

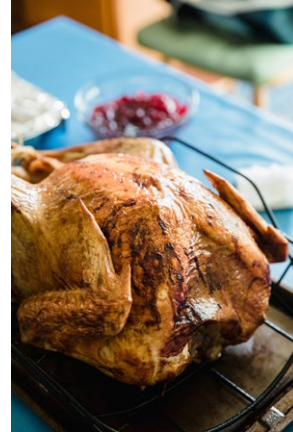
# IFEEDER NEWSLETTER

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## What Are Your Holiday Traditions?

To know Rob Cooper, is to know that I am a foodie. So it comes as no surprise that Thanksgiving is a favorite holiday of mine. In addition to the turkey and all the wonderful homemade dishes, I am equally a lover of traditions. So, while I will enjoy filling my plate (several times) on Thanksgiving day, I will relish the family traditions that include watching football, going Black Friday shopping and supporting small local merchants on Small Business Saturday.



I won't miss the opportunity to do some online shopping on Cyber Monday and most importantly, I will support some of my favorite charities on GivingTuesday. GivingTuesday, occurring on Dec. 3, is a global generosity movement that celebrates people to do good by making contributions to charitable organizations.

The Institute for Feed Education and Research is pleased to be a part of GivingTuesday again this year. I encourage you to mark your calendars now and take a minute on Dec. 3 to support IFEEDER and other organizations that are important to you. Visit [IFEEDER.org](http://IFEEDER.org) to see our track record of building public trust and protecting consumer choice in the animal food industry.

Your support helps teach others about how their food is produced in a safe, nutritious and sustainable manner. And as I sit down to my Thanksgiving meal, I know I will be counting my blessings for all of you in the animal food industry that helped make my Thanksgiving dinner possible.



## IFEEDER Releases 2018-19 Annual Report

IFEEDER recently released its [2018-19 annual report](#), providing financial and project highlights for the 501(c)(3) public charity over the past year.

The annual report provides details on several IFEEDER projects initiated over the past fiscal year, including:

- Safeguarding U.S. swine and feed industries against African swine fever;
- Improving the diets of dairy cattle by measuring more accurate amino acid digestibility and absorption values for seven common ingredients;
- Creating conversations with consumer influencers and thought leaders about where their food comes from and the environmental impact of livestock and poultry; and
- Progress on the industry's global sustainability efforts.

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 – and its priorities for the 2019-20 fiscal year including understanding pet food diets, the impact of GM-free feed and the global benchmarking of feed ingredient life-cycle analysis.

## 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 [Rob Cooper](#), IFEEDER's executive director, at (703) 650-0141.