

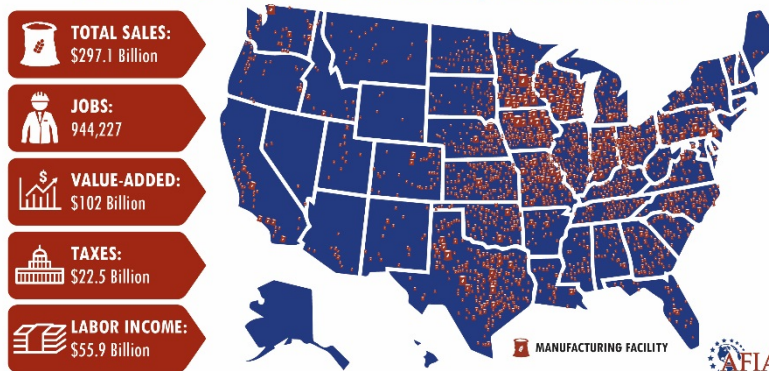
New IFEEDER Research Reveals Industry's Economic Contributions, Highlights Top Feed Ingredients

The Institute for Feed Education and Research and the American Feed Industry Association are making a splash in Atlanta, Georgia, this week at the 2018 International Production & Processing Expo, where staff and leadership are eagerly unveiling the results of two recently completed IFEEDER research projects.

The first yearlong research project proved the enormous value the animal food manufacturing industry has on the economy. The [report](#) showed that in 2016, the industry contributed: \$297.1 billion in U.S. sales, including roughly \$102 billion in value-added contributions; over \$22.5 billion in local, state and

national taxes; and over 944,000 jobs. It includes contributions from AFIA members and non-members, capturing the breadth of the industry, but made some limited exceptions for ingredient manufacturers and suppliers.

ANIMAL FOOD MANUFACTURING DRIVES AGRICULTURE, ECONOMY



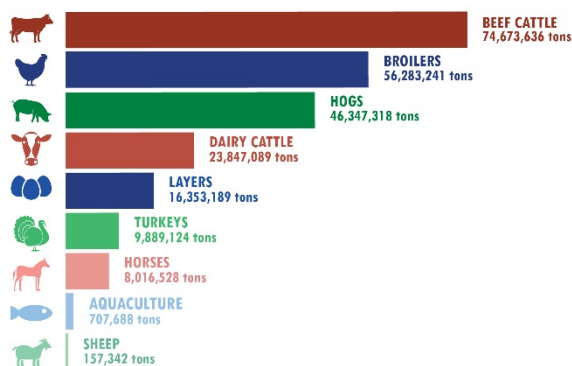
Upon launching the report, Paul Phillips, IFEEDER's 2017-18 chairman of the Board of Trustees, said, "Now, we have the data to prove to our nation's leaders that this industry is an integral part of the agricultural economy, providing hundreds of thousands of jobs and generating billions of dollars in taxes and revenue to support local and state communities."

The [second-part of the research](#) took stock of the ingredients used and consumed by the top nine livestock, poultry and aquaculture species in the United States. In years past, AFIA estimate feed consumption rates based on a general diet per

animal species to get the total amount of food consumed by livestock and poultry. The latest research involved roughly 25 industry and university subject matter experts determining the specific diets fed to animals at all stages of their lives, from birth to production, and adjusting them based on regional dietary differences, due to the availability of ingredients and best management practices, to determine a more accurate amount of feed consumed.

The research found that in 2016, approximately 236.3 million tons of animal food were fed to nine animal species, including: 74.7 million tons to cattle on feed; 56.3 million tons to broilers; and 46.3 million tons to hogs. Corn, the most abundantly

THE DEMAND FOR ANIMAL FOOD IS STRONG



In 2016, over 236 million tons of animal food were consumed by nine animal species.



produced crop in the United States, made up slightly more than half of the total amount of animal food consumed, but when added with soybean meal and dried distiller's grains with solubles (DDGs), represented more than 75 percent of all feed tonnage provided in the same year.

“It is clear that the U.S. animal food manufacturing

industry is at the critical intersection of plant and animal agriculture,” Phillips added, following the report’s publication.

The reports are being launched at IPPE this week, where conference goers visiting the AFIA booth (C3509) are invited to see custom reports for their congressional districts and states via AFIA’s [economic report](#) and [contribution report](#) web pages. AFIA will also be hosting live webinars throughout February to provide members with the highlights of the reports and answer questions. Stay tuned for information on how to register for those.

AFIA will be using the reports throughout 2018 in its ongoing outreach to policymakers, allied groups and media. AFIA members are also encouraged to download the association’s [communications toolkit](#) for the latest social media posts, infographics, animated graphics and more, to assist in AFIA in amplifying its message through their own social media channels.

For more information or questions on the report, contact [John Stewart](#), AFIA’s manager of government affairs, at (703) 558-3566, or see [IFEEDER’s press release](#).

Thank You to Our Donors

Thank you to [all who donated in 2017!](#) As a reminder, for every \$1 IFEEEDER invests in research and education projects, \$5 is leveraged from other sources, and roughly 80 percent of all projects include funds from other groups and organizations.

For those who would like to donate, you can now do so via credit card through the IFEEEDER website. Simply select "[Donate](#)" at the top of ifeeder.org and you will be directed to donate via check, pledge or credit card. For questions, contact [Sarah Novak](#), AFIA's vice president of membership and public relations, at (703) 558-3574.

Coming Soon...

IFEEEDER Research to Assess Animal Welfare Impacts of NAE Policies

As more and more food manufacturers and retailers are requiring meat, milk and eggs to be sourced from animals that have never received antibiotics, what impacts do these policies have on animal welfare? IFEEEDER via the Animal Ag Alliance, along with several other organizations, is funding a research study conducted by the University of Minnesota to look at the tradeoffs and ramifications of No Antibiotics Ever (NAE) policies on animal health and welfare. The research, expected to be completed later this spring, will provide IFEEEDER and AFIA with more information so they can better educate food manufacturers, restaurants and retailers on the true impacts of these policies so they can make more informed decisions.