

# AFIA holds centennial celebration



A special program designed to honor the American Feed Industry Association's 100th anniversary was the centerpiece of a series of recent events designed to benefit AFIA's members. The March 11 Centennial Celebration luncheon and program was held in conjunction with the AFIA's annual Spring Forum, March 9-11, and the Purchasing and Ingredient Suppliers Conference, March 11-13.

Farm broadcasting veteran Orion Samuelson of WGN Radio in Chicago (*above*) was the voice of a specially produced 13-minute film, "The Promises Live On," and served as the master of ceremonies for the Centennial Celebration luncheon program. Speakers during the program were Dr. Alan Wessler of MFA Incorporated and the Centennial Task Force committee chairman; Don Orr of JBS United and AFIA's current chairman; Brian Rittgers of Elanco Animal Health and AFIA's chairman-elect; and Joel G. Newman, AFIA's president.

Each speaker addressed a different aspect of the

Centennial Celebration and the combined, unified strength of the total feed industry over the last century. Each also expressed appreciation to AFIA member-companies that provided financial support to the initiative and shared photos, vintage feed sacks and other memorabilia for use in the production of Centennial Celebration commemoratives.

A special 112-page, four-color hardcover book, *Delivering On Our Promises: AFIA Celebrates 100 Years*, and the complementary film about AFIA's century of people, issues and events were unveiled during the luncheon program. The book and film highlight the enduring promises the association's members have believed in and upheld ever since the organization's founding in the spring of 1909. A DVD copy of the film was presented to each guest as a favor.

AFIA's official contact at each member-company is slated to receive at least one copy of the book, *Delivering on Our Promises: AFIA Celebrates 100 Years*, and at least one DVD copy of the film, "The Promises Live On." Additional copies of the book and film are available for anyone to purchase at [www.afia.org](http://www.afia.org).

## AFIA forms IFEEDER

With an eye toward the next century of service, during the business session at the Spring Forum, the AFIA Board of Directors authorized the formation of the Institute for Feed Education and Research (IFEEDER). The organization, which is expected to be incorporated in May 2009, is to support educational and scientific research that addresses challenges facing the industry and develops opportunities for a sustainable, global feed industry. (*see Industry News section for more*) ■

