



For Immediate Release **International Production & Processing Expo**

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Record-breaking AFIA Pet Food Conference Sets Stage for IPPE

ATLANTA, Ga., Jan. 27, 2016 – The American Feed Industry Association’s Pet Food Conference Tuesday was one for the books, with 330 registrants, far exceeding the 2015 conference, which had 250 registrants.

The Pet Food Conference is one of the first events during the International Production & Processing Expo in Atlanta, Ga. It is designed to inform pet food representatives about the latest industry initiatives, and included speakers from government entities, private companies and universities, and discussed compelling topics including the future of trade, developments in meat and poultry safety, labeling claims and how to prepare for third-party certification.

“The final FSMA rule requires pet food manufacturers to consider different aspects than their feed and feed ingredient manufacturer counterparts,” said Leah Wilkinson, AFIA vice president of legislative, regulatory and state affairs. “While the industry is preparing to implement the final rule, we are also looking to future challenges and opportunities in the pet food market.”

Attendees heard from industry representatives Betsy Booren, Ph.D., North American Meat Institute; John Dillard, Olsson, Frank and Weeda; Maria R. C. de Godoy, Ph.D., University of Illinois; Daniel McChesney, Ph.D., U.S. Food and Drug Administration; Robert Prevendar, NSF International; and AFIA trade expert Gina Tumbarello on the issues of whole genome sequencing, labeling, sampling, certifications and trade.

“In 2015 the U.S. averaged \$105 billion in pet care sales,” said Jared Koerten of Euromonitor International during his domestic and global trends in pet food presentation. “Dog food represents almost half of global sales, and together with cat food, both control 70 percent of the global pet care market.”

Research updates addressing allergens and pet obesity were also provided to the group.

Kelly Swanson, Ph.D., professor of animal and nutritional sciences at the University of Illinois, explained to the audience information pulled from a study conducted in 2014 showed “30 percent of pets were

overweight and 28 percent were obese, which is more than 50 percent of the pet population.” Research is ongoing into methods to mitigate this obesity trend.

“As the record-breaking attendance alludes, the interest in this sector of AFIA’s membership continues to grow and this conference provides an excellent educational and networking forum,” said Wilkinson.

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Photo caption:

Kelly Swanson, Ph.D., of University of Illinois – Urbana, provides surprising statistics about obesity in America’s pets.

ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

The American Feed Industry Association (AFIA) is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat

Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.