industry retirees, or those who are no longer serving the industry or allied industries, who have made a significant contribution to the animal food manufacturing business in the United States throughout their careers. Individuals are nominated in the areas of business, science and technology. AFIA and KSU first presented the award in 1995 and only 19 individuals have received the award to date.

This year, Fred Fairchild, professor emeritus in KSU's Department of Grain Science, received the AFIA-Kansas State University Feed Manufacturing Lifetime Achievement Award. Fairchild began his career in the industry working for various feed and grain companies. In addition to his experience in the United States, he has worked on grain storage and feed mill projects in Turkey, Pakistan, Egypt and China. In 1994, he became a professor in KSU’s Department of Grain Science, where he remained until his retirement in June 2013.

From 1987-2011, Fairchild was involved in AFIA’s Manufacturing and Technology, Hall of Fame, and Technology and Textbook Committees, as well as the Centennial Task Force. He contributed multiple chapters to the Feed Manufacturing Technology III, IV and V textbooks, and he wrote more than 120 articles for the feed, grain and milling industries. He served as a project manager for four buildings of the KSU grain science campus, including the International Grains Program Conference Center, the Bioprocessing and Value Added Program Building, the Hal Ross Flour Mill and the O.H. Kruse Feed Technology Innovation Center.

Fairchild is a lifelong educator who has volunteered his time with various civic groups, including the Lions Club, Kiwanis and the Boy Scouts of America, which recently honored him with the Silver Beaver Award, and his church.

NUTRITION AWARDS

Each of the nutrition research awards is sponsored by AFIA as part of its continuing awards program that dates back to 1948.

AFIA-ADSA Nutrition Research Award

Ian Lean, Ph.D., the founder and managing director of Scibus, an agricultural research and consulting firm in Australia, received the AFIA-American Dairy Science Association Nutrition Research Award. Over his career, Lean has worked as a large animal veterinarian in Australia and a lecturer of clinical nutrition and cattle medicine at the University of California and the University of Sydney. He also served as the senior examiner in cattle medicine and ruminant nutrition for the Australian College of Veterinary Scientists and as president of the Australian Association of Cattle Veterinarians and the cattle chapter of the Australian College of Veterinary Scientists.

Lean has authored more than 200 scientific articles, many of which have been published in international peer-reviewed journals. He also wrote the textbook “Nutrition of Dairy Cattle.” He has spoken at major conferences in the United States, Australia, New Zealand, Canada, the United Kingdom, Argentina and South Africa.

AFIA-FASS New Frontiers in Animal Nutrition Award

Ronald Horst, Ph.D., the cofounder of Heartland Assays and GlycoMyr, two companies that focus on developing products and analytical techniques to identify and alleviate vitamin D and calcium deficiencies, received the AFIA-Federation of Animal Science Societies New Frontiers in Animal Nutrition Award. Horst has served as a research scientist for the U.S. Department of Agriculture’s National Animal Disease Center and as a professor in Iowa State University’s Department of Animal Science from 1978 through his retirement in 2006.

Horst is most known for his work involving milk fever in dairy cows. This work has crossed from the veterinary field into human medicine, citing multiple collaborative studies detailing vitamin D metabolism abnormalities in several human diseases.
**AFIA-ASAS Ruminant Animal Nutrition Research Award**

Juan Loor, Ph.D., an associate professor of animal sciences and nutritional sciences at the University of Illinois, received the AFIA-American Society of Animal Science Ruminant Animal Nutrition Research Award. Loor is known for his innovative research that merged ruminant nutrition with molecular biology into cattle nutrigenomics. This discipline centers on nutritional management of the periparturient — immediately before and after birth — dairy cow and the role of maternal and early post-natal nutrition on intramuscular fat development in beef cattle.

Loor has trained 20 doctorate and 12 master’s students and six post-doctoral fellows, as well as mentored 25 foreign graduate students. Since 2006, he and his mentees have published more than 200 peer-reviewed papers that have received more than 3,700 citations.

Loor holds a doctorate in animal science with a focus on dairy nutrition and a master’s degree in dairy science from Virginia Polytechnic Institute and a bachelor’s degree in animal science from the University of California, Davis.

**AFIA-ASAS Non-Ruminant Animal Nutrition Research Award**

Ruurd Zijlstra, Ph.D., a professor of swine and carbohydrate nutrition at the University of Alberta in Canada, where he also serves as chair of the Department of Agricultural, Food and Nutritional Science, received the AFIA-ASAS Non-Ruminant Animal Nutrition Research Award. Zijlstra’s research is largely focused on unique aspects of carbohydrate nutrition, the nutritional quality of coproducts in pigs, feed quality evaluation techniques and dietary means to enhance gut health in pigs.

Zijlstra has supervised 24 graduate students and 16 post-doctoral fellows. He has co-authored 150 peer-reviewed papers and 10 book chapters and has presented 146 invited papers. He has served on the editorial boards of numerous journals, been a member of the organizing committee of the Banff Pork Seminar since 2005, and served as a member of the organizing committee for the 2012 Digestive Physiology of Pigs meeting.

Zijlstra holds a doctorate from the University of Illinois and degrees from Wageningen University and Research in the Netherlands.

**AFIA-PSA Nutrition Research Award**

Michael Bedford, Ph.D., the research director for AB Vista in Marlborough, Wiltshire, England, received the AFIA-Poultry Science Association Nutrition Research Award. Bedford has led the development of a revolutionary feed additive that combats the anti-nutrient properties of phytate and enables livestock to extract more phosphorous, protein and energy from feed, improving production efficiency and significantly reducing pollution.

With his team, Bedford supervises more than 90 research projects each year. He has authored over 300 publications, reviews articles for seven journals and works with more than 100 academics and nutritionists worldwide. He is a board member of the Poultry Science Association and an adjunct professor at the University of New England, Australia.

Bedford holds a doctorate in poultry nutrition and biochemistry and two post-doctoral positions in molecular biology and poultry nutrition from the University of Guelph in Canada and a bachelor’s degree in animal production from the University of Nottingham in England.
### AFIA Member Companies

**Archer Daniels Midland Company** has acquired Probiotics International Limited, a provider of probiotic supplements for humans, pets and production animals located in the UK.

Congratulations to **Bio-Cat** as it celebrates its 30th anniversary. Located in Troy, Va., the company provides enzymes for agricultural, food and other commercial markets.

**Biozyme** has acquired Cogent Solutions Group LLC, a leader in the production of bioactive polysaccharides.

**CJ Bio America** is expanding its location near Ft. Dodge, Iowa, to produce the amino acid L-Threonine.

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Congratulations to Bob Riley of the **Feed Energy Company** on receiving the Cultivation Corridor Iowa Biotech Leadership Award and the Iowa State University Ivy College of Business Innovation Entrepreneur Award.

Congratulations to **Juan Tricarico, Ph.D.**, on being chosen president-elect for 2018-19 of the Council for Agricultural Science and Technology (CAST). Tricarico is vice president of sustainability research at the Innovation Center for U.S. Dairy and serves as chairman of AFIA’s Sustainability Oversight Committee.

Congratulations to **Kent Corporation** for being selected to participate in a “Made in America” product showcase at the White House in July. Kent was the only Iowa company invited and the only agricultural company featured at this year’s event, which showcases companies from each of the 50 states, highlighting their efforts and commitment to American-made goods.

Beth Ford has been named **Land O’Lakes Inc.**’s new president and chief executive officer, effective Aug. 1. Ford has held several executive-level positions within the company since 2011, and prior to that held executive operations management and supply chain roles at International Flavors & Fragrances, Mobil Corp., PepsiCo, Pepsi Bottling Co. and Scholastic.

**Lortscher Animal Nutrition** has been acquired by **C.J. Foods**, a custom manufacturer of specialty dry pet food. Lortscher, an ingredient supplier and custom miller, will continue to operate as a separate business unit under its current name.

**Manna Pro** has acquired VetScience, LLC, including its line of Fruitables’ pet weight control treats and supplements.

In partnership with the Michelson Found Animals Foundation and R/GA Ventures, **Mars Petcare US** has launched the Leap Venture Studio to incubate startups related to pet health, nutrition, veterinary care and technology.

**Old Bridge Chemicals** has more than doubled its zinc sulfate manufacturing capacity by expanding its plant located Old Bridge Township, N.J.

Congratulations to **Pestell Minerals & Ingredients** on being designated one of Canada’s Best Managed Companies. Pestell was recognized for its overall business performance and sustained growth.

**Tyson Foods, Inc.** has acquired the poultry rendering and blending assets of **American Proteins Inc.** and **AMPRO Products Inc.**.

In partnership with Michigan Sugar, **Westway Feed Products LLC** is constructing a new liquid feed facility in Saginaw County, Mich.

Congratulations to Thomas Zeigler, Ph.D., of **Zeigler Bros., Inc.** who was honored with a Lifetime Achievement Award from the U.S. Aquaculture Society.
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Feed Manufacturer

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

- Access to regulatory and inspection expertise and guidance
- Interpretation of legislation and regulations to your business team to comply with industry legislation and regulations
- AFIA offers certification programs that go beyond federal regulations to ensure the highest quality animal feed and pet food production
  - FSC36 Safe Feed/Safe Food Certification Program
  - International Safe Feed/Safe Food Certification Program with FAMI-QS
  - FSC32, Manufacturer of Pet Food, a GFSI benchmarked program
  - FSC34, Manufacturer of Animal Feeds, a GFSI benchmarked program
- Counsel and clarification on trade issues
- Strategic public relations and crisis communications advice
- Referral to expert technical and legal services when needed

To learn more about AFIA’s 4 Promises, visit afia.org/afiafourpromises.
Earlier this year, Senator Rand Paul, R-Ky., offered an amendment that would streamline the Food and Drug Administration’s process for approving new animal feed additives and clarify existing rules and regulations the animal food manufacturing industry must follow. The amendment was included in the Animal Drug and Animal Generic Drug User Fee Amendments Act (or ADUFA and AGDUFA), which President Donald Trump signed into law on Aug. 14.

Victoria Broehm, AFIA’s director of communications, had the opportunity this spring to speak with Sen. Paul about his views on the amendment, including how this issue rose to his attention and why he thinks it is important.

Q: How did this amendment come about and what would it do?

Paul: I think most Americans, including myself, are surprised that the federal government is really involved with regulating and obstructing what we feed livestock. … We talked to a company in Kentucky that’s growing algae to feed both cows and chickens to increase the omega-3 that’s in milk and eggs. This is done in Europe, it’s done in Australia, and it’s done in Canada. It’s approved in most of the rest of the civilized world, but they have been trying for years and haven’t been able to get it done here. We asked the question whether or not the rules we have written make it too hard to approve things to be part of animal feed. Our conclusion was that when something is approved in other places like Europe, Australia, Canada, maybe we ought to look at those studies, and if we’re going to let the FDA still continue to [approve new animal feed ingredients], then the FDA should look at these things and say, ‘well, why don’t we use these foreign studies? Why can’t we expedite approval in our country if it’s already approved in many other parts of the world?’

So, we looked at the process and said maybe we need to require [the FDA] — give them a stronger push — toward looking at these foreign studies, and maybe they need to report back to the people making the animal feed and tell them why: what’s wrong with the foreign study that they can’t accept it? Some of this has been going on, but I think the language we inserted into [ADUFA] is going to make it stronger such that the FDA now will be required to actually look at the animal studies from foreign studies and tell us why they can’t be used.

We’ve had questions on this not only with algae as an animal feed in our state, but also people that want to grind up the roots of the hemp plant, which is also apparently high in omega-3, and feed that to livestock as well. And I personally have a tough time understanding how a ground-up root of something that grows in the ground, how the FDA or the federal government would be involved in that at all… But if we’re going to have the federal government involved, we need to expedite the process so it’s much quicker.

Q: One of the things the amendment will do is require the FDA to post a listing on its website of ingredients awaiting approval. Why is this important?

Paul: The idea is that if [companies] are being made to wait, that it is very transparent that you can see how long they have waited, and then the FDA becomes aware of it and maybe is more conscious about expediting things.

Q: We’ve seen companies lose an average $1.75 million in revenue and wait three-to-five or more years for the FDA to review their ingredients. Do you think this amendment will fix this issue entirely?

Paul: I think our amendment helped, but it’s a little bit of nibbling at the edges. I really think that we should be making stronger arguments for having less things under the purview of the FDA.

I think it helps to have the people who are appointed to the executive branch be people who have come from business who are aware of what the livestock industry is about, and I think that can help the situation. But ultimately, we have to ask ourselves ‘how do we get to a point where the federal government is regulating what livestock eat?’ And that’s asking a much bigger question than the amendment asks or is traditionally asked in Washington.

Q: What will this amendment accomplish?

Paul: The question is whether or not the FDA [will actually act more expeditiously on these changes] because the goal is basically to have things approved in a more timely fashion and have it not cost so much money to bring forward food for livestock. We’ll see where it goes from here, but we’re watching closely and we are aware of how many obstacles the federal government has placed in between the consumer and getting things to market.

For more information on ADUFA, contact John Stewart, AFIA’s manager of government affairs, at (703) 558-3566 or jstewart@afia.org, or Victoria Broehm, AFIA’s director of communications, at (703) 558-3579 or vbroehm@afia.org.
This summer, Veronica Rovelli, the American Feed Industry Association’s senior director of meetings and events, reached her 10-year anniversary with AFIA. Codi Coulter, AFIA’s communications coordinator, recently sat down with Rovelli to learn about her experiences since joining the organization.

Q: How would you describe your first day at AFIA?
Rovelli: Gosh, I feel old trying to remember! It was a whirlwind meeting everyone and there were so many acronyms to keep track of. Richard Sellers dove into the history of AFIA, and I was worried he might test me on it at a later date. I appreciated this one employee, Sharon Henry, who walked me through the whole office and showed me where everything was, including the closest post office and UPS box. Sarah Novak took me out to lunch and was eager to hear what I ordered to make sure I wasn’t a vegan.

Q: How does that compare to today?
Rovelli: AFIA has so many more resources available for staff today than it did 10 years ago. We have streamlined so many work functions, enabling us to have time to better serve our members.

Q: What has been your favorite project at AFIA?
Rovelli: The Executive Leadership Summit. You get to work with different planning task forces made up of members from all segments of the industry. I’ve met some really interesting and smart folks, and it has been an honor to be able to carry out the great ideas they have come up with.

Q: And your least favorite?
Rovelli: The first database migration. The first one wasn’t fully tested to my comfort before we had to open registration for our largest event. Thankfully, our membership was patient and we worked through the kinks. The process seems much more organized this time around so we don’t anticipate any issues.

Q: What is a goal you had that you were excited to accomplish?
Rovelli: Improving the Purchasing and Ingredient Suppliers Conference. The first one I planned was in Sandestin, Fla., and we had 423 registrations. The last one was in Fort Worth, Texas, with 702 registrations, and we’ve added all kinds of exciting features: the suppliers’ showcase, buyers to PISC program, the Food Evolution screening, and a meetings app. I look forward to continuing to improve the event and work under a fantastic planning committee to implement their visions.

Q: What advice do you have for someone just starting out in their career?
Rovelli: 1.) Observe and learn as much as you can. 2.) Build relationships with everyone; treat the janitor that picks up your trash with the same care and respect as the CEO. 3.) A handwritten thank you note will never be out of fashion.

Q: What changes have you seen in your 10 years at AFIA?
Rovelli: AFIA has grown so much under Joel Newman’s leadership. We’ve gone from a team of six to 20, and the current team in place is one of the best I’ve seen in 10 years. They are so talented and have everything it takes to launch AFIA into its new frontier.

Q: What are you looking forward to in your future with AFIA?
Rovelli: Continuing to improve our events and servicing our great members while also thanking AFIA for granting me a flexible schedule that allows me to be a working mom of soon-to-be two daughters.
On Oct. 16, 1991, Richard Sellers walked through the doors of the American Feed Industry Association’s headquarters in Arlington, Va., for the first time as an employee. Now, 27 years later, he is preparing for his retirement in December. But, Richard’s path began long before he joined AFIA, and each of the stops along the way played a part in getting him to this point.

A native of Memphis, Tenn., Richard graduated from the University of Memphis in 1973 with a degree in vertebrate zoology. When he didn’t receive the abundance of job offers he expected, he joined the Peace Corps, where he taught farming techniques at a vocational agriculture school in the flatlands of Nepal near the Indian border.

Upon returning to the United States, Richard attended the University of Arkansas, graduating with a master’s degree in animal sciences. He then went to work as a research associate for the Winrock International Livestock Research and Training Center in Arkansas, where he developed a technical database for international development organizations.

While in Arkansas, he married his wife, Marifran, and they had a daughter, Edie. In 1985, they moved to College Station, Texas, where he worked as a regulatory official in the Office of the Texas State Chemist. This served as his entry to the feed industry and began his involvement with the Association of American Feed Control Officials. This role laid a firm foundation for Richard’s work with AFIA. While in Texas, he and his wife welcomed a son, John.

In 1991, former AFIA President Dave Bossman offered Richard a job at AFIA. He said he “sprang to accept it,” and came on board as director of feed control and nutrition. His original responsibilities included coordinating the activities of the Feed Control Committee (now the Feed Regulatory Committee) and serving as technical advisor for the Nutrition Council. He also worked with allied industry groups, federal and state regulatory officials, the Food and Drug Administration, AAFCO, the U.S. Department of Agriculture, the National Academy of Sciences and college and university scientists.

In his time at AFIA, Richard has been instrumental in several projects. His accomplishments range from writing bovine spongiform encephalopathy (BSE) rules to working to enact the Animal Drug Availability Act of 1996, which created the medicated feed mill license and Veterinary Feed Directive, to extensive work with the Food Safety Modernization Act and more. With his team, which has grown from two to seven, he has written thousands of pages of comments to government officials, made hundreds of presentations and led various other projects. And, in 2017, the governor of Virginia appointed Richard to a four-year term on the Virginia Board of Agriculture, following his service to fill a vacant spot since the prior June.

Richard has also done a lot of traveling in his time with AFIA. He has visited every state except Wyoming, meeting with members, officials and other associations. He has made it to several state capitols, which he enjoys visiting to learn about the state’s history. He has been to the EU and Canada several times and China twice.

“All of these travels helped me grow in my job, and I’m grateful for that,” he said.

THE LEGACY AND IMPACT OF
Richard Sellers
AFIA members and staff regard Richard as a committed leader and trusted expert. He has always been dedicated to the association and the needs of its members, working tirelessly for their benefit and providing guidance through various regulatory issues.

“Richard’s knowledge of the regulatory process is unmatched, and the feed industry could not have had a better champion working on its behalf,” said Kay Johnson Smith, president and CEO of the Animal Agriculture Alliance.

“On a personal note, having worked with Richard over 20 years, he will truly be missed in the office,” she added. “His gregarious sense of humor, knowledge of Virginia and D.C. history – which he liked to test newcomers on regularly – and his generous spirit, whether offering to help someone hang pictures, making them lunch or simply offering a compliment, makes him one of the funniest and finest people I’ve ever known.”

AFIA’s President and CEO Joel G. Newman says Richard has been his trusted partner for 14 years, working directly with him and making significant contributions to the redesign of AFIA and the implementation of AFIA’s public charity, the Institute for Feed Education and Research.

He worked tirelessly with the IFEEDER Board of Trustees to position the institute to successfully support the research and education needs of the industry.

“Richard has been my regulatory mentor as I assumed the roles of working with the FDA, Codex and much of my international work,” Newman said. “His vast knowledge and patience in educating me have been much appreciated. He is a personal friend, and we have experienced so much together. His special, thoughtful and personal impact on our staff and the office will be missed – everything from his many versions of Jeopardy games, chili cook-offs, to serving as a D.C. tour guide, providing interns with a special experience, housing summer baseball players, and the list goes on!”

“Richard’s legacy will be extensive,” he added.

After 27 years, Richard has left an impact on the feed industry and the many people he has worked with. His contributions have helped to shape the feed laws and regulations in effect today, and his knowledge and mentorship have helped to positively shape the lives and careers of so many who have crossed his path. While he will certainly be missed, Richard has left a legacy that will serve the feed industry for years to come.

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

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- A global gold standard
- U.S. livestock and poultry sectors contribute only 4% of the U.S. greenhouse gas emissions vs. 14% globally
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**Ingredient Approvals Economic Effect:**
- Avg. approval cost per product of $600,000
- $1.75 million industry lost due to approval delays
- Impartial data to use with FDA to improve the approval process

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