

Current Issues and Outreach Committee

2024 AAFCO Midyear Meeting
 Chattanooga Convention Center
 Chattanooga, Tennessee
 Tuesday, January 23, 2024
 1:15–1:45 pm EST

Agenda

Welcome & Opening Remarks

Jo Lynn Otero - New Mexico Department of Agriculture

Bethany McAnulty – Tennessee Department of Agriculture

SAFE – Safe Animal Feed Education

KC Gutenberger – Californial Department of Food and Agriculture

CIOC/Philosophy Workgroup Updates

Tera Keatts – Philosophy Communications

Workgroup Updates

Bethany McAnulty

AAFCO 101 Update and New Members

Jo Lynn Otero – New Mexico Department of Agriculture

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