Providing animals with the right diets throughout their lives keeps them healthy and growing, so that they can provide wholesome, safe and nutritious food to stock our grocery store shelves year-round. In the United States, however, it is not enough simply for these shelves to be full.

American consumers are demanding more information about where their food comes from. They want to know their family’s food is safe, have confidence that we—in the feed industry—are doing our jobs in abiding by, and in many times surpassing, stringent state, national and global food safety standards, and know we are addressing broad social concerns. They are active consumers who use their purchasing decisions to call for changes in business practices and technology, but not every call for action warrants a response.

We know that misperceptions or misinformation about agriculture can threaten our ability to provide consumers with affordable choices, utilize new technology and promote good animal health. Scientific research and data must drive responsible policies at the state and national levels. This is where the work of the Institute for Feed Education and Research (IFEEDER) comes in, and why we need support from people like YOU.

“IFEEDER funds critical feed research and helps support positive messages for the feed industry. Collectively, with your support, we can make a difference!”
—Paul Phillips
2017-18 IFEEDER Board of Trustees Chair

“IFEEDER serves as a great way for the feed industry to support the needs of our quickly changing marketplace by helping provide a unified voice through trusted research and educational programs.”
—Mike Van Koevering
Elanco, gold level donor

EDUCATING CONSUMERS, POLICYMAKERS ON ANIMAL FEED INDUSTRY’S ROLE IN MARKETPLACE

WHY DONATE TO IFEEDER?

DONATE NOW

Corporations and individuals can donate to IFEEDER. To see the various donor levels and make a donation, visit ifeed.org/donations.

100% of funding supports IFEEDER’s research and education initiatives.

To date, 80% of IFEEDER projects leverage additional funds from other groups and organizations.

CONTACT US

Institute for Feed Education and Research
2101 Wilson Blvd., Suite 810
Arlington, VA 22201
(703) 524-0810
ifeeder@ifeeder.org
ifeeder.org

For every $1 invested in IFEEDER projects, $5 is leveraged from other sources.

Championing safe and sustainable feed and food production through education and research since 2009
Below are highlights from recent and upcoming IFEEDER projects.

- IFEEDER recently completed a study that shows the animal food manufacturing industry contributes nearly $300 billion to the national economy annually and quantifies the types of ingredients consumed by various animal species. AFIA is using this new data to show the industry's value in legislators' districts and states and in public communications.

- With the University of Minnesota, IFEEDER recently developed a tool to help AFIA members save time and resources creating individual animal food safety plans for their facilities in accordance with the Food Safety Modernization Act.

- With the European feed industry and the United Nations' Food and Agriculture Organization, IFEEDER developed the gold-standard tool that provides livestock and poultry organizations and universities a means to uniformly and accurately measure the emissions generated by species over the course of their lives. This tool will be used to help the industry operate more sustainably, preserving the earth’s finite natural resources while lowering its environment impact.

- Along with several organizations, IFEEDER is working to uncover how “No Antibiotics Ever” policies are impacting animal welfare. A separate, yet similar, project is testing consumers’ knowledge of cage-free egg and slow-growing broiler production practices and comparing that to their willingness to pay for such attributes. Both reports will help IFEEDER communicate to retailers, restaurants and food companies looking to adopt these policies and practices.

- IFEEDER is working with allied food sector partners to share “the other side of the story” with policymakers and consumer influencers about the very sustainable practices and improvements the livestock, poultry and pet food industry are achieving.