

# IFEEDER NEWSLETTER

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## Communicating Science Within the Fast Food Industry

Over the summer, you undoubtedly saw [Burger King's marketing campaign](#) announcing the fast food retailer's new sustainability commitment to reduce the enteric emissions of the cattle produced for their hamburgers. While the objective was laudable, their marketing video missed the mark on many issues related to cattle production and enteric emissions, but it also omitted citing the research it used - the research was not peer-reviewed or replicated and the results were inconclusive.

Frank Mitloehner, Ph.D., director of the [Clarity and Leadership for Environmental Awareness and Research Center \(CLEAR Center\)](#) at the University of California-Davis, felt compelled to [respond to Burger King](#). What transpired has been a series of rich conversations correcting the mischaracterizations of cattle's environmental impact and showcasing the capacity of the animal agriculture industry to be a solution provider when it comes to methane emissions. His work is leading the way in shifting the conversation and the perception of animal agriculture when it comes to addressing environmental concerns of livestock.

Burger King has said it will not only address the industry's concerns with their advertising campaign, but more importantly, has committed to working with Dr. Mitloehner and the CLEAR Center on the scientific research and communication around methane emissions in livestock. Burger King is right to be committed to reducing methane in the cattle they produce and their efforts at transparency and seeking scientific advice around this issue is admirable.

The CLEAR Center's scientific research is important to the agricultural community's efforts to understand its environmental footprint and adopt better production practices. Equally important is the center's ability to communicate scientific

research in a way that others can understand the industry's commitment to sustainability.

By actively engaging on social media, blogging and meeting with decision-makers and thought leaders, the IFEEDER shares how research and best practices are indeed allowing agriculture to be the solution providers to some of today's most pressing environmental challenges.

## **Library of Past Research Projects Now Available**

Identifying knowledge gaps and providing much-needed research is just one way that the IFEEDER has supported the animal food industry over the past decade. Now, those most recent, critical research projects have been summarized in one place!

These research one-pagers provide high-level overviews of completed research and learnings, as well as the impact the research had in helping the industry respond to critical issues and needs. The one-pagers can be found at our website at [ifeeder.org/resources](http://ifeeder.org/resources).

### **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.