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Almost every day we see headlines in industry news and popular media regarding the safety of our food supply. Consumer awareness of food safety issues is greater than ever and growing. Increased consumer awareness leads food retailers to focus on marketing products based on consumer perceptions of food safety attributes. We now have BST-free or rBGH-free milk, all-natural beef, non-antibiotic chicken, cage-free eggs, etc.

Food safety also has become a priority in federal and state regulatory agendas. There have been significant changes in federal food safety and feed production regulations with the passage of the U.S. Food Safety and Modernization Act. States also have gotten involved with passage of labeling laws and animal care legislation such as the Proposition 2 ballot initiative in California, which resulted in the state's landmark "Prevention of Farm Animal Cruelty Act."

Our consumers are increasingly interested in where their food comes from and how it is produced. They especially want to be sure of the safety of their food supply. However, following the consolidation of food production over the last 50 years, there's a huge gap in public knowledge about modern food production.

Today, those of us involved in food production have an even greater responsibility to provide reliable information and follow best practices that help reassure consumers that their food supply is safe. When consumers hear about an animal disease such as "high-pathogen avian influenza" or about a food recall due to *Salmonella* or *Campylobacter* contamination, they need to have

## ***President's Update***

# **Food safety priority**



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confidence that the food production chain is on top of the issues. They need to know that the people who make that chain work are truly working with the best interests of consumers in mind.

Recent food safety issues have gotten attention in many parts of the world. However, it has been a source of pride that Diamond V has been providing solutions to pre-harvest food safety challenges for decades. Our all-natural products help to improve the nutritional and health status of food animals, helping them to fend off challenges that can lead to problems in the food supply.

Our industry-leading research and “first in the field” patent pending pre-harvest pathogen reduction applications give producers and consumers confidence that Diamond V technologies and expertise provide additional security from food safety challenges.

Diamond V is committed to ongoing research and product development to enhance our current industry-leading solutions. Working with our industry partners and producer customers, we can maintain consumer confidence in the production of safe, sustainable, and affordable food for everyone worldwide.



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