

Report of the Ad Hoc Committee on Government/Producer/
Industry/Consumer Relationships.

1969 AAAP Meeting

This ad hoc Committee was appointed by Dr. A. S. Rosenwald in April and activated shortly thereafter with a primary emphasis on creating more productive communication among industry, producer, consumer and governmental groups and with the AAAP itself. Only a short time has elapsed, obviously, but certain objectives have evolved from suggestions within the committee and from Dr. Rosenwald.

It is believed that the AAAP should assume an increasingly important role in acting as a voice within the poultry industry in major problems related to avian diseases. We can, as an organization, render a broader service in insuring economical and profitable poultry production with concurrent, realistic safeguards for the consumer. The poultry industry has many organizations and each with its own committees. Quite often, each committee has its own interpretations and suggestions. Examples are committees within the Animal Health Institute, AFMA, APHF, NTF, to name a few. It is felt, by some members, that the AAAP could act as a catalyst in bringing together, or in coordinating, these numerous committees so that the collective thinking could exert more effective pressures and leadership in the necessary areas - for example, poultry inspection, drug control, residues and biologics.

With the responsibility that Dr. Rosenwald has placed with this committee, several areas of interest should be scrutinized by our

organization for possible action:

1. Federal regulatory agencies - cooperation in setting realistic goals in "protecting the consumer" without sacrificing improved, more efficient technology within the poultry industry itself.
 2. In regard to the above, provide and extend communication with the USDA and FDA and the poultry industry itself on mutual problems. The AAAP has a lot of knowledgeable people to call upon and can be of assistance in these areas.
 3. Consider such problems as (1) chemical residues and tolerances, and (2) cleanliness and contamination in setting standards. Can the AAAP help in these areas?
 4. Safety of poultry products - inspection standards that benefit consumer and producer alike.
 5. Poultry biologics - improved standards - cooperation with the USDA, industry and universities.
 6. Closer working relations, liaison and exchange of ideas, data and information among university, industry organizations and committees with state governmental agencies.
 7. Public relations - the AAAP may be able to project the thoughts of its membership and its recommendations more effectively to industry groups so as to give maximum guidance on pressing current problems. This can well come under "consumer protection".
- Many of our industrial organizations have not had sufficient exposure to the AAAP, its objectives and the benefits it can provide them.

The foregoing are major considerations. It is felt that the officers, board of directors and membership should examine them carefully. If the objectives are considered worthwhile, long-range plans should be formulated and a plan of action can then be initiated by the AAAP. We feel Dr. Rosenwald should be commended on his progressive, forward thinking regarding these future activities of the AAAP.

Royal Bagley
Roy Casorso
R. R. Chalquest
M. S. Cover
Roy Luginbuhl
Dale Oshel
Dean Young
James Porter
R. W. Winterfield, Chairman