

Vision: *A resilient and sustainable animal feed and pet food supply chain*

Mission: *Advancing understanding and trust in a sustainable feed and pet food supply chain through timely research and education.*

IFEEDER Values:

- Solution Driven Engagement
- Credible Science
- Subject Matter Expertise
- Sustainable Solutions
- Informed Consumer Choice
- Trust and Transparency
- Collaboration and Diverse Perspectives

Goals and Objectives:

1. Goal: IFEEDER is a recognized, respected and utilized resource for allied industry organizations and other stakeholders

- 1.1. Communicate and translate research outcomes into utilized resources and reference points
- 1.2. Establish and engage in platforms to gain recognition as industry sustainability thought leader
- 1.3. Collaborate with stakeholders to enhance and advance information exchange
- 1.4. Leverage and support partnerships to influence consumer messaging

2. Goal: Research outcomes inform and support a sustainable animal feed and pet food industry

- 2.1. Identify key material issues¹ and develop supporting metrics for industry use
- 2.2. Identify industry sustainability resource needs and develop essential support tools

2.3. Evaluate, validate and advance solutions to address material issues

2.4. Collaborate with stakeholders on joint sustainability research efforts

3. Goal: Cultivated relationships broaden funding to support IFEEDER's research and education initiatives

- 3.1 Create industry member engagement opportunities in IFEEDER activities and decision-making
- 3.2 Expand number of AFIA contributing members and enhance relationships to broaden, strengthen and increase base funding
- 3.3 Develop and advance IFEEDER brand to build awareness
- 3.4 Diversify funders and funding sources beyond the animal food industry, including grants, to build resilient resources

¹ Commonly referenced within sustainability discussions, **materiality** is a concept that defines why and how certain issues are important for a company or business sector. A material issue can have a major impact on the financial, economic, reputational, and legal aspects of a company or sector, as well as on internal and external stakeholders.