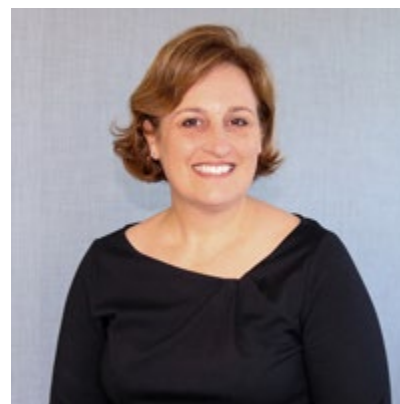




Making Our Move

By: Constance Cullman, IFEEDER president

"The laws of chess do not permit a free choice: you have to move whether you like it or not." Emanuel Lasker, a turn of the century chess player and mathematician captured an essential challenge we all face – making a move whether we are prepared or not. Chess – the quintessential game of strategy – has a lot to teach us. Sometimes we need to play offense, sometimes defense. At times, we move forward, and at other times, we are required to take a step back - but a strategy is always critical.



The Institute for Feed Education and Research's Board of Trustees knows that our industry has some very important moves to make in order to earn public trust in animal protein. We have taken strong steps to assure we are ready to make those moves. At the March Board of Trustees meeting, our leadership took critical steps toward finalizing a strategic plan to guide the organization for the next five years as it advances the knowledge and trust in a safe and sustainable animal feed and pet food industry. It recognizes the values that make IFEEDER strong and the contributions it makes in its core education and research program areas.

The Trustees also embraced plans to develop a sustainability road map for the research, education and outreach activities IFEEDER will lead for the animal food industry. It recognized the need to communicate how the industry is providing sustainable solutions to address the global challenges of hunger, responsible resource utilization and strong communities.

IFEEDER is working with the Context Network to develop this road map to create the tools needed by individual businesses to identify their sustainability stories, communicate them to their customers and continue their journeys toward excellence. It will explore industry members, stakeholders and influencers' sustainability needs for the animal food industry while identifying those compelling stories that resonate with end-users.

IFEEDER's leadership is strategically assessing our current strengths on the chess board – our research portfolio, CLEAR Center engagement, strong committee engagement, committed supporters and strong partnerships – to plan our next moves. We like our next moves – and we think you will too.

New Feed Data Now Available

This month, IFEEDER released new data showing that domestic livestock and pets consumed nearly 284 million tons of safe and nutritious food in 2019. The report also provided expert analysis on how the coronavirus pandemic may affect the industry's economic growth over the next five years.

With a new administration in place, the data could not come at a better time, providing the industry an opportunity to explain to policymakers and regulators our role in reducing food waste and being a force multiplier for the growth of the overall rural economy. The industry can now provide farmer groups the latest data on the sheer amount and diversity of ingredients used in feed – including new ingredients such as forages and other roughage products – and pet food. We can also explain to our customers how feed consumption has changed at a state level since the last IFEEDER study in 2017.



The new report also comes at a time when many states are switching gears from dealing with the immediate and serious health consequences of COVID-19 in its citizens to managing the long-term distribution of vaccines and reopening of their economies. While the animal food industry has responded and adapted very well to the new way of safely operating during the pandemic, it is critical that local and state policy leaders understand

how their actions can minimize the long-term economic repercussions on the industry, proving the invaluable need for data of this kind.

We invite our IFEEDER donors to check out the materials and share them with their key audiences. At ifeeder.org/feeddata, you can find ingredient and species data by state, handouts, downloadable graphics, draft social media posts and more. We invite you to share this data and should you need customizable information, please reach out to ifeeder@ifeeder.org for assistance.

Welcome New IFEEDER Supporters

- Joseph Kowalkowski
 - Devin Conklin
 - Victoria Robbins
-

Staff Changes

Rob Cooper and Bridget Rinker are no longer with IFEEDER. For questions or suggestions, please reach out to [Constance Cullman](#), IFEEDER president.

Donate Now!

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 [Constance Cullman](#), IFEEDER president.

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