



**Committee Report/Minutes**  
2024 AAFCO Mid-Year Meeting  
Current Issues and Outreach Committee  
January 23, 2024, 1:15-1:45 PM (EST)  
Chattanooga, TN

**Committee Recommendations**

None

**Board Recommendations**

Charge CIOC to stand up a new workgroup to explore standing up a Technical Assistance Network (TAN) to provide formal interpretations from AAFCO for questions from state members.

**Committee Participants:** Jo Lynn Otero (Co-Chair) – NM, Bethany McAnulty (Co-Chair) – TN, Bernadette Mundo-SC, Debra Gray-KS, Steve Younker, Bill Bookout, Louise Calderwood

**Virtual attendees:** None

**Committee Report and Minutes:** Jo Lynn Otero (Co-Chair) called the meeting to order at 1:15 PM (EST).

• **California Safe Animal Feed Education Presentation**

- o KC Gutenberger from the California Department of Food and Agriculture presented on the history and evolution of the Safe Animal Feed Education (SAFE) program. The program, initiated in 2005, aims to provide education and outreach for feed safety and quality assurance in California. The presentation covered the program's focus on mycotoxin sampling, BSE outreach, quality assurance inspections, emergency response, and more from 2005 to 2010.
- o With the enactment of the Food Safety Modernization Act (FSMA) in 2011, the SAFE program adapted its efforts to include outreach and education on FSMA rules, process verification inspections, HACCP training, and developing example SOPs. The Veterinary Feed Directive (VFD) rule in 2015 led to VFD outreach by the program.
- o The presentation highlighted the dynamic nature of the SAFE program, addressing changes in regulations and industry needs.
  - Context: The legalization of hemp production in the 2018 US Farm Bill prompted research funded by SAFE on the feed safety of hemp byproducts. In 2020-2023, there was a shift in focus towards human food waste diversion, and the program funded research projects related to byproduct capacity.
- o The SAFE program's current focus:
  - Education through documents, training, workshops, consultations, and maintaining a website and blog. Research projects are ongoing, including a completed study on



- hemp byproduct as ruminant feed in lactating goats.
  - Studies as needed and provides food safety plan consultations.
- o The presentation concluded with reports published annually, labeling guides, and industry surveys to tailor education efforts based on industry needs and preferences.

**Discussion: The floor was opened to questions on the presentation but no questions on the presentation were presented at the time**

- **CIOC/Philosophy Work Group Update**

- o Tera Keatts reported on the media outreach and education efforts, highlighting the coverage of AAFCO and PFLM in various publications, including mainstream media like Wall Street Journal and New York Times. The workgroup has focused on growing AAFCO's social media presence, doubling the audience, and increasing engagement on platforms like Facebook and LinkedIn.
- o Tera announces the upcoming launch of AAFCO's e-commerce website, AAFCO Depot, where members can purchase swag, apparel, safety gear, PPE, and inspection tools. The presentation emphasizes the importance of connecting online with AAFCO members, profiling past presidents and board members, and recognizing their contributions.

**Discussion: The floor was opened to questions:** a member posed a question to Tera regarding the 45 articles and millions of impressions mentioned in the presentation. Tera explained that the articles are authored by reporters or freelance writers from various publications who reach out to AAFCO for quotes or interviews, with contributions from executive members and the board for bylined articles.

- **CIOC's Goals – Bethany McAnulty (Co-Chair)**

While the last three goals were accomplished, including plans for all work groups and the CIOC committee, the design of the flyer is still pending

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> </ul>	Prepare and provide during Annual meeting 2024

**AAFCO 101 Update:**



Jo Lynn Otero (Co-Chair) recognized and welcomed all new AAFCO members. All new members were asked to take a group picture for the OP and were able to select an AAFCO item of their choice as a souvenir.

**Adjournment:**

The Current Issues and Outreach Committee meeting transitioned to the next session at 1:45 pm (EST)