
AAFCO's 2010 Strategic Plan

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2008 AAFCO Annual Meeting
Nashville, TN

Strategic Plan Review Schedule

- Feb 08 Summit DC Input from industry
- May 08 Seminar CA Input from members
- Aug 08 Annual TN Present initial topics, gather additional input from members and industry
- Oct 08 Briefing DC Continue development, make assignments
- Jan 09 Midyear AZ Develop w/i committees
- May 09 Seminar CA Finalize draft
- July 09 electronic Send out for review
- Aug 09 Annual DC Membership vote

Industry Summit

- February 26, 2008
- Two persons from 8 stakeholder groups were invited
- These persons attended
 - AFIA - Richard Sellers, Bruce Arentson
 - APPMA - Ed Rod
 - FB - Kelli Ludlum
 - NGFA - Randy Gordon
 - NOPA - Dave Ailor
 - PFI - Nancy Cook
 - FDA/CVM – Sharon Benz, Neal Bataller
 - NRA - did not attend
 - Chris Cowell

Input from Industry

- 1. Promote Organizational Growth and Efficiency**
- 2. Facilitate Consistent and Fair Interpretation and Enforcement of Feed Laws and Regulations**

Promoting Organizational Growth and Efficiency

- Raise and maintain funds to hire an Executive Director
- Hire an Executive Director
- Restructure AAFCO Committee and Board structure
- Promote and enhance member participation
- Develop a strategy to expand the number of stakeholders participating
- Enhance communications
- Identify and implement revenue generating opportunities to ensure AAFCO's long term future

Facilitate Consistent and Fair Interpretation and Enforcement of Feed Laws / Regulations

- How do we promote uniformity
- How do we develop plans to....

Facilitate Consistent and Fair Interpretation and Enforcement of Feed Laws / Regulations

- Participate actively in the implementation of FDA's AFSS initiative
- Implement AAFCO's Model Feed Safety Program (*Assuming the plan has been finalized before the 2010 plan goes into place*)
- Train and educate regulators on the Feed Safety Program Plan
- Enhance and refine the feed ingredient definition process, including adding timeframes

Facilitate Consistent and Fair Interpretation and Enforcement of Feed Laws / Regulations

- Develop forums to educate policy makers and regulators on AAFCO's Model Bill & Regulations
- Work cooperatively with FDA to enhance professional training of inspectors, including an inspector certification component
- Continue to have a forum to discuss feed contaminants and lab issues
 - *Could AAFCO hold "Lab Meetings" to help enhance state lab abilities – not just deal with methods*
- Examination/creation of real time, web based feed contamination database

The state's perspective – 2008 Feed Administrator's Seminar

- Open Discussion
- Many items were similar to the 2005 Strategic Plan, or could be inserted into the same categories from the 2005 Plan, which shows:
 - We were on the right track
 - Many of the assoc. goals are continuous
 - We haven't accomplished all our goals
- Breakout groups
- Responses and ideas were for AAFCO to pursue....

Main Topics

- Enhance Communications
- Promote and Enhance Member Participation
- Promote Organizational Growth & Efficacy
- Emphasize feed/food safety and public health
- Ensure working partnerships with stakeholders
- Promote AAFCO internationally

Enhance Communications

- Enhance communication between states
 - BOD represented at local state agencies and industry meetings
- Develop a new members packet
- Increase partnerships with academia
- Utilize new communications technologies
- Become a depository of feed regulatory information
- Develop a communication plan
 - Who, what, where, when, why (provide more consistency)
- Provide lab methodology updates
 - Promote new methods & recognize their importance
- AAFCO OP – searchable by keywords on the website (secure?)
- On-line discussion forum “blog-spot” searchable by keywords
- Utilize the AAFCO conference call account
- Make the AAFCO website easier to navigate
 - Provide a “What’s New” button on the website
 - Feed Contaminate database on website
- Online classes (CEU credit) for members
- Industry training/development/materials

Promote and Enhance Member Participation

- Unified results that we can document
- Improve AAFCO exposure with direct contact to upper management
- Inspector certification – training new staff
- Illustrate to state management how uniform Model regulations across the nation can improve state programs
- Cooperative regional enforcement
 - interaction with FDA districts
- AAFCO board member visiting states
- More AAFCO conference calls
 - regional calls
 - twice a year 50 state calls
- Formal mentoring program
- Coordinated enforcement activities – common issues – feed safety

Promote Organizational Growth & Efficacy

- Identify and market the importance of AAFCO
- Enhance efficiency of AAFCO by better utilizing resources
- Emphasize benefits to states regarding AAFCO advisorship to all levels of state officials
- Contact “upper management” to thank them for support
 - Make them aware of AAFCO accomplishments
- Succession Planning
- Provide an active mentoring program
- Sell AAFCO (what will bring you to AAFCO)
 - Communicate the benefits of attending AAFCO meetings to directors and commissioners
 - Supply Training for managers with funding
- Broadly advertise successes

Emphasize Feed/Food Safety and Public Health

- Focus on Enforcement/Non-Compliance
 - Work with FDA on common priorities
- Cooperative regional enforcement (interaction with FDA districts)
- Coordinated enforcement activities – common issues – feed safety
- Emergency Response

Ensure Working Partnerships with Stakeholders

- Improve interactions with national/regional/international organizations on policy issues and standard setting
 - Develop outreach plans and strategies for stakeholder groups (e.g. feed industry, consumer and producer groups)
 - Develop or identify cooperative forums for discussion of issues
- Identify:
 - Stakeholders/Working partners
 - Why are they stakeholders?
 - What is in it for our stakeholders and what is in it for AAFCO?
 - Look at international groups and smaller domestic groups.
 - Look at AFDO and international standard.
- Outreach needs:
 - attend meetings
 - be part of a working group
 - possible presentations
 - committees, etc.

Promote AAFCO Internationally

- Feed Labeling
 - Pet Food Labeling – developed complete nutritional standards
 - AAFCO Pet Food Label Review Checklist
 - Offer label review for foreign country importers
- Feed Ingredient Standard Setting
 - Offer inspector training
 - Offer lab analysis & training
 - Import regulations – who to call
- Feed Regulations
 - custom regulations for different countries
 - sampling program consultation

Where to go from here...

- **Topic Development** - For each topic, the following will be identified.
 - Objectives
 - Driving Force
 - Stakeholders / working partners
 - Deliverables
 - Time frames
 - Outreach needs