

2016-2017 AFDO FINAL COMMITTEE REPORT

Industry Associate Membership Committee

Chair: Cynthia Culmo, CC Consulting, Ft. Worth, TX

***Chair:** Doug Saunders, Coca-Cola, Atlanta, GA

Charge 1: Provide a Master of Ceremonies for the Wiley Award Banquet.

Discussion: Barbara Cassens and Courtney Bidney have agreed to serve as the Mistresses of Ceremonies for the 2017 Wiley Awards Banquet. Additionally, Jerry Wojtala has agreed to assist with the preparation as well as the production of the program.

Recommendations: Accept Barbara Cassens and Courtney Bidney as Mistresses of Ceremonies, and Jerry Wojtala for assistance with preparation and production of the program.

Executive Committee Action:

Approval Disapproval Date 6/7/17

Charge 2: Submit a worthy candidate for the AFDO Associate Industry Award. The prior year's winner will be the chair and the past 7 recipients will comprise the Associate Industry Award sub-committee. The sub-committee chair will advise the committee chair of the nominee annually by March 15th. The committee chair will present the award at the Wiley Award Banquet at the Annual Conference.

Discussion: The chair for this year's nominating subcommittee, Julie Larsen, solicited nominations for this award, and two nominations were received.

Recommendations: The award will be presented to the subcommittee's choice at the Wiley Award Banquet in June.

Executive Committee Action:

Approval Disapproval Date 6/7/17

Charge 3: Survey industry associate members for regulatory concerns that should be brought to the attention of the Board.

Discussion: This charge was discussed during the annual face-to-face committee meeting and during several conference calls, and several regulatory concerns were suggested for consideration by the Board.

Recommendations: The Board should consider the following:

- Uniformity of inspections and enforcement based on turnover in inspectional workforce (i.e. many experienced inspectors are retiring, and new inspectors are coming on board). Consider discussions on facilitating transition and maintaining historical knowledge – possible committee charge.
- Model Cottage Food Code – is there a need for this model code to be updated, considering a proliferation of cottage food processors, farmer's markets, Buy-Local campaigns, and internet sales? – possible committee charge.
- 2017 is the 25th Anniversary of the Fair Packaging and Labeling Act; however, FDA still has not updated 21 CFR 101.105 Declaration of net quantity of contents when exempt, while FTC has amended their regulations twice – possible resolution to FDA.

**Responsible for submission of reports*

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Executive Committee Action:

Approval



Disapproval



Date

6/7/17

Charge 4: Provide ideas and recommendation on how to increase industry membership and participation to the AFDO Board by March 1, 2017.

Discussion: This charge was discussed during the annual face-to-face committee meeting, and during several conference calls during the year. Recommendations were made, as follows.

Recommendations: Following are ideas for consideration:

- Consider holding roundtable discussion sessions for select groups of industry and regulators to discuss implementation of regulations under the Food Safety Modernization Act.
- Consider having more industry members serve as moderators during educational conference presentations (discussed with Board during Fall 2016 and Spring 2017 Board meetings).
- Utilize social media to help expedite and communicate quarterly meetings. Ask regional affiliates to post AFDO information on Facebook (i.e. those who have contributed to goody bags).
- Talk with regional affiliates to determine any trends regarding industry membership at the regional affiliate level.
- Prepare a video presentation identifying the benefits of AFDO membership for industry members, and post on Google or YouTube.
- Update information regarding what industry members get in return for their money.
- Determine other benefits that could be made available to industry members.
- If we want to attract more displays, offer to set up booths and provide staff to operate booths if necessary. Could possibly be an activity in which Alumni members would want to participate.
- Provide recognition of every sponsor/display on social media.
- Obtain lists of affiliate industry members to use as recruiting tools.

Executive Committee Action:

Approval



Disapproval



Date

6/7/17

Charge 5: Support the AFDO Affiliates when requested by suggesting topics and speakers for their conferences.

Discussion: Many industry members already support such requests, but perhaps the willingness of industry to provide this support should be better communicated to the regional affiliates. Additionally, a suggestion was made to set up a web page that could be accessed by the Regional Affiliates, to identify potential topic areas for consideration. This could be a running collection of potential topics, and perhaps, could begin by identifying topics suggested for the AFDO annual educational conference that did not make the meeting agenda.

Recommendations: This charge should be an ongoing charge to continue to identify ideas where Industry Associate Members can provide support to the AFDO Affiliates.

Executive Committee Action:

Approval



Disapproval



Date

6/7/17

**Responsible for submission of reports*