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Diamond V partners and customers gave us great feedback following the launch of NutriTek® – our Next Generation dairy technology – in early January. We followed up the launch with a series of technical meetings for consulting nutritionists, veterinarians, and producers in several locations.



NutriTek enters the dairy market when milk prices are down and producers need every possible advantage, including healthy cows, feed efficiency, and more milk. NutriTek helps producers optimize the natural genetic potential of their animals and allows them to profit

from the huge investment and hard work they put into producing safe, sustainable and affordable food. If you would like more information, please see [NutriTek online](#) or contact your Diamond V representative.

In the food industry at large, the dairy industry is a leader in food safety. Neither producers nor their advisors or suppliers ever forget that there may only be 48 hours from the time milk goes into the farm tank until it goes into a customer's shopping cart. So, milk has to be safe from the start far up the dairy food production chain. There's very little time for a product recall. Prevention is key. Other sectors of the food industry are looking closely at food safety risk reduction, too.

### President's Update

## Dairy industry: A leader in food safety



**By Jeff Cannon**  
President & CEO  
Diamond V

The poultry industry has been a prime example. Last month, Diamond V research, expertise, and technologies for poultry were highlighted at the International Poultry Scientific Forum (IPSF) and the International Production and Processing Expo (IPPE) in Atlanta.

Diamond V presented new research and product applications to support optimal poultry health and pre-harvest food safety, including 5 research abstracts and posters at IPSF. Researchers, production managers, and others in the food industry were eager to hear how Diamond V technologies can help address the growing need for improved pre-harvest food safety.

Leading companies in every protein sector are paying close attention because the new U.S. Veterinary Feed Directive is accelerating the evaluation of natural, non-antibiotic products for feed that are effective in supporting animal health and productivity.

### **Feed ingredient "life cycle analysis"**

Food safety is critical, but so is environmental sustainability. There's a strong international impetus to measure and benchmark the environmental impact of the feed industry, both in the U.S. and around the world. A consortium of international companies and associations is launching the Global Feed LCA Institute (GFLI). "LCA" stands for life cycle analysis, which is a technique to assess environmental impacts associated with all the stages of a product's life – from raw material production, through processing, manufacture, distribution, use, and consumption.

Founding members of GFLI include the International Feed Industry Federation (IFIF), the American Feed Industry Association (AFIA), the Animal Nutrition Association of Canada (ANAC) and the European Feed Manufacturers' Federation (FEFAC). GFLI is pioneering a feed-specific LCA database and tool, which is an important step in supporting the reduction of environmental impacts in the livestock production chain.

Diamond V is a member of AFIA and other feed industry organizations and Diamond V's COO, Mike Goble, is chair of the GFLI Management Board.

Using the published methodology of the United Nations Food and Agriculture Organization for Livestock Environmental Assessment and Performance (LEAP), GFLI can develop a high quality, globally recognized and harmonized public database for feed ingredients. This database can be used to support meaningful life cycle analyses of livestock products worldwide.

The IFIF's executive director, [Alexandra de Athayde](#), notes that feed is an essential part of the solution to reduce environmental impacts and make animal production

more sustainable. She adds that GFLI allows for globally harmonized benchmarking to support the further reduction of impacts, including green house gases. Diamond V's work to optimize digestive health and production efficiency is contributing to the future of animal agriculture around the world.

The world needs our technologies and we are improving our ability to provide the market access to these technologies. Through investments in technical expertise, ongoing research, product development, and global presence, the Diamond V Team is helping to meet the growing global needs for safe, sustainable, and affordable food production. Moreover, through Embria Health Sciences and EpiCor®, we're directly helping humans lead a higher quality of life with more healthy days.



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