

IFEEDER Launches Two New Research Studies

The Institute for Feed Education and Research continues to lead the way in communicating the value and impact of our industry's sustainability efforts to decision makers, thought leaders and consumer influencers in ways that resonate with them and allows them to make informed decisions. To be able to do this – and to help find answers to the difficult challenges of feeding the world – we start with research.

Just a few weeks ago, the IFEEDER Board of Trustees met and approved two new research projects. The first research project will develop and conduct an analysis of the consequences that going genetically modified organism-free in livestock and poultry feed would have on the U.S. feed industry and American agriculture. The analysis will better inform industry management and staff on how to articulate the value and importance of the use of GM feed ingredients in discussions with policymakers and the public.

The second proposal will fill in data gaps related to the [industry's response to the recent African Swine Fever outbreaks](#) and aims to identify some potential risk mitigation steps for the feed industry. This research project, co-funded with the Swine Health Information Center, will provide additional data on the ability for the virus to survive in transport via inoculated feed ingredients and the effectiveness of holding times in reducing the virus' risk of transfer to animals. Filling in these data gaps will provide the industry scientific research to support recommendations for addressing this issue.



The IFEEDER Board of Trustees met for its Fall meeting in conjunction with the Executive Leadership Summit in Paradise Valley, Arizona.

AFIA's Liquid Feed Committee Shares Research Findings

The American Feed Industry Association's Liquid Feed Committee recently received the final results from a study that examined how to optimize sugar in cattle diets. The results of this project will assist animal feed manufacturers in formulating and delivering more precise liquid supplement formulations to their producer customers.

Funded by the Kenny Berg Research and Education Fund and IFEEDER, the research project sought to determine what level of sugar concentration is optimal, based on daily gain and feed conversion, in high-forage diets fed to growing cattle. The University of Minnesota's Alfredo DiCostanzo, Ph.D., led the project.

IFEEDER will share the impact of this research within the industry in the coming weeks.

Thank You Richard Sellers

Richard Sellers, one of the visionaries for IFEEDER, will wrap up a 27-year career at AFIA in December. In 2009, Sellers joined with other industry leaders who saw a need for developing a public charity that could provide the AFIA legislative and regulatory staff with the data and communications they needed to be effective. Through his dedication, persistence and encouragement, he helped bring IFEEDER to life.



Today, IFEEDER is doing more work than ever to fulfill its mission. On behalf of IFEEDER, we thank Sellers for his vision and continued support to make IFEEDER the trusted partner it is today.

Giving Tuesday Is Nov. 27

You work in a global industry that supports lives in communities around the world. Why not participate in a global movement that supports public charities, such as IFEEDER, that are giving back in a big way?

#GivingTuesday, on Nov. 27, is a great opportunity for individuals, families, organizations, businesses and communities to champion the causes they believe in. As IFEEDER is working to give back to the industry by addressing data gaps and developing communications strategies that support the animal food industry's work, we invite you to consider giving back to your industry charity. At IFEEDER, we believe every act of generosity counts and each means even more when we give together. Make your donation today.

Donate Now!

For every \$1 IFEEEDER invests in research and education projects, \$5 is leveraged from other sources. All donations go directly toward projects, as IFEEEDER'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.