Moving the Mission

Harvest is in full swing in Kansas and so are the events and activities at the IGP Institute. This month, we hosted two on-site HACCP courses. The first course was conducted in partnership with NGFA-AFIA-KSU for 55 participants. Following was the AIBI-KSU Grain Milling and HACCP workshop presented to 26 participants. Through our distance platform, we also conducted the AFIA 500 Fundamentals of Feed Manufacturing course.

In the flour milling curriculum, we had our first participant complete the requirements for the KSU Milling Specialist credential. Congratulations to Brian Suphananonta, assistant chairman of Chiao Thai, Hsing Enterprise in Taipei, Taiwan, on this accomplishment.

In addition, our curriculum managers have been traveling. Jay O’Neil was a featured speaker at the International Dry-bulk Terminal Group Conference in Panama as well as at the MNA Seminar in Monterrey, Mexico. Jay wrapped up the month presenting the USSEC-USGC Risk Management Seminar in Vietnam. Carlos Campabadal also spent time in Guadalajara, Mexico, talking to participants in a Feed Production School.

Aside from the training activities, you might have noticed a new look to this newsletter as well as many of the IGP Institute materials. Pat Hackenberg, our educational media coordinator, has been busy working to give a consistent look to our information. He has established color and typography guidelines to create uniformity.

We’ve also been conducting social media research with our course participants these last few month. Our senior intern, Kelly Hannigan, has led our efforts with this project. Kelly analyzed the results of five focus groups that involved 41 participants to assess how international audiences prefer to connect in digital communication. We learned valuable information in the study that we are using to guide us in our social media efforts moving forward.

Along with that we continue our media relations work distributing pre- and post-course information to the trade press editors as well as promotional e-news blasts to our past course participants. Melissa Grimmel featured in this newsletter is the student tasked with assisting in these promotional activities.

We hope you enjoy this news brief.

Sincerely,

Lisa Moser
Marketing and Communications Specialist

In the Spotlight

Melissa Grimmel
• Native of Jarrettsville, Md.
• Dual majoring in Agricultural Communications and Journalism and Animal Sciences and Industry

“I have loved the welcoming atmosphere IGP offers since day one. The faculty and staff have a lot of knowledge and passion for the industry, which drives me to learn more every day.”

Trainings and Activities

Courses and activities held in October.
• NGFA-AFIA-KSU HACCP for the Feed Industry
• AIBI-KSU Grain Milling and HACCP Workshop
• AFIA 500- Fundamentals of Feed Manufacturing
Where in the World
A monthly look at where we’ve been as we make our way around the globe promoting U.S. commodities and IGP Institute training opportunities.

- Spoke at the International Dry-Bulk Terminal Group Conference in Panama.
- Spoke at the MNA seminar in Monterrey, Mexico.
- Presented at the USSEC/USGC Risk Management seminars in Vietnam.
- Participated as a speaker at the Feed Production School in Guadalajara, Mexico.

Marketing the Brand
by Lisa Moser, Marketing and Communications Coordinator

- Distributed post course news releases sent on two HACCP trainings offered on-site in October and the USSEC Swine Nutrition Training.
- Designed advertisement for World Grain promoting our joint credential with GEAPS in Grain Processing Management.
- Created social media information sheet to be shared with course participants.
- Developed IGP Institute Industry Fact Sheet for distribution.
- Created graphics for the IGP Institute phone charging station.

Rave Reviews
“The most valuable part of these courses is the actual interaction between the different industries and the diversity of the groups that are here.”
Lucas Porter
Feed Mill Supervisor at Bell Aquaculture, LLC
NGFA-AFIA HACCP for Feed Industry course

“This course has really opened my eyes to a lot of things. I’ve really learned a lot about HACCP and now I realize that there are a lot of things we are going to do when we go back home.”

Jan Adams
Quality Control and Quality Assurance Lab Manager
NGFA-AFIA HACCP for Feed Industry course

The insert created for the IGP Institute to promote the available social media platforms.