



*Healthy, productive animals mean a safe, sound food supply. And it starts with our responsibility, our promise to provide the best feed for cattle, swine, poultry and companion animals.*

*If your business involves feed, you should be involved in the Safe Feed/Safe Food Certification Program, the American Feed Industry Association's voluntary initiative to certify the best feed- and ingredient-producing facilities and promote safety and awareness.*



***What is AFIA's Safe Feed/Safe Food Certification Program?***

The American Feed Industry Association (AFIA), the world's largest organization devoted exclusively to

representing the business, legislative and regulatory interests of the animal feed and pet food industries and suppliers, created the Safe Feed/Safe Food (SF/SF) Certification Program in 2004.

Designed for the total feed industry, including commercial and integrated feed manufacturers and suppliers, this voluntary certification program establishes comprehensive standards of excellence that go beyond existing regulations. Companies that achieve these high standards receive certification for their efforts to maximize food and feed safety. Excelling at every aspect of feed production is "our responsibility, our promise" to regulators, customers and ultimately consumers.

Hundreds of facilities already have demonstrated excellence and gained SF/SF recognition, based on independent audits by third-party certifiers. Consider making your facilities the next to join this exclusive group.

***Why does AFIA's Safe Feed/Safe Food Certification Program matter?***

Accountability and leadership are two key elements of AFIA's SF/SF initiative, because food safety is "our responsibility, our promise."

Those aren't the only guiding principles of AFIA's SF/SF initiative. Leaders of SF/SF-certified businesses know getting ahead of the curve today means being in a position to succeed tomorrow.

***"Our Responsibility, Our Promise"***

Earning the right to display the SF/SF logo means devoting time and resources to developing a detailed plan of action, fulfilling specific requirements and demonstrating the ways in which facilities exceed industry standards. These efforts show employees are doing all they can to protect the future, while maintaining and enhancing your company's reputation.

***What aspects of the business does AFIA's Safe Feed/Safe Food initiative relate to?***

Taking steps to reduce risks that have the potential to harm your company's reputation, employees, customers and consumers are at the core of AFIA's SF/SF initiative. Also at stake is protecting the hard-won brand value of your company. Adhering to "our responsibility, our promise" means certified facilities are reducing their risks and that of their customers.



The SF/SF program is the first of its kind to offer a pledge and a commitment to an extensive feed safety control program. Among SF/SF features are assessing and controlling hazards, tracing and tracking products, and documenting and controlling processing and manufacturing.



***What does the Safe Feed/Safe Food logo signify?***

- Healthy, productive animals nurtured
- Entire feed manufacturing process certified
- Enhanced business practices implemented
- Potential product liability reduced
- Brand value protected
- Industry recognition earned

## Still Uncertain of the Benefits?

Your colleagues in the feed and ingredient-related industry may work at SF/SF-certified facilities already. AFIA is pleased to welcome several dozen companies to the family of certified facilities each year.

**“AFIA is ahead of the curve in this crucial area. ... This direction simply makes sense since FDA cannot do it alone.”**

*---Dr. Stephen Sundloff, former director of the FDA Center for Veterinary Medicine, at AFIA's Executive Leadership Summit, 2007*

The program **“provides an opportunity for the industry to address the key concerns of our constituents, and that is feed safety. ... The Safe Feed/Safe Food program provides the mechanism for us to police ourselves, as well as to seek an auditing function.”**

*---Henry Turlington, North American Nutrition Companies*

The program **“is the best thing that's happened to the U.S. feed industry in years. ... I would recommend any company affiliated with the feed industry be a member of Safe Feed/Safe Food. It's an integral part of our industry. It provides standards we should demand.”**

*---Dan Haney, Alltech, Inc.*



### Contact Us

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Please visit AFIA's Safe Feed/Safe Food Web pages at [www.afia.org/Afia/SFSF.aspx](http://www.afia.org/Afia/SFSF.aspx).

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