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Upcoming Project Details Impact of NAE Policies on Animal Welfare

Later this spring, the Institute for Feed Education and Research will unveil the results of its latest research project, which assesses how animals are impacted when food companies adopt No Antibiotics Ever (NAE) policies. Given the extreme pressure consumers are putting on U.S. food companies to move forward with these corporate policies, this research will provide decisionmakers with the concrete data and analysis they need to compare the economic, environmental and animal welfare impacts of NAE production practices to those of conventional production.

Dr. Randy Singer of the University of Minnesota has been leading the research project over the past few months. His team has distributed surveys to producer and veterinarian associations across the country that work with farms and ranches in the poultry, swine, beef and dairy cattle industries. As of late February, Singer received over 300 completed surveys, and IFEEDER expects all field work and the final report to be wrapped up by the end of April.

Singer will present the findings May 3 at the [Animal Agriculture Alliance's Stakeholders Summit](#) in Arlington, Virginia. To register for the summit, [click here](#).

The Animal Health Institute, the Health for Animals and the Animal Agriculture Alliance are partners in this project. Once the project is complete, the American Feed Industry Association will work with the project partners to provide the data to food retailers pursuing NAE policy decisions, as well as to policymakers and consumer influencer groups holding these discussions.

New Project Assesses Consumers' Views of Sustainability in Poultry Production

Working with the Foundation for Food and Agriculture and other partners, IFEEDER is participating in a study that assesses how consumers view sustainability in poultry production, particularly with a focus on their views on cage-free eggs and slow-growth broilers. The effort—called the Unified Voice Protocol—is aimed at creating an environment of trust and consumer confidence in

purchasing decisions, which should help decisionmakers across the food, agricultural and consumer goods sectors better manage emerging issues.

Jayson Lusk, Ph.D., of Purdue University is leading the project and recently conducted a public opinion survey. On March 22, Lusk invited IFEEDER's President Joel G. Newman and chief executive officers across roughly 30 agricultural associations to participate in a stakeholder summit, where they had the opportunity to learn more about the project and preview the results from the consumer survey.

Lusk will present the findings of the research May 3 at the Animal Agriculture Alliance's Stakeholders Summit.

Other partners in the project include the Food Marketing Institute and the Animal Agriculture Alliance. Upon final completion of the project, AFIA will work with the project partners to provide the research to food retailers so they better understand consumers' views on cage-free egg or slow-growth broiler production before moving forward with these policies across their companies. AFIA will also inform policymakers and consumer influencer groups, as appropriate, when these discussions arise in policy discussions or in the news.

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