

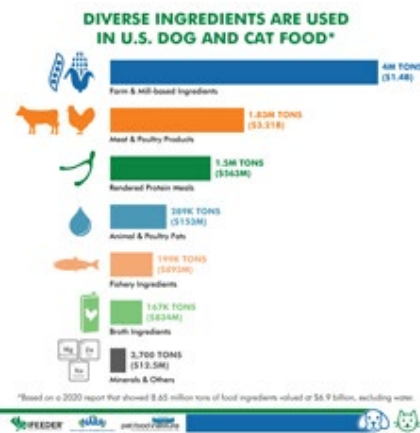
IFEEDER NEWSLETTER

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Turning Research into Messages That Matter

It is no secret that the Institute for Feed Education and Research focuses on research that answers industry questions and provides insight into issues that are of critical importance to the feed industry as well as broader audiences such as decision-makers, thought leaders and consumer influencers. However, it is simply not enough to fund the research and publish the results. We must take the process further and translate our findings into meaningful messages that build trust and understanding.



When we create meaningful messages from our research, IFEEDER continues to build trust in the animal food industry. It also returns value to our donors who fund our work and provides us with an opportunity to work with our industry partners to amplify messages and give critical insights into the safe, sustainable practices in feeding both animals and humans.

ANIMAL FOOD MANUFACTURING INDUSTRY IS STIMULATING THE ECONOMY

 **Total Sales**
\$297.1 billion

 **Value-Added**
\$102 billion

 **Labor Income**
\$55.9 billion

 **Jobs**
944,227

 **Taxes**
\$22.5 billion



So the next time you are on social media and come across a post or graphic explaining more about our industry, you will know that it is because of your continued investment in IFEEDER that we could conduct the research and create the [#FeedFacts](#) that you and your company can use to communicate with your customers and vendors.

To the left and right are examples of some of the excellent graphics and animations we created from recent research projects. We hope you will join us in sharing these great examples, backed by sound science, in your networks so together, we can tell our story and build trust.

Setting a Scholarship Record During a Pandemic

The American Feed Industry Association's Equipment Manufacturers Committee didn't let the virtual format for its annual conference stop them from raising funds for the EMC scholarship program. This program, administered by IFEEDER, now awards six scholarships annually, which help individuals like [Lilia Jenkins, from North Carolina State University](#), pursue higher education and training in this field.

This year, the Equipment Manufacturers Conference hosted a raffle as part of its virtual meeting and raised over \$26,000 for the scholarship fund! They have now grown the scholarship fund to over \$150,000 and are looking to award more scholarships and set record fundraising goals each year!

Thank you to our equipment manufacturing members for your support and contributions. IFEEDER is proud to be your partner.

ICYMI: IFEEDER Annual Report Now Online

In case you missed it, IFEEDER's 2019-20 annual report is now available. [Take a look](#) at some of our accomplishments over the past year as well as projects that are on the horizon. See this [short video](#) for a summary of what we did together.

Charting IFEEDER's Path Forward

Determined to remain focused on the issues of importance to our donors and industry, the IFEEDER Board of Trustees reviewed the highlights from a strategic planning survey at its fall Board meeting. Several themes emerged that provide many ideas for work in the future, including:

- continuing to build on our strength in research on sustainability issues;
- honing our expertise in consumer influencer communications that will help build trust in the animal food industry;
- addressing workforce-related issues (this is a new area of interest that our stakeholders are eager to see IFEEDER work on) and continuing its partnership with the Equipment Manufacturers Committee scholarship program. Dovetailing those two topics can provide a starting point to form an approach around ensuring the industry's talent pipeline remains strong; and

- enhancing the IFEEDER brand and bringing more clarity and urgency to the IFEEDER story so that we can more clearly identify opportunities, resources and partners to grow into the future.

Speaking of sustainability, the Trustees also reviewed the progress of the [sustainability roadmap project](#), approved earlier this year. IFEEDER, in partnership with the American Feed Industry Association, is refreshing our sustainability strategy to build on the strengths of each organization. The sustainability roadmap will conduct a thorough analysis of the opportunities that can shape and inform the overall strategy for the animal feed industry. The IFEEDER Research Committee received several proposals for this project and are in the process of reviewing them now. The goal is for the committee to make a recommendation to the Board of Trustees in the coming weeks.



Happy Thanksgiving from IFEEDER. We are grateful for your continued support during these trying times and look forward to continuing to work with you in 2021.

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.

