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If you haven't had time in all the rush of 2015 to reflect on what is really important, there may be time during the holidays ahead. In this issue of *DairyAdvisor*, President and CEO **Jeff Cannon** provides a brief overview of high points of the year for Diamond V.

One way or another, Jeff's seven bullet points connect to the "big picture" of helping to advance global food safety, sustainability, and affordability. Whether we're producers or consumers, food goes way back for us all...

"We are born with 'but two wants -- to eat and to sleep,' and the 'eat' comes first...." -- O.W. True in *The United States Medical Investigator*, Volume VI, 1869

Because "eat comes first," the safety of food is critical. Despite tremendous advances in science and technology since the 19th Century, food safety pops up as the foremost concern of consumers, who may or may not know how much safer food is today than in earlier times.

An annual survey of U.S. consumers underscores the importance of food safety, which was ranked as the most important food topic, followed by nutrition. **Dr. Stephanie Frankenbach**, Diamond V Poultry Marketing Manager, pointed out that the 2015 Hunter Public Relations study showed 45% of Americans believe food and nutrition stories are more important than other news stories, up from 40% in 2014 and 32% in 2013. A news release on the survey noted: "Among Millennials, the youngest group surveyed in this study and a key group for marketers, that importance jumps to 54%."

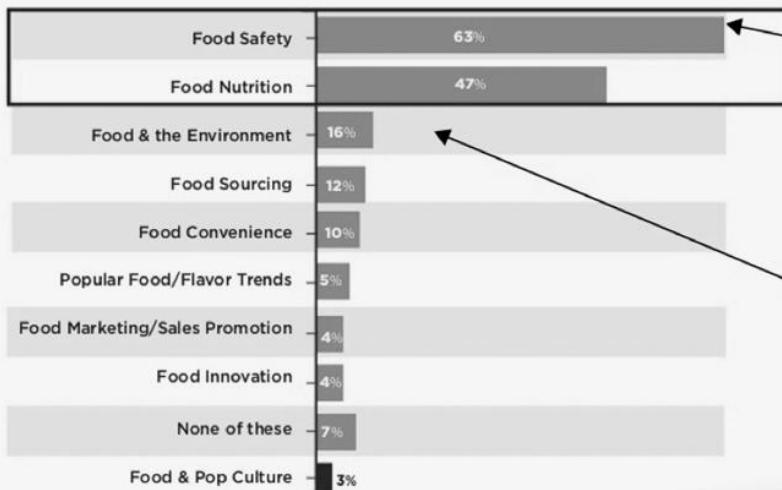
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Food safety first and always



Clayton Gill
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Topics of Food Safety and Food Nutrition are most important to Americans.



Women (69% vs. men 56%) place more importance on Food Safety. Non-Hispanics also place more importance here (68% vs. 43% of Hispanics). Hispanics place equal importance to Nutrition and Safety.

Women also place more importance on food and the environment (19% vs. 14% of men).

Source: [Hunter Public Relations "2015 Food News Study"](#)

According to the Hunter surveys over the past three years at least, food safety concerns among Americans on average are increasing at a rate of more than 5% per year. Looking toward 2016, food safety must remain a priority for the entire food industry – both in fact and in perception. For our part at Diamond V, we're on the leading edge of pre-harvest food safety for food animals, which can go a long way toward ensuring overall food safety.

We're also bringing new ways to support the success of your dairy operation and business. Stay tuned for some exciting news coming in January. Meanwhile, please call on Diamond V Dairy Advisors who are always ready to help. And enjoy the holidays!

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Thank you!

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