

# IFEEDER NEWSLETTER

IT'S TIME TO COME TOGETHER FOR ANIMAL AG

#GIVINGTUESDAY  
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## We've Got a Plan, Now It's Full Speed Ahead

*By: Lara Moody, IFEEDER executive director*

Last month, the Institute for Feed Education and Research's (IFEEDER) Board of Trustees finalized and approved our strategic plan to advance understanding and trust in a sustainable feed and pet food supply chain through timely research and education. To achieve that mission, our new goals include:

**1) Cultivated relationships to broaden funding that support IFEEDER's research and education initiatives.** Broadening support includes increasing feed industry engagement and enhanced value and relationships with feed industry members. In addition, we will build awareness of IFEEDER as a resource and diversify our funding resources beyond the animal food industry, including through grants, to build resilient resources.

**2) Research outcomes inform and support a sustainable animal feed and pet food industry.** To inform our efforts, we first must identify key issues, supporting metrics and resource needs so we may develop essential support tools to inform and assist the animal food industry and our stakeholders. Then, we can create collaborations to evaluate, validate and advance solutions to address key issues.

**3) IFEEDER is a recognized, respected and utilized resource for allied industry organizations and other stakeholders.** We have an opportunity to provide leadership on feed sustainability for the industry and our stakeholders. Through establishing and engaging in multiple platforms, we'll communicate our outcomes into utilized resources and reference

points, and we'll collaborate with stakeholders to enhance information exchange and leverage partnerships.

While we've been developing IFEEDER's strategic plan, we haven't been idle. Just last week, IFEEDER hosted a breakout session at the [Sustainable Agriculture Summit](#) on "Advancing Sustainable Feed Solutions to Meet Global Outcomes." While there, alongside several feed industry members, we participated in the [Field to Market](#) meeting and summit sessions to help build awareness of IFEEDER. Next month, look for an article in the International Animal Health Journal on the potential for circularity in the feed industry. To



diversify our resources and further advance our research goals, IFEEDER collaborated with two stakeholders to develop a grant proposal for a demonstration project that was recently funded by the U.S. Department of Agriculture (details below). And, for the last several months, we've been raising awareness and funds for the newly launched [sustainability road map project](#), which is key to our strategic plan (details below).

We've laid out a path, now it's full speed ahead. Let me know if you're ready to hop on board!

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## **[USDA Funds Scientific Collaboration to Reduce Methane Emissions in Dairy Operations](#)**



The Nature Conservancy, the Innovation Center for U.S. Dairy, and IFEEEDER are launching a three-year project to explore innovative feed management strategies that can reduce enteric methane emissions in dairy cattle. The U.S. Department of Agriculture (USDA) recently announced a \$537,440 award for this project through its Conservation Innovation Grants On-Farm Conservation Innovation Trial program. With project partner resource contributions, the project will total more than \$800,000.

Working with up to 10 dairy farms in Michigan and Wisconsin, this project will combine on-farm trials and demonstrations of emerging technologies with strategic engagement of critical stakeholders including farmers, farm advisors, industry, carbon market players, and regulators for scaling the adoption of feed management strategies. The project will provide direct financial support to participating farmers to cover their costs of participation and as a direct incentive to participate.

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## IFEEEDER Launches Industrywide Sustainability Project

IFEEEDER, along with The Context Network, officially launched a project this month to develop a sustainability road map for the animal food industry. The road map will support the advancement of both corporate sustainability programs and climate-smart initiatives with key stakeholders. Through industry and stakeholder assessment, IFEEEDER will evaluate risks and opportunities within each animal food industry segment to determine the extent of support to be mapped and further developed.



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## 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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