

IFEEDER NEWSLETTER

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Dishing Up Feed Industry Goals for the Animal Protein Plate

The animal feed and animal protein industry are intrinsically linked, as is our long-term viability as a consumer choice. When the North American Meat Institute introduced to the Institute for Feed Education and Research Board of Trustees an idea to establish a long-term vision and actions to demonstrate and communicate continuous improvement to consumers and stakeholders, IFEEDER immediately stepped up to support the effort. The undertaking, launched publicly last week as the [Protein PACT](#) (People, Animals and Climate of Tomorrow), will accelerate momentum and verify animal protein's progress toward the globally established [Sustainable Development Goals](#).



Through the [Protein PACT](#), partners across the animal protein sector are uniting to strengthen animal protein's contributions to healthy people, healthy animals, healthy communities and a healthy environment by delivering safe, nutritious meat, poultry and dairy products; balanced diets; good jobs; and thriving communities. As goals and benchmarks are established, the Protein PACT will advance a vision for transparent communication, continuous improvement and ambitious commitments to ensure the sustainability of high-quality protein foods. Please take a moment to provide your input on the [Protein PACT metrics framework](#).

The animal food industry's [Sustainability Road Map](#) project, Tim Belstra eloquently addresses below, provides a key element of feed industry engagement and complements the work of the

Protein PACT. Without completion of the road map, we'll lack metric standardization and methodologies that will allow the industry to establish a pathway toward an increasingly sustainable food supply and sharing ingredient lifecycle data up and down the production chain.

Participation in the Protein PACT is a communication opportunity elemental to the education component in IFEEDER'S mission. And, our engagement is crucial to the sustainable outcomes desired for animal protein. Yet, we can't fully contribute to the effort unless we join our protein peers in bringing our metrics, solutions and goals to the table.

Our Foundation, Our Industry, Time to Get Involved



By: Tim Belstra, IFEEDER past chair, part owner and chair of the board, Belstra Milling

At IFEEDER, we're actively working to launch the [Sustainability Road Map](#) project. Sustainability is something so embedded in agriculture, it almost seems unimportant to spend so much time and energy addressing the issue. I've been in agriculture all my life and have witnessed the huge strides made in all facets to produce more with less, while preserving our land and resources for the next generation. In the feed business, we all agree with

the concept, but how do we show others we can back-up our sustainability claims?

For our industry to do this correctly, we need to tell our story correctly. Statements without data to back them up are merely opinions, not facts. At this point, we don't have clearly defined metrics that fulfill the transparency desired within the supply chain or by consumers, nor do we have clarity on the messages our industry wants to convey.

Here's where it gets deep.

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AFIA, IFEEEDER Welcome Emily Igli

The American Feed Industry Association and IFEEEDER are pleased to announce the addition of Emily Anne Igli as the new development and operations specialist, effective July 12.

Igli will provide tactical support for Constance Cullman, AFIA's president and CEO, and Lara Moody, IFEEEDER's executive director, as well as facilitating Board operations and donor stewardship. She will also support the IFEEEDER Board of Trustees and deliver reports on fundraising efforts and results, while working closely with the IFEEEDER executive director to establish and implement the overall strategic direction for the public charity.



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Thank You for Contributing

We'd like to thank the following organizations and individuals for contribution to IFEEEDER since April.

Baymag Inc.

Bill Barr & Company, Inc.

BioZyme Incorporated

Chr. Hansen Animal Health and Nutrition

Darling Ingredients Inc.

Distributors Processing Inc.

GLC Minerals, LLC

Hallway Feeds

Kent Nutrition Group, Inc.

Laidig Systems, Inc.

Lara Moody

Mark Knief

Maxi-Lift Inc./Southwest Agri-Plastics, Inc.

Sunnyside Feeds LLC

Walinga USA

Westway Feed Products LLC

XF Enterprises, Inc.

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 American Feed Industry Association, so your donations go even further. Help us maximize our reach by donating today! Click the link below to make a gift. For questions, contact [Lara Moody](#), IFEEEDER executive director.

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