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EDITOR'S NOTE

Dear Readers,

We are pleased to publish the second issue of 2012. The IFAMR continues to grow and as a result expand the impact of authors. We received 20% more submissions in the first quarter of 2012 than all of 2008! We are on pace to set another new annual record, topping 2011's record levels. March 2012 was a record breaking month as well. Readers downloaded over 12,000 articles and case studies, up 27% from February and up 50% over March 2011. The IFAMR has just achieved a coveted A2 ranking in Brazil by the leading higher education organization CAPES.

I would also like to introduce our newest Managing Editor, Ram Acharya of New Mexico State University, U.S.A. The journal cannot run without the tireless work of our eleven editors. Managing Editors serve as the journal's face in a particular region. Submissions have risen dramatically in South America, Africa, and Asia so we would love to keep pace with additional Managing Editors in these regions. Interested scholars with a track record of publication and high quality reviews should contact me.

This issue contains seven scientific manuscripts, a great teaching case study on the European meat company VION, and a powerful industry commentary from the team at Alltech. Alltech is a leading veterinary pharmaceutical and livestock supply company headquartered in Kentucky/USA and Ireland.

Two years ago, IFAMA Board member Kristian Moeller, GlobalGAP, requested we ask authors to produce two minute video executive summaries of their articles. This was a great idea, and supplement of an IFAMR video production continues to grow. Take a look. This issue contains a number of great videos.

While English is the journal's first language, our authors and readers should know we have the ability to handle non English versions of articles and videos that could accompany your English versions. With our select mailing capabilities we can directly send your non-English video and article to a targeted mail list. Just contact us for more information.

Finally on a very serious note, we had a case of plagiarism in Volume 14 Issue 1 from 2011. The author took material without attribution from a 1996 article. We quickly and aggressively pursued the concern and removed the article and associated links. We also alerted the author's home institution. As policy we now check all articles prior to publication for plagiarism using specialized text analysis software. Certainly this episode was not one of the more pleasant aspects of our business.

Enjoy the issue!

Peter Goldsmith, Executive Editor, IFAMR

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