

Conference Information

Pricing

Preregister by January 9, 2009, to obtain these special rates! Preregister Online: \$30 (USD); By Fax or Mail: \$40 (USD); On-Site Registration: \$50 (USD)

Go to <http://www.petfoodconference.com/registration/index.cfm> to register for the Pet Food Regulatory and Technical Conference or complete the registration form located at that link and mail it to: U.S. Poultry & Egg Association, 1530 Cooleedge Road, Tucker, GA 30084-7303.

Lodging

Conference attendees can take advantage of the discounted room rates negotiated for the International Poultry Expo / International Feed Expo. A wide selection of downtown and satellite hotels is available. Go to <http://www.wynjade.com/poultry09/index.cfm> to learn more about housing.

Transportation

Delta Air Lines is the official airline for the 2009 International Poultry Expo/International Feed Expo. When you confirm your reservations via www.delta.com, Delta offers a 5 percent discount in coach (excluding fares booked in K, L, U, T, I, A, D). In addition, Delta offers a 10 percent discount for first class fares.

Questions

If you need more information regarding the conference, contact:

Alexa Stanco, American Feed Industry Association, astanco@afia.org, 703.558.3570.

2101 Wilson Blvd., Suite 916
Arlington, VA 22201



Pet Food Regulatory and Technical Conference

UNDERSTANDING EMERGING TRENDS IN THE PET FOOD INDUSTRY

JANUARY 27 – 28, 2009

Georgia World Congress Center
Atlanta, Georgia

**Preregister Online for
Only \$30 (USD)!**

www.petfoodconference.com



Sponsored by



FDA CVM is in the process of writing federal pet food regulations in accordance with the Food Drug Administration Amendments Act of 2007 (FDAAA). Under FDAAA, FDA CVM must develop ingredient standards and definitions, processing requirements and nutrition and labeling rules as well. This regulation will not only impact production and marketing of pet food, but it will also influence how research and development teams plan for the future.

The American Feed Industry Association (AFIA) and the Poultry Protein & Fat Council (PPFC) will sponsor a Pet Food Regulatory and Technical Conference January 27 - 28, 2009, at the Georgia World Congress Center in Atlanta, Georgia.

Conference Bonus

All conference attendees will receive complimentary admission to the International Poultry Expo/International Feed Expo January 28-30 at the Georgia World Congress Center. The trade show features more than 900 exhibitors displaying the latest products, services and technology for the poultry, pet food and feed

sectors of the industry. Go to www.ife09.org or www.ipe09.org to learn more about the IPE/IFE.

All preregistered attendees also will receive a copy of the proceedings from the conference.

Schedule of Events

TUESDAY, JANUARY 27

Regulatory Session:

1:00 – 1:05 p.m. Introduction and Welcome

1:05 – 2:35 p.m.

International Pet Food Regulatory Session

- Dr. Dan McChesney, FDA CVM
- Dr. Willem Penning, European Commission
- Mr. Pierre Stang, Canadian Food Inspection Agency

2:35 – 3:00 p.m.

Industry Panelists to be included with above government representatives in 25 minute "Q&A"

- Mrs. Marty Wilder, Pet Food Association of Canada
- Mr. Thomas Meyer, FEDIAF (European Pet Food Association)
- Mr. Richard Sellers, American Feed Industry Association

3:00 – 3:30 p.m. Break

3:30 – 5:30 p.m. Status of U.S. Pet Food Regulations

- Dr. Bill Burkholder, FDA CVM
- Mr. Andy Gray, President, AAFCO and Montana Department of Agriculture

Roundtable discussion of pet food related regulatory questions:

AAFCO Pet Food Committee (Invited):

- Mr. Tony Claxton, Missouri
- Ms. Theresa Crenshaw, Delaware
- Ms. Liz Higgins, New Mexico
- Mr. Roger Hoestenbach, Texas
- Dr. Cathi Marshall, FDA CVM
- Mr. Eric Nelson, Wisconsin
- Mr. Dave Syverson, Minnesota

Industry Representatives:

- Mr. Jason Vickers, P&G Pet Care
- Mr. Steve Wawrzyniak, Pet Food Consultant
- Dr. Steve Traylor, Alltech, Inc.

Technical Session:

1:00 – 1:05 p.m. Introduction and Welcome

1:05 – 2:35 p.m.

International Pet Food Technical Session

- Future Developments in Pet Food R&D
 - Dr. Greg Reinhart, former VP Iams R&D
- Research needed for claim support
 - Dr. Bill Burkholder, FDA CVM

3:00 – 3:30 p.m. Break

3:30 – 5:00 p.m.

- Examining the Safety of Supplements for Horses, Dogs and Cats:
 - National Research Council Representative
- Alternative Ingredient Strategies in a Tight Market
 - Dr. Roy Brister, Tyson Foods

WEDNESDAY, JANUARY 28

8:00 – 9:00 a.m.

Building Brands and Maintaining Loyalty

9:00 – 10:00 a.m.

Impact of a Tight Market on Premium Products

An up-to-date agenda of the program can be viewed at www.petfoodconference.com

