AFIA's Pet Food Committee is proud to present the 6th Annual
Pet Food Conference

DATES: January 29, 2013 – 8:00 a.m. – 5:15 p.m.
LOCATION: Georgia World Congress Center (B401–402), Atlanta, Georgia

Tuesday Morning Break Sponsored By:

Alltech
Booth 1411

Trouw Nutrition
Booth 2605

Tuesday Afternoon Break Sponsored By:

ADM
Alliance Nutrition®
Booth 2517

Event brought to you with support of above mentioned sponsors and our Named Sponsors:

Feedstuffs Petfood Industry
Booth 1907 Booth 411

Please be sure to visit our sponsors' booths at the International Production & Processing Expo
SESSION
7:30 – 8:00 a.m.
Break Sponsored By

Altech
8:00 - 8:10 a.m.
Welcome and Overview of Conference
Dr. Jarrod Kersey
The Nutro Company

8:10 – 8:45 a.m.
Trends and Outlook for Pet Ownership in the U.S.
Michael Maddox
Pet Industry Joint Advisory Council

8:45 – 9:30 a.m.
U.S. Food and Drug Administration Update
Dr. Daniel McChesney
FDA-CVM

9:30 – 10:00 a.m.
Break Sponsored By

Trouw Nutrition
INternational

10:00 – 10:45 a.m.
Panel: Pet Food Ingredients – Availability, Challenges and Approval Processes
Dr. Dale Hill, ADM Alliance Nutrition
Chuck Malone, Tyson Animal Nutrition Group
Dr. Ray Matulka, Burdock Group
Mike Cic, The Scoular Company

10:45 – 11:30 a.m.
Behind the Scenes of a CDC Outbreak Investigation
Dr. Maho Imanishi
Centers for Disease Control and Prevention

11:30 – Noon
AAFCO Update
Jan Jarman
Minnesota Department of Agriculture

3:00 – 3:30 p.m.
Break Sponsored By

3:30 – 4:00 p.m.
Post California Proposition 37 – What Now?
Ab Basu
Biotechnology Industry Organization

4:00 – 4:15 p.m.
International Trade Update
Gina Tumbarello
AFIA

4:15 – 5:15 p.m.
Meeting the Needs of Today’s Consumer: Consumer Reports and Complaint Systems, Effectively Communicating with Consumers on Safety Messages and Dealing with Today’s Media (traditional and social)
Janet Riley, American Meat Institute
Steve Wawrzyniak, G.R.A. Consultants LLC

5:15 p.m.
Wrap up and Adjourn
Dr. Jarrod Kersey
The Nutro Company

5:15 p.m.
IPPE Welcome Reception on the trade show floor