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NARA Announces New Logos for FPRF and APPI

ALEXANDRIA, VA, December 3, 2024 – The North American Renderers Association (NARA) is proud to announce that The Animal Protein Producers Industry (APPI) and the Fats and Proteins Research Foundation (FPRF) have unveiled refreshed logos that modernize their identities while aligning with NARA's unified branding.

Both organizations, formerly independent, now operate under the NARA umbrella, sharing staff and management resources. Aligning the branding of NARA, APPI, and FPRF into a cohesive identity emphasizes their interconnectedness and reinforces the message that they are unified entities working collaboratively within the rendering industry.

The FPRF logo retains its iconic sunburst design, updated for a contemporary look that honors its legacy, while the new APPI logo emphasizes its research-driven mission with the inclusion of laboratory imagery, such as a microscope. Together, these designs reinforce the shared mission and collaborative identity of NARA, APPI, and FPRF within the industry.

About FPRF and APPI:

The **Fats and Proteins Research Foundation (FPRF)** is a nonprofit organization dedicated to advancing the rendering industry through scientific research and innovation. Since its inception, FPRF has supported groundbreaking studies that enhance the sustainability, safety, and efficiency of converting animal by-products into valuable resources.

The **Animal Protein Producers Industry (APPI)** program promotes production of safe animal by-products through Code of Practice Training and biosecurity testing programs. Through its quality assurance programs and partnerships, APPI helps ensure the safety and quality of rendered products, supporting industry efforts to maintain the highest standards in food and feed production.

These organizations' refreshed logos symbolize their commitment to progress and unity within the rendering industry, reflecting their shared values of research, innovation, and sustainability.

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About the North American Renderers Association

The North American Renderers Association (NARA) represents the interests of the North American rendering industry to regulatory and other governmental agencies, promotes the greater use of animal byproducts, and fosters the opening and expansion of trade between foreign buyers and North American exporters. NARA publishes a bi-monthly trade magazine, *Render*. For more information, visit www.nara.org.

