

## **Welcome New Board of Trustees**

The Institute for Feed Education & Research welcomes Paul Phillips, Maxi-Lift Inc./Southwest Agri-Plastics, Inc. as the chairman of the Board of Trustees and thanks Rob Sheffer, Waycrosse, for serving as chair from May 1, 2016 to April 30.



Phillips recently served as the American Feed Industry Association's chairman of the Board of Directors and was a founding trustee for IFEEDER. He brings a wealth of experience and knowledge to the Foundation and the overall animal food industry.

In addition, Al Gunderson, Vita Plus Corporation, completed his term on the Board of Trustees on April 30. Gunderson was a founding trustee for IFEEDER, as well as the first chairman of the Board of Trustees. He helped develop the vision and shared a great passion for the foundation with all of the people involved with IFEEDER. Thank you, Al, for all of your endless work on behalf of IFEEDER and the animal food industry!



IFEEDER welcomes Mark Leuking, Cargill Animal Nutrition, as a new trustee. Leuking joined Cargill in 2008 in the Strategy and Business Development group during which he spent three years in China. In 2014, he joined Cargill's Animal Nutrition Enterprise where he currently serves as the managing director of the animal feed and nutrition business in the U.S. Leuking's many years of experience in the animal feed industry will bring an important perspective to discussions. His term will expire April 2020



## Project Update...

The **consumer webinar project** is in process. IFEEDER contracted with the [Center for Food Integrity](#) to develop a series of three webinars for AFIA members to become more comfortable talking with consumers about agricultural issues and important topics related to animal feed, such as the use of GMOs in feed, greenhouse gases and antibiotics. The first webinar, held May 18, discussed "What Consumers Want." The second webinar, held May 25, covered "Communication with

Shared Values.” Both webinars were well attended by AFIA members and are available to view [here](#) for next the next year. The final webinar will be held June 1, covering how to “Engage in Three Steps,” and you can still register for this webinar [here](#).

In addition to the webinars, a series of talking points on GMOs, antibiotic use and greenhouse gases are available to AFIA members in the members’ only section of the website.

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