

IFEEDER NEWSLETTER

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Powerful Statements – Is Feed Up to the Challenge?

By: Lara Moody, IFEEDER executive director

Two quotes, two sources. Both acknowledging emerging barriers and opportunities as feed system sustainability advances.

Commenting in a [recent press release](#) on their reasons for partnering with the Institute for Feed Education and Research on the [Feed Systems Sustainability Summit](#), Courtney Hall, director of sustainable livestock systems for the World Wildlife Fund (WWF), states:



“The animal feed sector has the unique opportunity to lead the transformation towards sustainable production across the agricultural industry, but only by working together.”

Reflecting on how environmental metrics are beginning to factor into feed purchasing decisions alongside cost and growth performance, in a [recent Feed Strategy article](#) Brett Glencross, professor of aquaculture nutrition at the University of Stirling Scotland, notes:

“This is going to be a monetizable aspect of ingredients in the future. Those products with low carbon footprint will command a premium because of it.”

Within these statements are both the challenge to collectively engage across the feed sector and broader animal supply chain on actions needed to advance feed system sustainability and the opportunity for financial advantage to those who get it right. The animal food sector came together within the pre-competitive space to help IFEEDER chart a path to support the industry through development of the [Sustainability Road Map](#). And, through the [Feed Systems Sustainability Summit](#) IFEEDER and WWF are collaborating to host in September, we have a platform to engage the animal food value chain to catalyze actions to achieve outcomes.

Using the identified path and supporting resources, will industry be able to leverage their own efforts to carve out a financial advantage?

IFEEDER Working Toward a Better Feed Industry

In June, I was joined by Steve Lerner, senior scientific and business advisor at Chr. Hansen and IFEEDER Board of Trustee and Research Committee Chair, to record an episode of the [Feed & Grain Podcast](#). We delved into how IFEEDER supports the feed industry, current priorities, new Board members and current projects. We delved into how IFEEDER supports the feed industry, current priorities, new Board members and current projects.



Zeroing in on why it's essential to have an organization like IFEEDER, Steve Kilger of Feed & Grain noted, "We're stronger together than we are separate. It would be impossible for a lot of feed companies to even consider individually doing projects like these."

If you want to learn what you don't know about IFEEDER, [take a listen](#).

Got A Case Study for the Feed Systems Sustainability Summit?

The [Feed Systems Sustainability Summit](#) will convene a select group of diverse stakeholders who collaboratively share a vision for sustainable feed systems. To garner input

and facilitate dialogue, the summit organizers will share thought-provoking case studies and hold engaging workgroup discussions.

Organizations can participate in the summit by sponsoring, submitting a case study, or by invitation. IFEEEDER and WWF are seeking high-quality case studies from a diverse selection of organizations representing the feed supply chain. Case studies should demonstrate relevant activities across the feed supply chain that activate the sustainability pillars: people, planet and governance.

The feed sector's sustainability efforts are influenced by many stakeholders both upstream and downstream of the industry, creating real opportunities for improved clarity. Gathering perspectives and exploring challenges and opportunities through case studies will help elucidate needs to be addressed.

[Submit Case Study](#)



Animal Feed: The Secret Ingredient for Meeting Food Company Sustainability Targets

Ever wondered what science-based targets really are or why they may be relevant to animal food? We've got a [webinar opportunity](#) for you to listen and learn.

As the food supply chain pursues science-based targets and charts an emissions reduction path that includes emissions from input providers, where does the feed sector fit in and how can we support our end users and their customers?

To help answer these questions, and to further inform discussions for the September Feed Systems Sustainability Summit, the IFEEDER and WWF are hosting a summer webinar series, with the first webinar on July 22 at 10 a.m. ET. During this webinar, we'll discuss the Science-Based Targets Initiative (SBTI) and the upcoming FLAG guidance for food and feed companies. We'll also hear from McDonald's and United Dairymen Arizona on how feed fits into their science-based targets and implementation plans.

[Register for Webinar 1](#)

Need a speaker at an upcoming meeting to discuss feed industry sustainability?

Contact [Lara Moody](#).



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For every \$1 IFEEDER invests in research and education projects, \$5 is leveraged from other sources. All donations go directly toward projects, as IFEEDER's administrative costs are borne by American Feed Industry Association, so your donations go even further. Help us maximize our reach by donating today! Click the link below to make a gift. For questions, contact [Lara Moody](#), IFEEDER executive director.

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