

## IFEEDER – Celebrating a Busy 10 Years of Research, Education Projects



Looking back at the Institute for Feed Education and Research's last decade, the public charity has played an instrumental role in helping ensure that consumers have access to a safe, healthy and sustainable food supply through its funding of critical animal feed research and its focus on communicating the industry's positive contributions to policymakers, consumer influencers and stakeholders.

IFEEDER has undertaken many initiatives in the past 10 years that have made an impact for the animal

food industry, including projects to:

- benchmark the global animal food industry's environmental impact;
- support compliance with the Food Safety Modernization Act through the development of a generic hazard analysis for the industry;
- assess how lengthy regulatory reviews are hindering progress on new ingredients;
- prepare the industry for another porcine epidemic diarrhea virus outbreak;
- assess the amount of animal food consumed in the U.S. annually;
- measure the animal food industry's economic impact in the U.S.;
- promote careers in the feed industry through the Equipment Manufacturers Committee's scholars program;
- support the liquid feed industry through the Kenny Berg Research and Education Fund; and
- better understand consumer behavior in the marketplace.

Learn more about these projects at <http://bit.ly/IFEEDERTop10>.

## IFEEDER Board of Trustees' March Meeting Looks Toward the Future

IFEEDER hosted its spring Board of Trustees meeting on March 4 in Washington, D.C. The meeting reflected on IFEEDER's impact since its inception and began to lay the groundwork for growth into the future.

Among the discussions at the day-long meeting, the Trustees talked about ways to better connect AFIA members' sustainability efforts with consumer influencers, decision makers and thought leaders who are leading changes across the food value chain in the U.S. Rob Cooper, IFEEDER's executive director, looked back at the impact IFEEDER has had for the animal food industry over the past 10 years (listed above). In addition, Chad Risley, IFEEDER's research committee chair, highlighted research projects that are underway, including projects to:



*Rob Cooper, IFEEDER's executive director, speaking to the Board of Trustees.*

- help the animal feed industry guard against African swine fever and fill information gaps;
- assess the environmental and economic impacts of going GM-free in U.S. feed production;
- analyze feed samples for the presence of *salmonella* strains that are harmful to animal health;
- quantify pet food ingredient composition and consumption in the U.S.; and
- support efforts to bridge the consumer information gap to better preserve consumer choice and protect the animal food industry's image and license to operate.

Lee Hall, chair of the IFEEDER Board of Trustees, challenged the Trustees to identify the next set of priority focus areas for the public charity. Hall plans to name a task force to begin developing strategies for IFEEDER to continue to grow while remaining focused on its commitment to the animal food industry.

In addition, IFEEDER welcomed Michael Goble, global managing director for Diamond V, to the Board of Trustees. He will fill the term vacated by the retirement of Jeff Cannon. The Board also welcomed Robert Shirley, Ph.D., poultry technical manager of Adisseo USA, to the IFEEDER Research Committee.

For questions, contact [Cooper](#).

## **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! Simply select "[Donate](#)" at the top of [ifeeder.org](http://ifeeder.org) and select whether you would like to donate via check, pledge or credit card. For questions, contact [Bridget Rinker](#), AFIA's development assistant, at (703) 558-3577.