

# IFEEDER NEWSLETTER

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## Sit Back and Listen: Webinar Series Explores Sustainability Considerations

*By: Lara Moody, IFEEDER executive director*

There's more to agricultural carbon markets than carbon sequestration, and the animal food industry should be paying attention. Do you understand key market roles and how markets fit into corporate commitments?

With a focus on agricultural carbon markets, part three of the Institute for Feed Education and Research's on-demand [Sustainability Road Map](#) webinar series is now available. In the episode, Matt Sutton-Vermeulen and Garth Boyd, both principals at The Context Network, provide insights and perspectives into the carbon market space, its function and relevance to animal feed, as well as key players and drivers.

The Sustainability Road Map webinar series was created to provide background information and perspectives on sustainability topics the industry could refer to and draw upon as we initiate work on the road map project in October. If you have topic ideas for the webinar series that we should further explore on sustainability, please [let me know](#).

The first two webinars released earlier this month provided industry and stakeholder insights into animal food sustainability efforts. The first, "Defining Sustainability," headlined by [Kim Stackhouse Lawson Ph.D.](#), director of AgNext, provided insights and ideas for the sector and its members to consider as we progress on our sustainability journey. The second, "Downstream Expectations," headlined by Emily Johannes, senior sustainability sourcing



manager at Nestle, explored how and why the animal food industry is intrinsically linked to corporations' environmental targets and commitments, as well as what we can learn from their efforts.

Check out all three webinars below. I'd love your feedback so we can improve this offering. If your organization is able, please consider a contribution to the Sustainability Road Map project. I'd be glad to connect with any of your team members to discuss the project and needed resources. [Email me](#) for details.

## Defining Sustainability

Short 8-minute Highlights

Full 25-minute Deep Dive

## Downstream Expectations

Short 13-minute Highlights

Full 25-minute Deep Dive

## Agricultural Carbon

Short 10-minute Highlights

Full 24-minute Deep Dive

# IFEEDER Board Chair Shares Thoughts on the Public Charity



In a recent podcast, IFEEDER Board chair and American Feed Industry Association (AFIA) Board member Scott Druker shares how he believes IFEEDER is providing value in agricultural sustainability, why he thinks the work is important and why his organization [Arm & Hammer Animal and Food Production](#), contributes to our efforts. [Take a listen.](#)

Here are a few of his insights:

*"The purpose of IFEEDER is to deal with issues that are bigger than just one company, sustainability is a*

*great example. It touches all our members and is obviously something that benefits the world community too.”*

*“Had I not been involved in this industry, I would have had a different view, possibly more biased or negative towards agriculture based on what you see (in media).”*

*“To advance and solve really important issues, you need to be operating from credible information and that’s where I really see the role IFEEDER plays and why we’re (Arm and Hammer Animal and Food Production) interested in supporting them.”*

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## IFEEDER Releases 2020-21 Annual Update

The Institute for Feed Education and Research (IFEEDER) released its 2020-21 [annual update](#) this week, providing financial and project highlights for the 501(c)(3) public charity.

*“Since its beginning, IFEEDER has supported the animal feed and pet food industries through education and research. However, as the animal protein and pet food landscape evolves, so has our strategy,”* said Tim Belstra, IFEEDER Board of Trustees chair, 2020-21. *“Through industry input, stakeholder action and consumer trends, we are guided toward focusing our efforts on sustainability. With that as a focal point, we’re building a strategy directed by a clear mission and vision.”*



The annual update provides details on several IFEEDER projects, including:

- Providing insights into a stable animal food supply chain;
- Exploring the impacts of non-GM livestock and poultry feed;
- Charting resources for a sustainability journey;
- Informing consumer choice through credible science and subject matter expertise; and
- Modeling virus transmission potential to ensure a safe animal food supply.

In addition to the project updates, the annual report details IFEEDER’s support of two funds – the Kenny Berg Research and Education Fund and the American Feed Industry Association’s Equipment Manufacturers Committee’s Scholarship Fund.

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## 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 [Lara Moody](#), IFEEDER executive director.

[MAKE A DONATION](#)

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