



Consumption Report Social Media Toolkit

This toolkit serves as a resource for American Feed Industry Association members to assist in engaging with the new consumption data on social media.

BACKGROUND:

The Institute for Feed Education and Research (FEEDER) recently quantified exactly how much domestic livestock and pets consume throughout the various stages of their lives. Working with the economic and analysis firm Decision Innovation Solutions (DIS), the study found that in 2019, America's domestic livestock and pets consumed approximately 283.8 million tons of food. Using the U.S. Department of Agriculture's November 2020 data, DIS also established a baseline of the value and volume of feed for six major categories of livestock and poultry (i.e., broilers, layers, turkeys, hogs, dairy cows and beef cattle) and then provided three, forward-looking economic scenarios for the feed sector beyond the COVID-19 crisis.

SOCIAL MEDIA TIPS:

In your social media posts, please use the following hashtags as appropriate:

- #ConsumptionReport
- #WeNeedFeed
- #FeedConsumption
- #FeedFacts

You can tag us in your posts on Twitter at:

- [@FeedFolks/#IFEEDER](#)

On Facebook at:

- [@AmericanFeedIndustryAssociation/#IFEEDER](#)

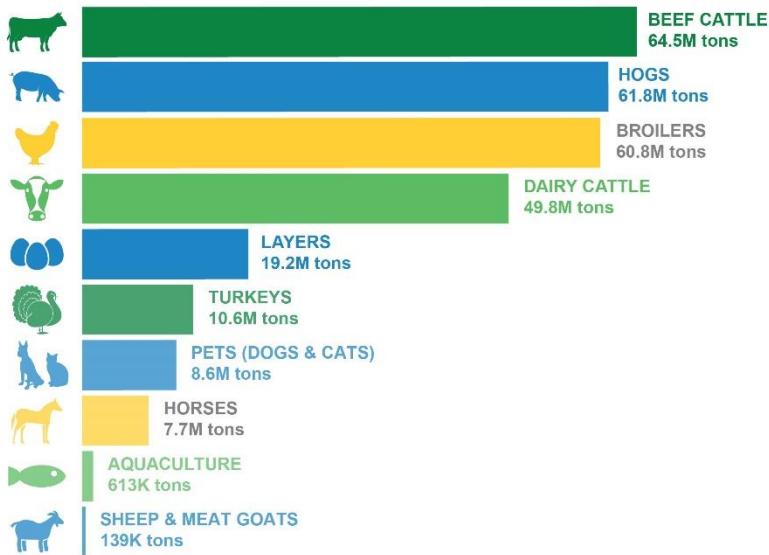
And on Instagram at:

- [@afiafeed](#)

Sample Social Media Posts

You can download high-resolution versions of the graphics below on [AFIA's Flickr page](#).

THE DEMAND FOR ANIMAL FOOD IS STRONG



In 2019, nearly 284 million tons of animal food were consumed by domestic livestock and pets.



Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

WHICH ANIMALS CONSUME THE MOST?

Beef Cattle



64.5M Tons

Hogs



61.8M Tons

Broilers



60.8M Tons

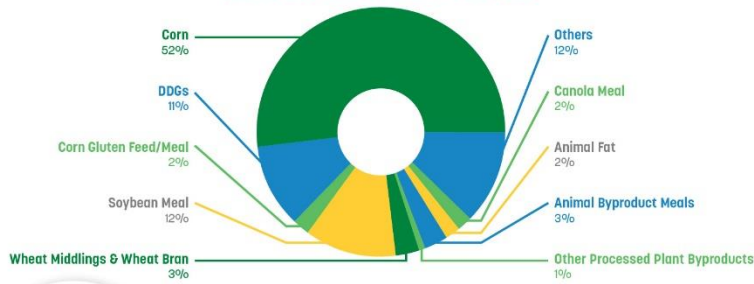


Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

Animal food is #essential. A new report from #IFEEDER found that America's domestic livestock and pets chomped down nearly 284M tons of safe, high quality & nutritious food in 2019, keeping our food supply chain stable. #WeNeedFeed

Who "pigs out" the most? #Beef cattle, #hogs and #broilers take the cake for the top three consumers of feed in the US. #FeedConsumption #ConsumptionReport

TOTAL ANIMAL FEED COMPOSITION (without Harvested Forages)



Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

A diverse array of ingredients are used to make the nation's supply of safe, high quality and nutritious food for domestic livestock and pets. #FeedConsumption #FeedFacts

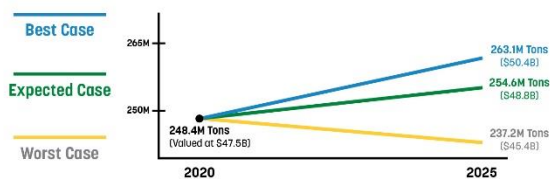
TOP 5 FEED INGREDIENTS CONSUMED



Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

#Corn is incredibly important to the animal food industry – it's the #1 ingredient! Other top ingredients include #soybean meal, dried distillers' grains & more. #ConsumptionReport #WorldOfCorn

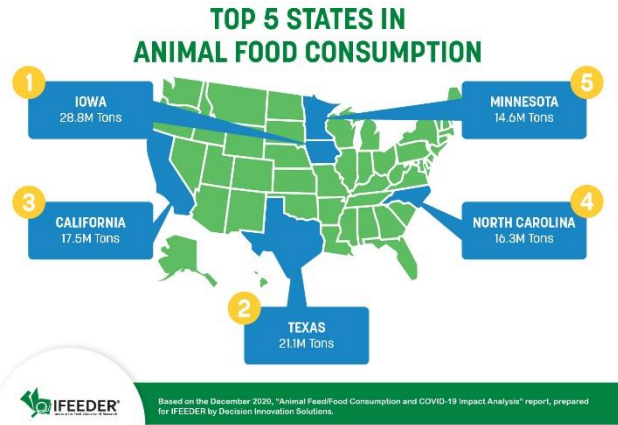
COVID-19 PROJECTIONS* FOR TOTAL FEED CONSUMPTION IN 2025



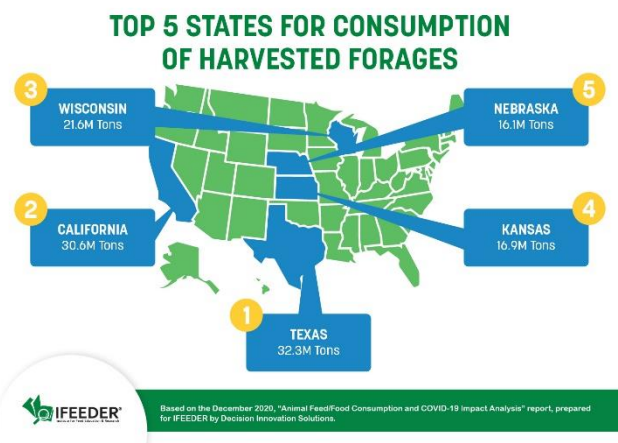
*Based on 2020 prices of feed (excluding forages and roughages) for six major species.

Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

#IFEEDER's #ConsumptionReport provides expert economic analysis on how #COVID19 may impact the industry's growth over the next 5 years, offering 3 scenarios. We can all agree – our industry is resilient and prepared to weather this storm!



We know there can be a stiff competition between states on who has more livestock – we’re here to settle the difference on which state consumes the most feed! Top consumers include #Iowa, #Texas & #California. #FeedConsumption #FeedFacts



For the first time, #IFEEDER looked at the top states for harvested forage consumption as part of animal diets, showing #Texas, #California and #Wisconsin as the top consumers. #FeedConsumption

Updated Animal Consumption Report Available Now!

#IFEEDER
100% OF FEED EDUCATION & RESEARCH

ifeeder.org/feeddata

In 2017 #IFEEDER released first-of-its-kind research on ingredients used & consumed by livestock. Our #ConsumptionReport now includes NEW ingredients & species to give the most accurate view of the huge volume of animal food produced for America’s farmers, ranchers & pet owners!

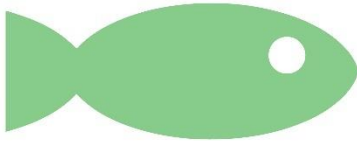
**DYK: U.S. animals consume
nearly 284M tons of food annually?
Get the latest stats in new report!**



ifeeder.org/feeddata

America's domestic livestock and pets eat nearly 284 million tons annually – roughly the weight of about 36M tractors! #FeedConsumption

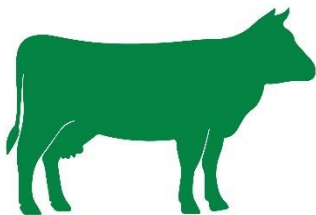
**Aquaculture
613K Tons**



ifeeder.org/feeddata

Fishin' for info on #FeedConsumption? #IFEEDER recently found that America's domestic #fish consumed 613,000 tons of feed in #2019.

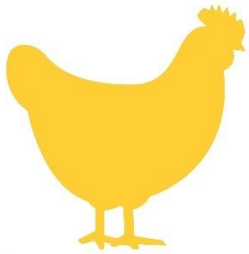
**Beef Cattle
64.5M Tons**



ifeeder.org/feeddata

#Beef #cattle ate nearly 65 million tons of feed in 2019. #FeedConsumption

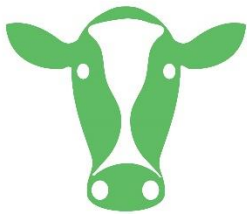
Broilers 60.8M Tons



ifeeder.org/feeddata

Broiler chickens across the nation ate a whopping 60.8 million tons of feed in 2019. #Chickens may be small, but their appetite is mighty!

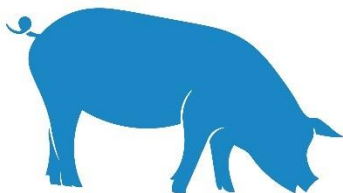
Dairy Cattle 49.8M Tons



ifeeder.org/feeddata

Got feed? #Dairy cattle in the U.S. consumed nearly 50 million tons of feed in 2019. #FeedConsumption

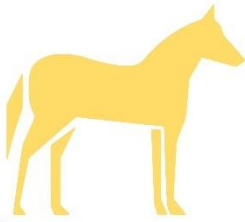
Hogs 61.8M Tons



ifeeder.org/feeddata

#Hogs pigged out in 2019, consuming nearly 62 million tons of feed! #FeedConsumption

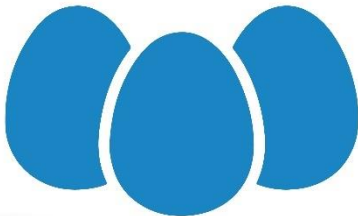
Horses 7.7M Tons



ifeeder.org/feeddata

They don't say, "I'm so hungry, I could eat like a #horse" for nothing! Domestic horses ate 7.7 million tons across the country in 2019. #FeedConsumption

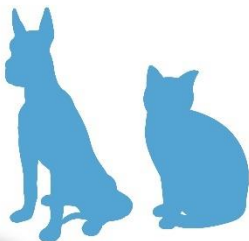
Layers 19.2M Tons



ifeeder.org/feeddata

America's laying #hens ate 19.2 million tons of feed in 2019.
#FeedConsumption
#ConsumptionReport

Pets (Dogs & Cats) 8.6M Tons

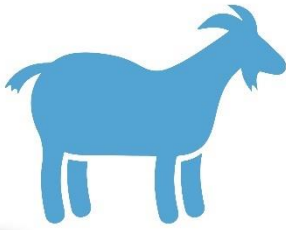


ifeeder.org/feeddata

#Dogs and #cats are notorious for begging for their owners' food and hearing "you have your own food!"

They do have their own food – 8.6 million tons of it! #ConsumptionReport

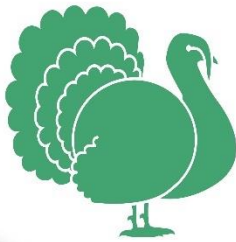
Sheep & Meat Goats 139K Tons



ifeeder.org/feeddata

DYK #sheep and meat #goats ate nearly 140,000 tons of feed in 2019?
#ConsumptionReport
#FeedConsumption

Turkeys 10.6M Tons



ifeeder.org/feeddata

In 2019, turkeys in the U.S. gobbled down over 10 million tons of feed.
#FeedConsumption

HOW MUCH DO
ANIMALS EAT IN
YOUR STATE?
FIND OUT!



ifeeder.org/feeddata

Find out how much animals in your state eat in the #IFEEEDER
#ConsumptionReport:
ifeeder.org/feeddata

Wheat Products 8M Tons



ifeeder.org/feeddata

#Wheat products are the #4 used ingredient in all feed, but are the #1 ingredient in #horse diets.
#FeedConsumption

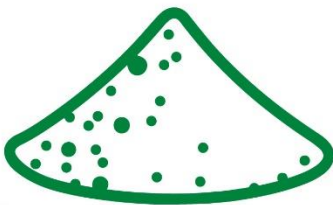
Soybean Meal 35M Tons



ifeeder.org/feeddata

#Soybean meal is the #2 top ingredient used in all feed, but #1 in #fish diets.
#FeedConsumption

DDGs 32M Tons



ifeeder.org/feeddata

Dried distillers grains is the #3 top ingredient used in all feed. You can find DDGs in #broiler, #hen, #turkey, #swine, #dairy cattle, #beef cattle and #horse diets. #FeedConsumption

Corn Gluten Feed/Meal 6M Tons



ifeeder.org/feeddata

#Corn #gluten is the #5 top ingredient consumed in animal feed.
#ConsumptionReport

Corn 145M Tons



ifeeder.org/feeddata

#Corn takes the #1 spot of top ingredient consumed in animal feed. Corn is the also the #1 ingredient in #sheep and meat #goat, #beef cattle, #dairy cattle, #swine, #turkey, #hen and #broiler diets. #FeedConsumption

OVER 40% OF INGREDIENTS USED IN FEED COMES FROM OTHER INDUSTRIES



Based on the December 2020, "Animal Feed/Food Consumption and COVID-19 Impact Analysis" report, prepared for IFEEDER by Decision Innovation Solutions.

DYK the #feed industry is incredibly sustainable?

Recycling products that would otherwise be discarded into co-products to be used in feed significantly helps to reduce our environmental footprint.

#WeNeedFeed #ConsumptionReport