



Current Issues and Outreach Committee

2023 AAFCO Annual Meeting Minutes

Monday July 31, 2023

1:15-1:45 p.m. EDT

Baltimore, MD

Committee Participants

Members Present: Jo Lynn Otero (NM), Bethany McAnulty (TN), Kristen Green (KY), Debra Gray (KS), Nathan Moon (FDA), Wendy Powell (MI)

Advisors Present: Bill Bookout, Steve Yonker, Dave Fairfield, Louise Calderwood

Committee Report:

CIOC/Philosophy Workgroup Updates: Tera Keatts – Philosophy Communications

- 65% Uptake of media release coverage in the past year. Austin has conducted 2 podcast interviews
- Increases in social media following
- Job opportunity board
- PFLM approved by membership
 - Media announces and training material

IFPT Research Presentation on African Swine Fever: Vianca Philpotts – Washington Department of Agriculture

- Found in Africa 1900
- Domestic and wild swine and ticks
- Offload human waste from airplane in disposal
- Wild pigs ate it
- Transferred to domestic
- Can survive on clothing
- Currently USA is green – NO AS

AAFCO 101 Update and New Members: Jo Lynn Otero

- AAFCO 101 was a success but we could still use some ambassador volunteers
- Bethany has been approved as Co-chair.

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.
 - PFLM will be uploaded for Regulators
 - Newsletter will be going out after this meeting let us know if you didn’t receive.
- 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 / 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"> • Regulatory agency leadership • Feed manufacturers including food processors • Consumers 	<ul style="list-style-type: none"> • Design a flyer that can be distributed at meetings and as a resource for State Regulatory agencies to use to educate consumers and manufacturers. • Develop a member informational platform containing guidance materials, resource links and a fact sheet to members, advisors and published on the AAFCO website. • Promote resources to ensure awareness • 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). 	Prepare and provide during Midyear meeting 2024