



## For Immediate Release

### International Production & Processing Expo

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## Future Is Bright for US Pet Food Industry, PFC Speakers Say

TUCKER, Ga. – Jan. 27, 2021 – The American Feed Industry Association (AFIA) wrapped up its 14th annual [Pet Food Conference](#) (PFC) late yesterday, covering the regulatory and trade outlook for the U.S. pet food sector along with changing consumer trends emerging from the coronavirus pandemic. The daylong virtual conference also included the announcement of two [Friend of Pet Food Award](#) winners and culminated with three presentations on [graduate-level research](#) currently being conducted in the field.

“Nearly 250 professionals from all facets of the pet food industry participated in the AFIA’s virtual Pet Food Conference this week, proving the industry’s yearning for quality education events and drive for continuous improvement is ever-present despite our ongoing battle to end the COVID-19 pandemic,” said Louise Calderwood, AFIA’s director of regulatory affairs. “The AFIA Pet Food Committee set a new bar for our annual conference, bringing together an outstanding lineup of speakers who challenged us to think differently about how consumers make decisions on their pets’ nutrition, how we approach future growth opportunities at home and abroad, and excited us to think about what future pet research will reveal.”

The live session on Tuesday included discussions on the role of behavioral economics in improving a company’s bottom line; the need for diverse ingredients to meet shared sustainability goals throughout the food and agriculture industry; the Food and Drug Administration’s work to streamline ingredient review approvals and bolster its safety inspection process; and potential opportunities and roadblocks that will influence near-term trade deals. Speakers also discussed how the pet food industry is expected to change after the pandemic and showcased dogs being trained to detect diseases, including COVID-19 and ovarian cancer. Participants also had the opportunity to listen to pre-recorded sessions from the Association of American Feed Control Officials on its mid-year meeting, which took place in mid-January; the latest [pet food production data](#) from the Institute for Feed Education and Research; and the changes the Biden administration may bring to the U.S. trade policy from the AFIA.

The AFIA thanks its platinum sponsors ADM and Trouw Nutrition; gold sponsors Alltech and TruMune™ by Diamond V®; and silver sponsors Darling Ingredients, DSM, Kemin Animal Nutrition and Health-North America, The Poultry Protein & Fat Council and Zinpro Performance Minerals.

The 2022 AFIA Pet Food Conference will take place Jan. 25 in Atlanta, Ga. For more information, visit [afia.org/events](http://afia.org/events).

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#### **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**

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of nearly 700 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA's members manufacture more than 75% of the feed and 70% of the non-whole grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

#### **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 Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.