



Sharing our Sustainability Message

Providing consumers with a better understanding and appreciation of today's food production system is one of the Institute for Feed Education and Research's commitments to helping the industry share its positive sustainability story. The feed industry is committed to incorporating sustainable practices into its operations by optimizing energy use and natural resources and incorporating new technologies that deliver more precise nutrition. Meeting the objective of creating a more sustainable operation requires an investment in time and capital to be successful, but firms understand it is the right long-term decision.

IFEEDER applauds the industry's efforts and wants to ensure consumers understand the steps the feed industry is taking to operate in a more sustainable manner. To help move this effort forward, IFEEDER is embarking on a consumer research and communications initiative that will help share the feed industry's sustainability story. We will accomplish this through research on the environmental impact of livestock and poultry production and use the findings to help consumers and policymakers increase their understanding of the U.S. food system.

Our efforts will also help consumers make sound diet choices using research-based information presented in a way that aligns with their key value choices.

When making diet choices, consumers value food products that are produced in a manner that prioritizes human health and reduces impacts on the environment.

Presenting information in way that consumers can relate to will help us further educate them about the feed industry's positive impact in delivering a safe, affordable food supply every day.

This work is critical so consumers better understand the investment the industry makes to deliver a safe product, to counter negative messages about the animal food industry and its impact on both the environment and human health, and to ensure that policymakers have access to science-based research when making decisions.

Much of the research and education projects IFEEDER has undertaken in the past several years support the sustainability work of American Feed Industry Association members. Better understanding and communication of the environmental impact of livestock is one example of how IFEEDER can help tell the sustainability story.

According to Frank Mitloehner, Ph.D., "one argument often made is U.S. livestock greenhouse gas emissions from cows, pigs, sheep and chickens are comparable to

all transportation sector sources such as cars, trucks, planes, trains, etc.” He goes on to state that this argument suggests individuals can limit the impact on these emissions by consuming less meat through programs such as “Meatless Mondays.” His research helped the industry understand that the total environmental impact of livestock in the United States is 4.2 percent compared to total transportation emissions of 27 percent. This research is critical to help us communicate that the U.S. animal food industry has one of the lowest environmental impacts in the world.

We are excited to bring all of this work together under one umbrella and begin to talk with consumer influencers, policymakers and thought leaders to educate them about the industry’s commitment to a safe, nutritious and sustainable animal feed and food supply. For more information or to share your thoughts on IFEEDER’s work, contact [Robert Cooper](#), IFEEDER’s executive director.

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 and select whether you would like to donate via check, pledge or credit card. For questions, contact [Bridget Rinker](#), AFIA’s development assistant, at (703) 558-3577.