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Remember to visit
our website
www.nzfma.org.nz

Mill Run

Welcome to this, the third issue, of **Feed Forum**. This year has seen a number of proactive steps taken by the NZFMA Office and Executive. The NZFMA website has been revamped, the quarterly newsletter **Feed Forum** established and the first in a series of position statements developed for the NZFMA. We hope that members are finding these initiatives useful.

In recent years, feed manufacturers have been facing an increasing number of issues and challenges. This trend looks set to continue, with the increasing cost of grains and regulatory compliance high on the list of issues.

Members may be aware that a number of amendments to the ACVM Act have been proposed by the NZFSA and put forward to Cabinet for approval. The NZFSA have noted that since the implementation of the ACVM Act in 1997, the regulatory environment has become clearer and the regulatory role of the NZFSA has expanded to take on the primary responsibility for the safety of New Zealand's food supply. The NZFSA also believe that specific regulatory authorisation

is needed to ensure that agricultural compound products which enter the New Zealand marketplace, can only do so if they comply with controls and conditions imposed to meet the full regulatory expectations of Government. It is expected that the ACVM Act Amendments will address these issues. To ensure that the NZFMA and its members have a thorough understanding of the proposed amendments and the implications of these on the Industry, a meeting between Industry representatives and the NZFSA has been arranged for the 9th of October 2007. Members will be kept informed of any developments.

Those members who attended the NZFMA Seminar held in July will know that the Ruminant Protein Regulations are currently under review. Biosecurity New Zealand have recently completed the internal consultation process on the proposed changes. The NZFMA Office has been advised that due to the number of issues highlighted during the internal consultation, it is unlikely that the draft amendments will be released for public consultation until early 2008. It is expected

that the draft Code Of Practice for the Transport of Animal Feed will also be released for public consultation at the same time.

A number of new pages have recently been added to the NZFMA website and these include the "For Farmers and Consultants" and the "Position Statements" pages. It is hoped that these two pages will act as a useful source of information for animal feed users, while also improving the public profile of feed milling in general.

Over the coming months position statements on a variety of topics affecting the industry will be developed and made available to members via the Consultation page (members section) of the website for comment. Any suggestions on topics for which Position Statements should be developed can be emailed to the NZFMA: natalie@pianz.org.nz. Member comment and suggestions for Position Statements are welcomed.

Finally, members are reminded that the NZFMA AGM will be held on the 21st of November 2007. More information is available on page 4 and on the website.

Resource Management Act

The Resource Management Act (RMA) and its application through Regional and District Plans is having an increasing impact on all farming operations and is also likely to have an increasing impact on feed manufacturers.

The NZFMA Executive Committee has recognised this issue and has recommended that

should the NZFMA Code of Practice for the Manufacture of Animal Feed be reviewed, aspects of production which fall under the coverage of the RMA should be considered.

The NZFMA has also agreed to a cost-sharing exercise with PIANZ and the EPF, to develop in conjunction with Harrison Grierson, an industry strategy for dealing with RMA issues. A

system which will identify every proposed District or Regional plan change so that the implication for the industry can be discussed with the regional council is currently under construction. This co-operative approach has already worked successfully in submissions to Horizons Regional Council on proposed changes for their Plan.

International News

EFSA: GM feed does not affect meat or eggs

The European Commission recently requested that the European Food Safety Authority (EFSA) undertake a literature review on the potential for transgenes or their products to be incorporated into animal tissues or products such as eggs and milk. This was in response to a petition to label food products (e.g. meat, milk and eggs) from animals fed with genetically modified (GM) feed.

EFSA concluded that

- Biologically active genes and proteins are common constituent of foods and feed in varying amounts. After ingestion, a rapid degradation into short DNA or peptide fragments is observed in the gastrointestinal tract of animals and humans.
- To date a large number of experimental studies with livestock have shown that recombinant DNA fragments or proteins derived from GM plants have not been detected in tissues, fluids or edible products of farm animals like broilers, cattle, pigs or quails.

Source: EFSA (2007)

EU agrees on animal by-product traceability rules

European Union Member states recently agreed to a proposal made by the European Commission to colour code packaging or vehicles used for animal by-products being moved from one state to another. The rules for commercial documentation that must accompany any animal by-products being transported within the EU will also be altered slightly to enhance traceability.

Preset colours will be used depending on the type of animal by-products being transported:

- Black for Category 1 material such as carcasses from which specified risk material has not been removed
- Yellow for category 2 material such as fallen stock
- Green for category 3 material such as meat fit for human consumption but which has been removed from the food chain for commercial reasons.

In addition, the decision, which will enter into effect on the 1st of July 2008, will make it compulsory to mark meat-and-bone meal and animal fat from rendering plants which process Category 1 and 2 animal by-products.

Source: World Poultry Newsletter, September 2007.

Industry Profiles

John Musgrave: NZFMA Executive Committee

John Musgrave replaced Bill Whitehead on the NZFMA Executive Committee in April 2007.

John joined Harvey Farms as a field rep. in 1988, after obtaining a Diploma in Agriculture and Farm Management at Lincoln College.

Greg Wilson: South Island Category B representative

A member of the NZFMA Executive Committee since November 2002, Greg is one of two Category B representatives.

Greg has always held a keen interest in the farming sector starting with the family farm. Having spent most of his working life in the

In 1993, John took a break from Inghams, spending 3 years in the Red Meat industry before once again returning to Inghams. John currently holds the position of Feed Manager for Ingham Feeds and Nutrition.

Flour milling business, Greg saw the light and moved across to the feed side in 2003.

Greg currently holds the role of General Manager of Weston Animal Nutrition, the George Weston Foods New Zealand Animal Feeds Mill.

Animal Feed Manufacturers and Exotic Disease

The potential impact of an exotic disease outbreak on the New Zealand economy is clearly evident to anyone involved in New Zealand agriculture. However, the effects of a disease outbreak are generally considered in terms of the impact on livestock producers and limited consideration is given to those industries, such as feed milling, which service the livestock industries.

On a recent visit to Canada and the site of the 2004 H7N3 avian influenza outbreak in British Columbia (BC), the precarious position of feed millers during an exotic disease outbreak was highlighted. As would be the case in New Zealand, compensation was available to those Canadian chicken producers whose birds were culled in an effort to stop the disease spread. However, as is also the case in New Zealand, there is no provision for financial support for any persons or companies not suffering from a direct loss (e.g. compulsory slaughter of stock), in the event of an outbreak. The impact of the extended poultry farm down time on feed millers in BC was significant, as with no feed sales, income was limited.

It might be argued that, in the case of diseases other than BSE, feed manufacturers have limited ability to prevent an exotic disease outbreak occurring in New Zealand. However, there are a number of proactive measures which feed manufacturers can take and which will help to limit the overall

impact of an outbreak on producers and feed millers.

Some of these measures include

- Implementation of good biosecurity measures at the feed mill, for feed delivery vehicles and associated personnel.
- Ensuring that accurate records (including raw material sourcing, any feed returns and feed delivery details) are kept up to date is essential for a rapid and effective trace back should an exotic disease outbreak occur.
- Ongoing education of personnel on the importance of biosecurity both in the feed mill and when making feed deliveries on farm.

It is also important for feed manufacturers to understand how an exotic disease response in New Zealand might be undertaken and how such a response might affect their business and to have in place a business continuity plan in case of an exotic disease outbreak.

A good example of an exotic disease response policy is the Avian Influenza Technical response policy which can be found on the Biosecurity New Zealand website:

www.biosecurity.govt.nz/files/pests-diseases/animals/avian-influenza/response-policies.pdf.

Helping to ensure a rapid recovery from any exotic disease outbreak through the implementation of good biosecurity measures, traceability systems and effective business continuity plans is everyone's responsibility.



This quarter's **Industry Comment** is written by Natalie Gerber. Natalie's current role as Executive Officer - Technical for PIANZ, the EPF and the NZFMA involves ongoing work with Biosecurity New Zealand in the area of exotic disease preparedness.

Inclusion of Registered Compounds in Animal Feeds

Lucy Johnston (Advisor: ACVM Standards—Animals)

Recent reviews and *ad hoc* surveys carried out by the NZFSA have highlighted the inclusions of registered products (such as antibiotics, coccidiostats and anthelmintics amongst others) in animal feeds as an area of confusion and poor labelling compliance. A list of registered products can be found on the NZFSA website: <http://www.nzfsa.govt.nz/acvm/registers-lists/acvm-register/index.htm>.

Feed manufactures are reminded that end users are often required to calculate the amount of feed which must be fed in order to achieve the claimed effect of a registered product included in the feed. However, if insufficient information is included on the product label, it is often difficult to do this. NZFMA members, and indeed all animal feed manufactures, have a responsibility to ensure that correct and sufficient information is available for end users to make correct disease management decisions. Some guidelines on labelling are given below, while figure 1 shows an example of an suitably detailed label.

The inclusion of registered products in oral nutritional compounds (such as animal feeds) is allowed by an exemption under schedule 4 of the ACVM Amendment Regulations 2005. This exemption states:

Agricultural compounds that are therapeutic or pharmacological substances or preparations may be incorporated into oral nutritional compounds only if

- a) *the agricultural compounds are registered under the Act; and*
- b) *the incorporation of the agricultural compounds is consistent with any conditions of their registration.*

This means that registered products that are available over the counter, (such as coccidiostats) can be incorporated into feeds if they meet the conditions of registration for that product. The following must therefore be considered and included on the label if necessary.

1. Any warnings on the registered product label that should be included on the label of the feed. (e.g. For ionophores the warnings about feeding to dogs and horses and not using other ionophores at the same time should be included.)
2. The inclusion rate of the active ingredient should be included so the concentration of the active ingredient in the finished feed is known.
3. The recommended feeding rate (grams of feed to be fed per kilogram of liveweight) to achieve the required dose rate as stated on the registered products label.
4. Only claims that are approved on the registered product label can be included on the label of the feed. The correct dose of active ingredient must be given for the particular claims made (for example: some ionophores will have a higher inclusion rate for prevention of coccidiosis than for other claims. Claims can only be made if the correct feeding rate to achieve the recommended dose for that claim is provided.

Figure 1: An example of a label for an Oral Nutritional Compound containing a registered product.

FOR ANIMAL TREATMENT ONLY*

Super Calf

Contains 45mg/kg lasalocid
(as 300mg/kg Bovatec A4395)

Calf starter feed with coccidiostat

Directions:
For control of coccidiosis and improved liveweight gain:*

Feed 1kg Super Calf per 50kg calf to provide 45mg/kg liveweight lasalocid per day.

Caution: Do not allow dogs, horses or other equids access to feeds containing Bovatec, as ingestion by these species may be fatal.*

Withholding periods: Cattle meat nil, milk nil.*

Contraindications: Care must be exercised when feeding concurrently with other antimicrobials. Do not feed with other ionophores, e.g. monensin capsules, liquid or premix. Do not exceed recommended dose rates. Not to be used for single dose treatment.*

Net Contents: 20kg

Ingredients:

Manufactured by:

Batch :

Expiry:

Bovatec is registered pursuant to the ACVM Act 1997 No A4395. See www.nzfsa.govt.nz/acvm for registration conditions.*

* Requirements from the registered products label which must be included on the animal feed label

NZFMA members are advised to contact **Linley Thorburn** (Advisor - Performance Systems) at the NZFSA should they have any queries in regards to labelling. Linley can be contacted on the telephone number 04 894 2569 or by email at linley.thorburn@nzfsa.govt.nz.

Position Statements

Members were advised during the NZFMA Seminar 2007, of the NZFMA intention to develop position statements for the NZFMA website. Members are advised that a paper highlighting the advantages of developing position statements is now available on the NZFMA website. Members are asked to submit any additional suggestions for the development of position statements to the NZFMA Office.

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NZFMA Industry Seminar 2007

The Annual NZFMA Industry Seminar was held in Wellington on the 18th of July 2007 and was well attended. Copies of the presentations given at the seminar are available in the members section of the NZFMA Website.

Feedback from those members who attended the seminar has been positive. In particular, the NZFMA Executive Committee and Office were particularly pleased with the engagement of members in the Members Forum and look forward to working with members, to meet future challenges for the industry.

Members Forum

A new initiative included in this year's Industry Seminar was the Members forum. This was intended to provide an opportunity for members to comment on any issues of concern and to provide feedback on various services which the NZFMA office and Executive Committee provide for members.

One particularly useful suggestion made at the forum was that Members should use the Industry Seminars as an opportunity to introduce new staff members to the industry. In conjunction with this, it was suggested that final year Agricultural students at various universities around New Zealand could also be invited to attend.

The forum highlighted a concern amongst some member companies, that not all of the issues which need to be addressed could be dealt with by the Executive Committee alone as the number of issues and sheer volume of information which has to be processed has increased dramatically in recent years. It was suggested that Sub-committees and Working Groups could be set up to address specific issues as and when necessary. This for-

mat will be used increasingly into the future and the NZFMA Office is looking forward to the greater level of interaction with members.

The NZFMA has recently identified communications with the public and general farming community as an area in which activities could be increased, and this was also highlighted in the forum. The NZFMA has recently included a "For Farmers and Consultants" page on the NZFMA website and the first NZFMA position statement has also been made available on the website. It is intended that the NZFMA will take a more proactive approach to public relations in the future.

The issue of labelling and compliance was again raised as a key concern for members. It was recognised that this is a complex issue, best addressed by a dedicated Working Group and subsequently a group of six people were nominated to address the issue with input from the NZFMA office.

The NZFMA Office would like to thank those members who participated in the Members Forum for their valuable contributions.

AGM and Technical Seminar 2007

The NZFMA AGM and Technical Seminar will be held at the Hotel Grand Chancellor in Christchurch on the 21st of November 2007.

NZFMA Members are advised that the positions of Category B representatives for both the North and South Island will be up for annual election. Both Alastair Orsborn (North Island) and Greg Wilson (South Island) have agreed to stand for re-election.

In accordance with the NZFMA rules, nominations for

Category B representatives are being called for and the relevant form is included with this newsletter. Please complete and return this form to the NZFMA Office by the 23rd of October if you wish to make a nomination.

More information about the AGM will be circulated closer to the meeting date.

Topics of discussion at this years Technical Seminar will include feed mill hygiene (David Lowry, Ecolab) and feed mill efficiencies (John St. Julian).

Feed Forum Online

Remember, **Feed Forum** is available in an electronic format, so sign up on the NZFMA website if you want to receive the latest info about what's happening in the NZ feed industry by email.

Titbits

Nasser Ahmed, previously of Biosecurity New Zealand has recently moved to New Zealand Food Safety Authority ACVM Group. Nasser currently holds the position of Advisor (ACVM Standards - Animals) within the Approvals and ACVM Group.

Unsolicited emails

The Unsolicited Electronic Messages Act 2007 came into force on the 5th of September 2007.

This legislation is intended to prohibit unsolicited commercial electronic messages (including email and SMS text messages) with a New Zealand link from being sent and requires that marketers obtain the consent of the receiver of any commercial electronic message before the message is sent.

Under the Act a commercial electronic message is one that markets or promotes goods, services, land, an interest in land or a business investment opportunity.

Some exceptions are listed in the Act. These include electronic messages that provide a quote or estimate if that quote or estimate was requested by the recipient and messages that facilitate, complete, or confirms a commercial transaction that the recipient previously agreed to enter into with the person who authorised the sending of the message.

NZFMA members who are interested in obtaining more information on the Unsolicited Electronic Message Act 2007 should visit the Updates and FAQ's page of the NZFMA website for links to sites with more detailed information on the new legislation.

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