Consumption Report Social Media Toolkit

This toolkit serves as a resource for American Feed Industry Association members to assist in engaging with the new consumption data on social media.

BACKGROUND:
The Institute for Feed Education and Research (FEEDER) recently quantified exactly how much domestic livestock and pets consume throughout the various stages of their lives. Working with the economic and analysis firm Decision Innovation Solutions (DIS), the study found that in 2019, America’s domestic livestock and pets consumed approximately 283.8 million tons of food. Using the U.S. Department of Agriculture’s November 2020 data, DIS also established a baseline of the value and volume of feed for six major categories of livestock and poultry (i.e., broilers, layers, turkeys, hogs, dairy cows and beef cattle) and then provided three, forward-looking economic scenarios for the feed sector beyond the COVID-19 crisis.

SOCIAL MEDIA TIPS:
In your social media posts, please use the following hashtags as appropriate:

- #ConsumptionReport
- #WeNeedFeed
- #FeedConsumption
- #FeedFacts

You can tag us in your posts on Twitter at:

- @FeedFolks/#IFEEDER

On Facebook at:

- @AmericanFeedIndustryAssociation/#IFEEDER

And on Instagram at:

- @afiafeed
Sample Social Media Posts

You can download high-resolution versions of the graphics below on AFIA’s Flickr page.

Animal food is #essential. A new report from #IFEEDER found that America’s domestic livestock and pets chowed down nearly 284M tons of safe, high quality & nutritious food in 2019, keeping our food supply chain stable. #WeNeedFeed

In 2019, nearly 284 million tons of animal food were consumed by domestic livestock and pets.

Who “pigs out” the most? #Beef cattle, #hogs and #broilers take the cake for the top three consumers of feed in the US. #FeedConsumption #ConsumptionReport
A diverse array of ingredients are used to make the nation’s supply of safe, high quality and nutritious food for domestic livestock and pets. #FeedConsumption #FeedFacts

#Corn is incredibly important to the animal food industry – it’s the #1 ingredient! Other top ingredients include soybean meal, dried distillers’ grains & more. #ConsumptionReport #WorldOfCorn

#IFEEDER’s #ConsumptionReport provides expert economic analysis on how #COVID19 may impact the industry’s growth over the next 5 years, offering 3 scenarios. We can all agree – our industry is resilient and prepared to weather this storm!
For the first time, #IFEEDER looked at the top states for harvested forage consumption as part of animal diets, showing #Texas, #California and #Wisconsin as the top consumers. #FeedConsumption

We know there can be a stiff competition between states on who has more livestock – we’re here to settle the difference on which state consumes the most feed! Top consumers include #Iowa, #Texas & #California. #FeedConsumption #FeedFacts

In 2017 #IFEEDER released first-of-its-kind research on ingredients used & consumed by livestock. Our #ConsumptionReport now includes NEW ingredients & species to give the most accurate view of the huge volume of animal food produced for America’s farmers, ranchers & pet owners!
America's domestic livestock and pets eat nearly 284 million tons annually – roughly the weight of about 36M tractors! #FeedConsumption

Fishin’ for info on #FeedConsumption? #IFEEDEER recently found that America’s domestic #fish consumed 613,000 tons of feed in #2019.

#Beef #cattle ate nearly 65 million tons of feed in 2019. #FeedConsumption
Broiler chickens across the nation ate a whopping 60.8 million tons of feed in 2019. #Chickens may be small, but their appetite is mighty!

Got feed? #Dairy cattle in the U.S. consumed nearly 50 million tons of feed in 2019. #FeedConsumption

#Hogs pigged out in 2019, consuming nearly 62 million tons of feed! #FeedConsumption
They don’t say, “I’m so hungry, I could eat like a #horse” for nothing! Domestic horses ate 7.7 million tons across the country in 2019. #FeedConsumption

America’s laying #hens ate 19.2 million tons of feed in 2019. #FeedConsumption #ConsumptionReport

#Dogs and #cats are notorious for begging for their owners’ food and hearing “you have your own food!” They do have their own food – 8.6 million tons of it! #ConsumptionReport
DYK #sheep and meat #goats ate nearly 140,000 tons of feed in 2019? #ConsumptionReport #FeedConsumption

In 2019, turkeys in the U.S. gobbled down over 10 million tons of feed. #FeedConsumption

Find out how much animals in your state eat in the #IFEEDER #ConsumptionReport: ifeeder.org/feeddata
Wheat products are the #4 used ingredient in all feed, but are the #1 ingredient in horse diets.

#WheatProducts #FeedConsumption

Soybean meal is the #2 top ingredient used in all feed, but #1 in fish diets.

#SoybeanMeal #FeedConsumption

Dried distillers grains is the #3 top ingredient used in all feed. You can find DDGs in #broiler, #hen, #turkey, #swine, #dairy cattle, #beef cattle and #horse diets.

#DDGs #FeedConsumption
#Corn gluten is the #5 top ingredient consumed in animal feed. #ConsumptionReport

#Corn takes the #1 spot of top ingredient consumed in animal feed. Corn is also the #1 ingredient in sheep and meat goat, beef cattle, dairy cattle, swine, turkey, hen and broiler diets. #FeedConsumption
DYK the #feed industry is incredibly sustainable?

Recycling products that would otherwise be discarded into co-products to be used in feed significantly helps to reduce our environmental footprint.

#WeNeedFeed #ConsumptionReport