Your quarterly update from the Arizona Department of Agriculture

VOLUME 1 ISSUE 1 SPRING 2022

Salt River Hero

Greetings from the Director

This is our inaugural Customer Newsletter in the digital age. Years ago, the Department had a paper newsletter that was sent out to many in the industry and for reasons unknown it was discontinued, I would imagine due to lack of resources.

Today with the advent of the digital age the cost of producing newsletters is much less expensive and the quality of the product is much more advanced.

We want to thank Lisa James of our staff for making this a reality for our customers and without her help this would not be happening.

Our objective with the customer newsletter is to keep you up to date on the activities of the Arizona Department of Agriculture. We also will include articles of interest and knowledge that will help the industries that we serve. The Arizona Department of Agriculture plays a key role in the health and safety of humans and animals in this state. Much of what you purchase as a consumer in one way or another has been reviewed by the Arizona Department of Agriculture. We take this responsibility very seriously and we strive for excellence in our efforts to protect the Arizona consumer.

We look forward to working with our customers and we hope that you will enjoy the AZDA Customer Newsletter.

<table>
<thead>
<tr>
<th>What's Inside</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the AZDA Advisory Council</td>
<td>2</td>
</tr>
<tr>
<td>Meet Director Killian</td>
<td>3</td>
</tr>
<tr>
<td>Salt River Hero</td>
<td>4</td>
</tr>
<tr>
<td>Weights and Measures 101</td>
<td>10</td>
</tr>
<tr>
<td>Plant Services Time of Year</td>
<td>12</td>
</tr>
<tr>
<td>Arizona Ag Statistics</td>
<td>14</td>
</tr>
<tr>
<td>Salt River Horses</td>
<td>18</td>
</tr>
</tbody>
</table>
Meet the AZDA Advisory Council

The Arizona Agriculture Advisory Council is a legislatively established, governor-appointed body that reviews agricultural policy and assists the department director in formulating administrative rules and the department’s budget.

By statute, two council members must be involved in the livestock industry, two members must be involved in the plant production industry, and one member must be involved in agribusiness.

John Boelts (Chairman)

John Boelts and his wife Alicia own and operate Desert Premium Farms where they grow conventional and organic vegetables, durum wheat, cotton, melons, sudangrass and various other crops, in Yuma County. Prior to being appointed by Governor Doug Ducey to serve Arizona Agriculture on the Department of Agriculture Advisory Board, John served the industry by serving two two-year terms as Yuma County Farm Bureau’s President and was elected 2nd Vice-President for Arizona Farm Bureau in November, 2013. Also, John was recently selected to participate in the American Farm Bureau program, Partners in Advocacy Leadership. John and Alicia were also runner-up winners in the American Farm Bureau Achievement Award Competition in January, 2013.

The couple enjoy serving the industry through Farm Bureau, community outreach through Ag in the classroom and have participated in several media campaigns such as America’s Heartland, to promote agriculture for ours and future generations. They have three children Andrew, Matthew and Daisy. When they’re not busy farming John and Alicia enjoy supporting their children in their many educational and extra-curricular activities, traveling with family and boating on the Colorado River.

Meet Director Mark Killian

Mark Killian has been involved in Arizona State government since 1983. District 30 voters first elected him to the Arizona House of Representatives at the young age of 27. He quickly went to work and represented his district very well as the Vice Chairman of the Agriculture Committee. A few years later, he became the Chairman of the Public Institutions committee and two years later he earned Chairman of the Ways and Means committee. After his work on those committees, Representatives elected him Republican Majority Leader. In 1992, Mr. Killian earned their support and became Speaker of the House; he served between art school semesters and construction jobs. He loved the challenge, so he left school and was hired full time by KWS in 1986. Pat was soon promoted to warehouse manager and in 1987 stepped in as the general manager when the acting manager at the time was seriously injured in an accident. Six months later he was moved to a product development position and shortly thereafter a sales position. He Moved to Yuma AZ in 1988 and began a very successful sales career and was responsible for establishing KWS presence in the Yuma and surrounding areas where they have become the world leader in vegetable seed sales ever since. He established and managed the Yuma locations and the successfully growing business. Sales in his territory grew from $200K to over $12MM in 10 years. In 1999, Pat was promoted to global sales manager where he continued as a catalyst for the successful growth of Keithly-Williams, managing a young aggressive sales team. In 2004, Pat was promoted to General Manager and has had a huge impact on the company’s success ever since. Today the company is a diversified agribusiness with 4 separate divisions and over 220 employees in numerous locations of North America. Pat is currently co-owner and the acting President who runs the day-to-day operations of these divisions which include seed, transplants, equipment fabrication and Ag services such as transplanting and thinning. Annual revenue is in excess of $160MM. Pat and his wife Kirin reside in Yuma. They have 3 married children Michael (Nasira), Chelsea (Matt) and Elliot (Elizabeth) plus 2 grandsons Mason and Emmett and 3 granddaughters Shaedyn, Ainsley and Isla. They just celebrated their 35th wedding anniversary. Pat is very active in the community and major supporter of Yuma Catholic High School where he spent many years on the board of trustees and three years as its chair. He was awarded the Heart of Yuma leadership award in 2017. He is active in Western Growers, Yuma Fresh Vegetable Association and with several game and fish and conservation organizations in several states and countries. He is one of a group of dedicated volunteers who are considered the world authority on rainwater catchment systems for desert wildlife.

Continued on Page 6

K.C. Gingg

K.C. has lived in Arizona nearly all of his life. His family moved here when he was just a few weeks old to start a dairy and farming operation in the Tolleson and Buckeye area. The love of the land was passed down to him, and from an early age, he knew that he wanted to be involved in agriculture. K.C. attended the University of Arizona, graduating with a dual B.S. degree in Agri-Business and Agronomy in 1978. He married his high school sweetheart, Lisa, shortly after, and became managing partner of their crop farming operation, Gingg Farms.

About AZDA

Mission Statement

To support and promote Arizona agriculture in a way that encourages farming, ranching and agribusiness, protects the well-being of people, plants, animals and the environment while safeguarding commerce, consumers and natural resources.

Vision Statement

To be recognized as a global leader in enhancing and protecting agricultural commerce, championing consumer awareness and protection while fostering and promoting an understanding of Arizona agricultural products and producers.

Meet the AZDA Advisory Council

John Boelts (Chairman)

John Boelts was born in Brawley, California in 1964. He graduated from Brawley Union High School in 1982 and immediately followed his passion as a very natural and successful young artist. He then changed direction and started his current career accidently in 1985 delivering seed for Keithly-Williams Seeds in the summer.
SALT RIVER HERO

Animal Services Associate Director, Jerome Roso went out to tour the proposed feeding stations at the Salt River horses area with Salt River Horse Liaison and Livestock Officer, Makenzie Gleave. He met a sheriff’s officer there named Clint that Makenzie works with. Clint asked him if he had heard that Makenzie was a hero for her actions near the river on the previous Saturday, he told him he had not.

For several weeks in February and March on Saturdays, Makenzie had been riding (her own horse) and patrolling the river along with the sheriff’s office. There was a group of elderly people who had wandered further than they had bargained for to view the horses. One of elderly ladies had fainted and fell down and could not walk. She was apparently severely dehydrated according to Clint, who is a trained emergency responder. This occurred in the desert, over a mile and a half from the nearest road. Makenzie volunteered to put the elderly lady on the saddle of her horse and let her hold onto the saddle horn. Makenzie sat behind the saddle with her arms around the elderly lady and rode them to the nearest road where she could receive medical attention.

READ MORE ABOUT THE SALT RIVER HORSES ON PAGE 18
Thirty-eight years later, he has continued to grow crops such as: alfalfa, sorghum, corn, cotton, durum wheat, and barley in Buckley and Tonopah. He has also remained active in the agricultural community, serving as: Chairman of the Board (past president) of Arizona Cotton Growers Association, delegate on the National Cotton Council of America, board member of Calcot, President of Tonopah Irrigation District, board member of Roosevelt Irrigation District, past board member of Cotton Incorporated, and former president of their management team at Summit Community Church.

Over the years, K.C. and Lisa instilled a passion for agriculture into their three children as well. Zach, Kyle, and Nicole have all graduated college with business related degrees, and are ardently involved in production agriculture.

Peter Andrew "Andy" Groseta

Andy Groseta is a third generation rancher from Cottonwood. His family is one of the pioneer mining and ranching families that settled in North Central Arizona. Andy and his wife Mary Beth own and operate the W Dart Ranch, a cow-calf operation that includes deeded, state and forest lands. His family has been in the ranching business in the Verde Valley since 1922. He is a 1972 graduate of the University of Arizona with a B.S. in Agricultural Education and Animal Science and he received a Masters Degree in Agricultural Education in 1978. He was an Agricultural Education Teacher/FFA Advisor at Amphitheater High School from 1972-1980. He and his wife have three children, Paul (Gretchen) Groseta, Kary (Kelly) Wright and Anna (Bass) Aja. All three of their children and their spouses are involved in agriculture. They have ten grandchildren. He is a co-owner of Headquarters West, Ltd., a statewide agribusiness firm specializing in farm and ranch brokerage, appraisals, management and consulting. He has served in leadership roles in several Ag and non-Ag organizations. He is a past President (2008) of the National Cattlemen’s Beef Association.

Suzanne Menges

As the daughter of a career Army officer, Suzanne Menges grew up all over the United States. She has traveled extensively in Australia, Europe and served as a short-term missionary in Rwanda. After receiving her undergraduate degree from New Mexico State University in 1987, she began her teaching career in Moreno, AZ, where she married a local rancher, Jeff Menges. Suzanne went on to receive Master’s (Northern Az University) and Doctoral degrees (University of Arizona) in educational leadership, focusing on adult training and education. She was appointed a State Commissioner for Higher Education in 2013. Suzanne has worked for school districts where she specialized in designing training programs for educators, and for Freeport McMoran mining company where she and her team created and delivered a leadership development program for company supervisors throughout the country.

For over three decades Suzanne has lived and worked on the ranches the family has established in Graham and Greenlee counties. Her areas of interest have included beef promotion, consumer education and ag policy development. She has served in many capacities of leadership in cattle industry associations, including as Region Director for the American National Cattle Women (ANCW) and as President of the state-level affiliate of ANCW. She established the Graham County Cattle Women in 2013, served as its first president, and remains an officer in that organization. She currently serves as President of the Arizona Cattle Industry Foundation, a non-profit organization that promotes research and education programs of the Arizona Cattle Growers Association. With her husband and sons Mark, Ben and Luke, Suzanne has enjoyed developing the family’s ranching operations and producing high-quality Arizona beef.

Mr. Killian was the prime sponsor of the legislation the created the Arizona Department of Agriculture in the early 1990s while serving in the Arizona Legislature. Mr. Killian comes from a family that has been involved in Agriculture in Arizona for more than 125 years. His family farming and ranching operations spanned Colorado, New Mexico, Kentucky and California. Currently the Killian family is farming 1,500 acres of land in Pinal County, and until recently ranching in Graham and Cochise counties in Arizona. The ranching operations ran cattle on 160,000 acres of land with a cow herd of 1,000 head. Mr. Killian also owns and operates a registered Angus cattle herd that produces bulls for marketing to local ranchers in Arizona and New Mexico. He also raises Australian Shepherds for farm, ranches and families.

Mr. Killian went on to receive a Master’s Degree in business administration with a specialization of real estate and urban planning from Arizona State University in 1981.

Mr. Killian earned his Bachelor’s Degree in business administration with a specialization of real estate and urban planning from Arizona State University in 1981.

He not only works in agriculture, but he and his brother own and operate a commercial real estate brokerage. Mr. Killian has been a licensed real estate broker in Arizona for almost 41 years specializing in the management of commercial properties, marketing farm land and the development of small suburban office buildings.

Mr. Killian is also the chairman of the Green Reservoir Flood Control District and the Chairman of the Lower Santa Cruz River Alliance. He has also been active in the Boy Scouts of America earning his Eagle Scout Award and serving in many youth and adult leadership positions.

He is married to his wife Nancy (Nancy comes from a long time Chandler farming family) for 46 years and they have six children and 18 grandchildren.

Mr. Killian was appointed Mr. Killian as a member of the Arizona Board of Regents. During his five-year term, he served as Board Chair, Vice Chair and Treasurer.

In 2004, Governor Jan Brewer appointed Mr. Killian as a member of the Arizona Board of Regents. During his five-year term, he served as Board Chair, Vice Chair and Treasurer.

Mr. Killian was the prime sponsor of the legislation the created the Arizona Department of Agriculture in the early 1990s while serving in the Arizona Legislature. Mr. Killian comes from a family that has been involved in Agriculture in Arizona for more than 125 years. His family farming and ranching operations spanned Colorado, New Mexico, Kentucky and California. Currently the Killian family is farming 1,500 acres of land in Pinal County, and until recently ranching in Graham and Cochise counties in Arizona. The ranching operations ran cattle on 160,000 acres of land with a cow herd of 1,000 head. Mr. Killian also owns and operates a registered Angus cattle herd that produces bulls for marketing to local ranchers in Arizona and New Mexico. He also raises Australian Shepherds for farm, ranches and families.
THE BIG MOVE

The AZDA will be moving offices in June 2022. We will be moving from the Agriculture building at 1688 West Adams to the 4th floor of the Natural Resources building at 1110 West Washington.

We will miss the Agriculture building and its historical significance. However, we are looking forward to the new normal of teleworking for some employees and the need for less office space.

Any changes to contact information and services provided by the AZDA will be included in the Summer edition.
Weights and Measures 101

If you would have asked me 10 years ago about Arizona’s weights and measures agency, I might have responded with a statement like, “Arizona has a weights and measures agency? What do they do?”

Fast forward to August of 2015, when I was fortunate enough to receive an opportunity to become an Investigator for the Arizona Department of Weights and Measures, which became the Arizona Department of Agriculture, Weights and Measures Services Division (“WMSD”) shortly thereafter. I have held a variety of positions within WMSD, and somehow I have ended up in the driver’s seat as the Associate Director for our division. To this day, however, I still receive reactions of surprise and questions when I tell people about my job. My wife even came across an article recently about jobs that people did not know existed. At position number eight on a list that even came across an article recently about jobs that people did not know existed.

Weights and Measures has been with Arizona since our state was born. Initially, we were known as the Office of the State Inspector and City Sealers, which was tasked with the “inspection and sealing of weights, measures and devices” as well as defining the state standards of measurement and regulating the weighing and measuring of merchandise and commodities sold and offered for sale. These tasks may sound somewhat familiar, as WMSD still carries out these same tasks to this day. The State Inspector was also responsible for maintaining the state reference standards as assigned by the National Bureau of Standards (known today as the National Institute of Standards and Technology, or “NIST”), which is done today by our State Metrology Laboratory.

As time went on, State Inspectors and City Sealers continued to certify the accuracy of weighing and measuring devices, and ensure that transactions where weighing and measuring occurred were conducted in a fair and equitable manner. WMSD still finds evidence of this era of weights and measures through old inspection seals (in the form of stickers) that have been preserved on devices such as scales. The most recent example is pictured in this article, a City of Tucson weights and measures seal from 1970. A few years after that seal was applied, in 1974, weights and measures responsibilities transferred to the Arizona Department of Administration, with the establishment of the State Weights and Measures Division. At this time, specific statutory authority was established for the division, the State Metrology Laboratory was created, and licensing requirements were implemented for weighmasters and registered service agencies and personnel.

In 1981, weights and measures responsibilities were moved again, this time to a stand-alone agency with a Director appointed by Governor Bruce Babbitt. The Department of Weights and Measures (“DWM”), as it was known, would go on to exist for the next 34 years. During that lifetime, the department gained the responsibility for additional regulatory programs relating to motor fuel quality, Cleaner Burning Gasoline (“CBG”), used oil, and gasoline vapor recovery. While the used oil program was transferred to the Arizona Department of Environmental Quality (“ADEQ”) in 1996, WMSD currently receives ongoing funding from ADEQ’s Air Quality Fund to administer the CBG and gasoline vapor recovery programs.

In 2016, DWM’s responsibilities were distributed between three existing state agencies, and DWM ended its era as a cabinet-level agency. Regulation of “for-hire” transportation (e.g. taxis, limousines, and livery vehicles) was transferred to the Arizona Department of Transportation. Regulation of moving companies, and in particular, response to consumer complaints against moving companies, was transferred to the Arizona Department of Public Safety under their Household Goods (“HHG”) Enforcement program. The remaining, and majority of DWM’s responsibilities, were transferred to the Arizona Department of Agriculture, where the Weights and Measures Services Division was established.

Although weights and measures responsibilities have moved around within state government over the past 110 years, the mission has always remained the same: Promote and protect equity in the Arizona marketplace. Perhaps we are best known as the people who ensure that a pound is a pound at the market, and a gallon is a gallon at the fuel station. However, weights and measures consists of so much more, and this article is only beginning to scratch the surface of what we do. In future articles I will work to elaborate on that “so much more”, and hope that you will enjoy learning about WMSD. In the meantime, you are welcome to send any questions about WMSD directly to me at kallen@azda.gov, with the subject line “Ask WMSD”. Who knows, your question might be featured in our next newsletter!

Kind regards,

Kevin Allen
Associate Director, WMSD
Written by:
Bram Briskorn, PSS Agriculture Inspector IV, Phoenix Operations

Inspections are in full swing for Plant Services as we head through the end of winter. Annual nursery certifications are underway and more and more shipments of plants are arriving from out of state as the weather begins to warm. In other words, it's busy!

Throughout the year, over 300 annual and specialty certifications will be issued through the certification process, with over 6,900 acres of land inspected between all Plant Services operations units. At this time of year, we are averaging two to three certifications a day across four different certification types. Some of these certifications ensure that growers are free of all pests and diseases that are unwanted in Arizona, while others more specifically target issues that different states want to avoid the introduction of such as brown garden snails and rose mosaic virus.

Along with certifications, nurseries are gearing up for spring by receiving an increasing amount of plants from out of state. Many of these plants come in from states and regions that are under quarantine for pests and diseases that are invasive to the state of Arizona, and thereby must be inspected to ensure that they are free from these unwanted invaders. Inspectors meet these plants out in the field in pre-approved quarantine holding areas to conduct inspections to be sure the plants are clean before they are moved onto the nursery sales floors.

In January of 2021, the Phoenix Operations Unit inspected just over 170 shipments of plants. By February, however, we performed well over 300 inspections a month for the entirety of spring. Throughout all of 2021, we inspected more than 2,100 unique shipments of plants. We are currently following the same trend and revving up our workload.

It might be busy, but the weather is perfect for bug hunting and there is never a dull moment in the field!
Thank you to the Yuma Fresh Vegetable Association, Arizona Western College Foundation, University of Arizona Cooperative Extension, and Yuma County Farm Bureau for another successful Ag Summit.

Day 1
Field Demonstrations and Grow Our Own Symposium

Continued on Page 14
Day 2
Director Killian – YFVA Appreciation Award

The Yuma Fresh Vegetable Association’s (YFVA) Southwest Ag Summit was held in person after two years of virtual participation. The AZDA attended and presented at this event. Most notably, the AZDA Director, Mark Killian received an Appreciation Award for all of his efforts in supporting Arizona’s fresh vegetable industry and the State of Arizona. YVFA highlighted his support of the following:

- Citrus, Fruit and Vegetable Division and their implementation of the Food Safety Modernization Act – Produce Safety Rule
- His support during and after the 2018 E. coli outbreak that was associated to leafy greens grown in the Yuma area.
- His years of service in the Arizona House of Representatives at which time he was the prime sponsor of the bill that created the Arizona Department of Agriculture.
- His family connection to Arizona Agriculture

AZDA Training and Outreach

The Agricultural Consultation and Training (ACT) program trainer, Roberto Rios, provided a professional development course to pest control advisors with his 101 Respirator Maintenance training and demonstration.

Associate Director Jack Peterson – Arizona Pesticide Regulatory Update

The Environmental and Plant Service Division (EPSD) alongside their California counterpart provided the most current regulatory overview for pesticide application and compliance. During Jack Peterson’s presentation, he recognized Alex Bellotti from the Yuma EPSD office and presented him a 15 Years of Service award.
After the 2013 notice of intent to compound unauthorized livestock by the U.S. Forest Service (USFS), Governor Ducey signed H.B. 2340 which enacted A.R.S. 3-1491 to protect the Salt River horse herd. In 2017, the USFS entered into an intergovernmental agreement with the AZDA to manage the horses. The AZDA developed a management plan to address population, territory, birth control, and any other concerns that may affect the Salt River herd. This was done in conjunction with the USFS to provide the best outcome for the Salt River herd and the National Forest they reside on.

With the increasing popularity of the Salt River herd, some of the responsibilities the AZDA has accepted are to educate and inform the public on safety practices when around the horses, and the protection of the herd through state law. On any given day, the lower Salt River will see hundreds of recreational users of all kinds. Many of these visitors come to see the Salt River herd. In 2017, the USFS enacted A.R.S. 3-1491 to protect the Salt River herd. Governor Ducey signed H.B. 2340 which allows for a more effective on-scene response.

Recently, Professor Julie Murphee from the Biology department at Arizona State University brought students from her Animal Nutrition course to see and discuss the Salt River herd. The AZDA along with members of the Salt River Wild Horse Management Group demonstrated the PZP birth control darting program, discussing the impact of the horse herd on the Salt River, and toured some of the horse areas along the river. One of the main topics analyzed was the diet of the Salt River herd. Students were able to witness horses grazing on not only grasses in and around the Salt River, but also various shrubs and trees in the area. In addition, decomposing manure piles were studied to show how Mesquite trees are propagated and fertilized through the horses consuming and passing the Mesquite beans.

On Saturday, March 7th, Jeffrey Todd and Julianne Nikeirk from the Apache-Sitgreaves National Forest visited the Salt River Wild Horse Management Group and the AZDA Salt River Horse Liaison to see and discuss the relationship between a non-profit organization and the AZDA in managing the herd. These discussions included the implementation of a humane birth control and the success in lowering the growth rate of the herd, relationships with forest users and the public, and challenges that may arise while managing the herd.

These include maintaining a recommended 10 feet from the horses and refraining from feeding or touching any of the horses. On days with a high influx of visitors, the Maricopa County Sheriff Office mounted unit will periodically partner with the AZDA officer to keep both the public and horses safe.

Traditionally the AZDA exercised within the walls of the 1688 location with a static mindset. For 2022, the AZDA has transitioned to a mobile mindset, allowing for rapid command and control for a more effective on scene response. This mobile capability delivers the latest automation capabilities to the most austere environments within the state, directly supporting Livestock Officers and Inspectors within the field. This platform also provides timely and accurate information to our own AZDA Director, the State Emergency Operations Center (SEOC), and our ESF partners throughout the state during any natural or man made disasters.

Many AZDA staff volunteer to perform a multitude of roles within the Incident Command System (ICS) and have dedicated thousands of combined hours to pursue formal education to perform well within assigned roles. As an agency, the AZDA is well recognized throughout the state with many of its staff surpassing any educational expectations or requirements. The AZDA has had a resurgence in recognizing the need for a highly effective emergency and disaster management response capability to not only operate within the state, but far beyond our own borders to assist wherever our expertise might be called upon.

**Palo Verde Exercise**

By: Dwayne C. Uhlig, MSEM

Emergency Preparedness Planner IV

As the Emergency Support Function (ESF11) Agriculture and Natural Resources for the state, the AZDA conducts two graded full scale exercises yearly. Observations & Evaluations are provided by both the United States Department of Agriculture (USDA) and by the Federal Emergency Management Agency (FEMA). For the last several years of these exercises, the AZDA leads as a resilient and dedicated team, many times exceeding exercise expectations and is routinely acknowledged by both state and federal agencies for their demonstrated abilities and can-do attitude.

Traditionally the AZDA exercised within the walls of the 1688 location with a static mindset. For 2022, the AZDA has transitioned to a mobile mindset, allowing for rapid command and control for a more effective on scene response. This mobile capability delivers the latest automation capabilities to the most austere environments within the state, directly supporting Livestock Officers and Inspectors within the field. This platform also provides timely and accurate information to our own AZDA Director, the State Emergency Operations Center (SEOC), and our ESF partners throughout the state during any natural or man made disasters.

Many AZDA staff volunteer to perform a multitude of roles within the Incident Command System (ICS) and have dedicated thousands of combined hours to pursue formal education to perform well within assigned roles. As an agency, the AZDA is well recognized throughout the state with many of its staff surpassing any educational expectations or requirements. The AZDA has had a resurgence in recognizing the need for a highly effective emergency and disaster management response capability to not only operate within the state, but far beyond our own borders to assist wherever our expertise might be called upon.
Follow Us On Social Media

You can follow the Department’s activities on our social media platforms. Click on the logos below.

@arizonaagriculture
@arizonaagriculture
@azagriculture

#23Bindustry