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Collaboration is Key

By: Lara Moody, IFEEDER executive director

In the Institute for Feed Education and Research's final Summer Sustainability Series webinar with the World Wildlife Fund, we gathered panelists from the livestock and poultry sectors to learn about their sustainability efforts. I thought I'd just learn what the animal sector needed from feed, but even better, I also heard what feed could learn from the animal sector. My takeaways from that webinar are noted in a [recent blog](#), but here, I want to focus on one of those takeaways.



Sustainability needs collaboration.

In her webinar comments, Samantha Werth, Ph.D., executive director for the U.S. Roundtable for Sustainable Beef, noted that the opportunity for feed lies in collectively working across all livestock sectors because many needs the beef industry has identified for feed are important to other sectors as well. Importantly, she pointed out, collaboration isn't one way. As feed helps beef achieve their targets, how can the beef industry help the feed sector demonstrate their sustainability efforts?

The nature of collaboration can mean pushing beyond some internal comfort level and opening the door to a wider array of relationships. When performed best, it means finding common ground and areas of opportunity that advance the needs of all parties. In speaking at recent conferences on the work IFEEDER has underway to support industry sustainability efforts, I've been building relationships to find stakeholders with common ground inside and outside of the feed sector. These connections are key to advancing [our strategic goals](#).

To further advance collaboration across the full feed value chain, this week, IFEEDER and the World Wildlife Fund are hosting the [Feed Systems Sustainability Summit](#). With 35 attendees joining us representing organizations upstream and downstream as well as within the feed sector, we're creating the opportunity for future collaborations in support of actions to address barriers and opportunities for feed system sustainability.

As in many pursuits, relationship building that explores opinions and listens to insights takes time, but it pays dividends in the end. Ideally those dividends are collective thinking and collective resources, which IFEEDER can tap into to support the feed sector and our stakeholder customers. If you or your organization would value a greater part in our collaborative efforts, please [let me know](#).

**Did you miss any of the Summer Sustainability Webinar Series?
Catch up with these links.**

Webinar 1: Animal Feed – The Secret Ingredient for Meeting Food Company Sustainability
Targets

[Webinar 1 Recording](#), [Webinar 1 Takeaways](#)

Webinar 2: LCAs – Should Your Products Have One?

[Webinar 2 Recording](#), [Webinar 2 Takeaways](#)

Webinar 3: Feeding Future Sustainable Protein Systems

[Webinar 3 Recording](#), [Webinar 3 Takeaways](#)

IFEEDER Publishes Annual Update



Each year, IFEEDER looks back and ahead at efforts it has underway to support the animal food industry. In the update, we also acknowledge our many corporate and individual contributors whose generous support makes our work possible. [Download the annual update](#) and take a few minutes to explore the scope of work currently underway at IFEEDER.

A message from the IFEEDER Board chair:

“It could be argued that the past year was one of the most important for the Institute for Feed Education and Research since its inception. The vision and commitment of the American Feed Industry Association leadership, along with a strong level of energy generated by IFEEDER’s new executive director, has placed IFEEDER on an exciting path for the future.”

“This update includes actions associated with a revised, member-driven strategic plan and the development of the Sustainability Road Map, which provides clarity of direction as we continue our mission to advance understanding and trust in a sustainable animal feed and pet food supply chain. In addition, we are establishing new relationships with external organizations committed to goals like ours. These are ambitious – yet achievable – initiatives designed to advance feed system sustainability along with consumer understanding and trust.”

“It is my hope that as you read this update, you will share my enthusiasm. We sincerely thank those of you who invest in IFEEDER and welcome all members to get involved and participate!”

– Mike Schuster, Laidig Systems, Inc., IFEEDER Board chair 2022-23



Auction Raises Record Amount for Kenny Berg Research and Education Fund

Each year, in conjunction with AFIA's Liquid Feed Symposium, attendees raise funds via corporate commitments and an on-site auction to support the Kenny Berg Research and Education Fund, which fosters the positive image of liquid feed as a vehicle for nutrient supplementation. Thanks to our gracious auction items donors and participating bidders, this year's auction raised \$16,530!

The fund, which is maintained by IFEEDER, was established in honor of Kenny Berg by the AFIA's Liquid Feed Committee. This year, the fund is supporting work by Francine Henry, Ph.D., at the University of Georgia to evaluate the effects of replacing soybean hulls with molasses during the receiving period for feedlot calves.

To highlight the generosity of our members, some of the highest winning bids were for the famed Horse Soldier Barrel Strength Bourbon, Meta Quest VR Goggles, a wheeled Yeti Cooler and Yeti Tumblers, and as an ode to our host city of New Orleans, a signed jersey from Marcus Davenport of the New Orleans Saints!

We also thank the corporate commitments made in advance of the event, totaling \$7,000 with support from New Generation Supplements, Quality Liquid Feeds, XF Enterprises, Midwest Agri-Commodities Company and Skinner Tank Company. In total, we raised \$23,530 to support the Kenny Berg Research and Education Fund.

IFEEDER In the Media

As we work to implement efforts in support of IFEEDER's strategic plan, our efforts are getting noticed. If you missed them, take a read or a listen.

- In a recent Feed Strategy Chat, Jackie Roembke, editor in chief with WATT Feed Brands, sat down with Lara Moody to discuss "[How LCA Data May Shape Feed Supply Chains.](#)"
- Drawing on an interview with Steve Lerner, senior scientific and business advisor at Chr. Hansen and IFEEDER Research Committee chair, and Lara Moody, Steve Kilger with Feed and Grain addressed how "[IFEEDER Focuses on Feed Industry Sustainability Roadmap.](#)"
- In an exploration of circularity, Feed Strategy's Emma Penrod interviewed Lara Moody and several others for an article focused on how "[Circular Animal Feed Reframes the Sustainability Conversation.](#)"

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

Contact [Lara Moody.](#)



Donate Now!

For every \$1 IFEEEDER invests in research and education projects, \$5 is leveraged from other sources. All donations go directly toward projects, as IFEEEDER'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](#), IFEEEDER executive director.

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