



## Current Issues and Outreach Committee

2023 AAFCO Annual Meeting Agenda

Monday July 31, 2023

1:15-1:45 PM EDT

Baltimore, MD

Welcome/Roll Call & Opening Remarks

Jo Lynn Otero, New Mexico Department of Agriculture

CIOC/Philosophy Workgroup Updates

Tera Keatts, Philosophy Communications

IFPT Research Presentation on African Swine Fever

Vianca Philpotts, Washington Department of Agriculture

AAFCO 101 Update and New Members

Jo Lynn Otero, New Mexico Department of Agriculture

- **Workgroup Updates:** Align workgroup priorities with Strategic Plan

(GOAL 2) Enhance Member Support and Education Resources

Objective 2.2 – Enhance membership through recruitment, support, and sustainability.

Task 2. Stabilize committees with added participation.

Reach out to newer people to introduce them to committees and reach out post-meeting to determine if they would be willing to join any committee for participation. Assess the number of contacts made and success rate measured through new members participating on committees.

- A letter will be sent to new attendees as a follow-up.
- A networking session is incorporated within the Annual meeting following CIOC committee meeting. Those interested in a committee can meet the chair(s) and ask questions.

Task 4. Develop and implement member toolkit and periodic newsletter.

Develop a member communication toolkit, and restart newsletter, to be sent periodically (TBD) to members and advisors, and published on the AAFCO website. Encourage members to share communication items with their leadership. Evaluate relevancy with members at least twice a year (could be discussed at Seminar). Consider whether website “hits” (open rates on email) can be measured to assess engagement with toolkit/newsletter.

- The first quarterly newsletter went out in March.
- New toolkit available on the AAFCO website under “Resources” tab.



Task 5. Transfer the Event Planning Workgroup to a new Subcommittee to oversee midyear and annual meeting. Similar to Seminar Subcommittee. This becomes an ongoing subcommittee that reports to ETC. Confirm members of Subcommittee complete with chairperson. Evaluate attendance and consider meeting evaluations to assess meeting relevance and success to members. Ensure timely development of meeting agendas.

CIOC, AAFCO Executive Director, with FASS support have a subcommittee that meet prior to the annual and midyear meetings to plan.

**Action Items**

| Responsible | Item  | Action  | Timing / Status                                 |
|-------------|---|---|---|
| CIOC        | Develop messaging on impact of animal feed safety to human health with three audiences: <ul style="list-style-type: none"> <li>• Regulatory agency leadership</li> <li>• Feed manufacturers including food processors</li> <li>• Consumers</li> </ul> | <ul style="list-style-type: none"> <li>• Design a flyer that can be distributed at meetings and as a resource for State Regulatory agencies to use to educate consumers and manufacturers.</li> <li>• Develop a member informational platform containing guidance materials, resource links and a fact sheet to members, advisors and published on the AAFCO website.</li> <li>• Promote resources to ensure awareness</li> <li>• Work with website redesign group to create ability to evaluate/track viewing of resources to measure impact. Add pop up to ask if information was helpful (Yes/No answer).</li> </ul> | Prepare and provide during Midyear meeting 2024 |