

Current Issues and Outreach Committee Report/Minutes
2016 Annual Meeting
Marriott City Center Pittsburgh, PA
August 1st, 2016
Grand Ballroom 9:30 AM – 10:30 am

Committee Recommendations

Committee recommendations summary or list
None

Board Recommendations

Board recommendation summary or list
None

Association Recommendations

Association recommendation summary or list
None

Committee Participants

Members Present: Liz Higgins, Meagan Davis, Jennifer Godwin, Chad Linton, Tim Lyons, Eric Nelson, Isabel Pocurull, Steve Gramlich, Kent Kitade, Richard Ten Eyck, Shaness Thomas and Ali Kashani

Advisors Present: Scott Ringer, Angela Mills, David Dzanis, David Fairfield, David Meeker and Jason Vickers.

Committee Report

Committee Activities
ACTIONS:

The meeting was called to order at 9:34 am EST by Chair, Ali Kashani

Ali Kashani gave an update on the June 9th webinar. [This meeting was recorded and is posted on the Current Issues and Outreach BIN Team board.]

Ali Kashani welcomed Kelsey Luebbe (NE) as the new Vice-Chair of the Committee and indicated that she will be concentrating on communications aspects of the committee. Liz Higgins was welcomed as the newest committee member. He invited committee members, advisors and other interested parties to submit proposed topics for consideration for future meetings.

AAFCO Newsletter, *Liz Higgins (NM)*

Liz Higgins gave an update on the newsletter survey and the new AAFCO newsletter, which will be published biannually. The first issue of the newsletter will be published in November, 2016. The AAFCO newsletter survey will be sent out a week or two after the AAFCO meeting.

Members are encouraged to complete the survey and to give feedback on what they want to see in a newsletter. It was also asked that proposed names be submitted for the newsletter which will be voted on and the person who submits the winning newsletter name will receive an AAFCO OP or PF&SPF Labeling Guide.

Implementation of FSMA Rules and NASDA's Perspectives, *Bob Ehart, Senior Policy and Science Advisor, National Association of State Departments of Agriculture (NASDA)*

Bob Waltz introduced Bob Ehart, who is the Senior Policy and Science Advisor for the National Association of State Departments of Agriculture (NASDA). Mr. Ehart gave an update on the Implementation of FSMA Rules particularly in regard to the NASDA Model Framework for Produce Safety Rule Implementation. The focus of FSMA is on preventing foodborne illness. Education is key to prevention. Education should include (voluntary) farm visits in preparation for compliance assessments prior to enforcement programs. Preventing foodborne illness through the PSR will require finding ways to learn from inspections and assure what is learned is used in continuing education programs. Programs will need basic competencies to successfully carry out the work, and through self-assessment they can identify areas where they need to act to ensure alignment with the Produce Safety Rule. The technical working group focus is on "Educate before you Regulate". In September, educational programs at the state level will begin. NASDA has submitted for an expansion of the current cooperative agreement. In addition, NASDA, in collaboration with AAFCO, has submitted for a funding opportunity to develop a state-centric operational plan for the implementation of the Preventive Controls Animal Food Rule.

Principles of Quality Consumer Research: *Dr. Jean Collins, Vice-President of Consumer and Marketplace Insights for Nestle Purina*

Dr. Jean Collins, who is the Vice President of Consumer and Marketplace insights for Nestle Purina, gave a presentation on Principles of Quality Consumer research. The overall purpose of this presentation was to provide a framework for assessing the quality or credibility of consumer research. Key differences between Qualitative and Quantitative Research were highlighted:

Qualitative approaches (e.g. focus groups, shop-alongs) are ideal when the goal is to better understand consumer motivations, emotions, and communication. Advantages include direct interactions with consumers and the ability to be iterative and flexible in topics/questions. Social media can also be very helpful in identifying emerging "hot topics" and potentially better anticipating future trends. The limitation is that Qualitative (including social media) is not projectable to a larger population. Insights are "directional." Quantitative research is more structured and based on survey data. The key is that the larger, representative sample sizes are projectable to a larger population and enable statistical analyses that result in more robust conclusions. The actual Framework for Quality Consumer Research focused on (1) Credible Source, (2) Representative Sample of consumers, (3) Adequate Sample Size (typically 200-400), (4) Survey Questions that DO NOT "lead" or "bias" consumer responses.

Meeting was adjourned at 10:41 am EST.

Responsible	Item	Action	Timing/Status
Kelsey Luebbe	AAFCO Newsletter survey	Will be sent out by August 26 th	Response due by September 2
		1 st newsletter aimed to be sent out	November