

## Are We Ready for the Change That Is in Front of Us?

*By Rob Cooper, IFEEDER executive director*

Recent events around the globe have me thinking about change. It used to be that I worried about changing my exercise routine or eating habits, simple things – mundane even. But after two years in my role as the executive director of the Institute for Feed Education and Research, I think about it differently, specifically about climate change and how the animal food industry is stepping up to address the issue through an increased focus on sustainability.



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Our industry has not only embraced the global marketplace to grow the business, but has used that growth to do good at home. Some now call this being “GLOCAL,” an interesting way of expressing our values and making a difference in the local communities where our employees live and work – all around the world. Global and local – all at the same time.

I also find myself thinking about consumer choice and how that impacts us as an industry. When I see consumers stopping to read labels in the grocery store, I try to figure out why they are choosing one item over another. How can we help people learn about the food they eat, based on their values?

Throw in the current public health crisis and social unrest and suddenly, I realize that all of these issues are intertwined and cannot be dealt with independently. We must identify and understand the changes in a comprehensive way. The animal food industry not only has to deal with industry-specific issues, but changing social and human health issues as well.

IFEEDER is arming our industry with science and research to address climate change issues. Recent research from the Center for Clarity and Leadership in

Environmental Assessment and Research (CLEAR Center at the University of California, Davis) is showing how animal agriculture is a solution provider – not a problem to be solved – in the goal for climate neutrality. It is a message IFEEDER plans to amplify.

IFEEDER is also looking to refresh its sustainability roadmap in partnership with the American Feed Industry Association. This endeavor will lead to exciting new research opportunities and partnerships that will help stakeholders of both organizations tell their sustainability stories as well as articulate our global impact through projects, such as the Livestock Environmental Assessment Project and Global Feed LCA Institute (GFLI).

We are also ready to ensure that our work is on the cutting-edge of the challenges our industry faces. We will provide real-time data for the industry to use through an updated animal feed consumption study, while incorporating forward-looking research on how we think the coronavirus pandemic will impact the industry over the next five years.

**Are we ready for the change that is in front of us? I believe IFEEDER is.**

Fundraising professionals know that charities must be agile and bold in adapting to new challenges. At IFEEDER, we know that above all, we must have clear, honest and transparent communication with our stakeholders and we must listen to their concerns and ideas. As your industry charity, IFEEDER will do just that. We will continue to innovate through new partnerships and finding diverse sources of funding.

We may not know what challenges and changes lie ahead, but we do know that we are working to ensure that IFEEDER has a clarity of focus, commitment to transparency and urgency in fundraising to ensure that we are able to meet whatever comes our way.

## **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 AFIA, so your donations go even further. Help us maximize our reach by donating today! [Click here](#) for a PDF donation form. For questions, contact [Rob Cooper](#), IFEEDER's executive director, at (703) 650-0141.