



IFEEDER NEWSLETTER

Feb. 7, 2023 | Vol. 8; No. 1

Sustainability: An Imposed Requirement or A Market Opportunity?

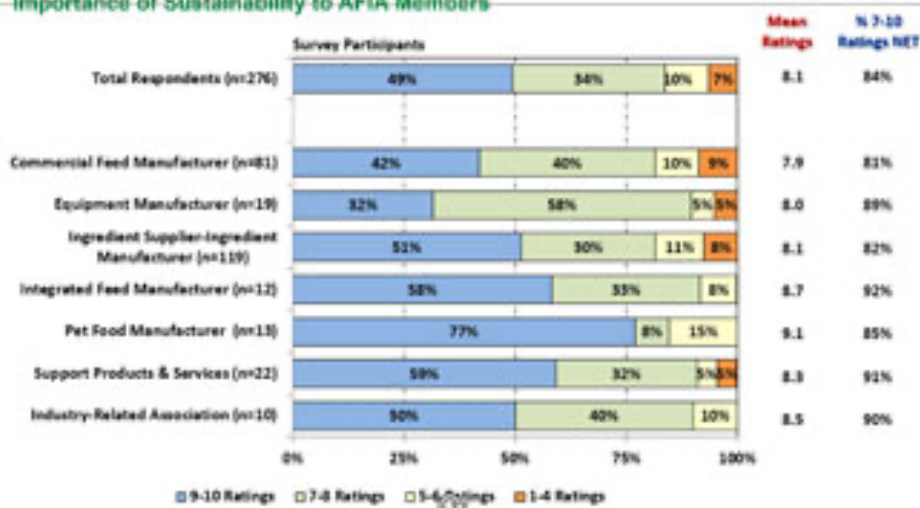
By: Lara Moody, IFEEDER executive director

Last week, during the International Production & Processing Expo in Atlanta, Ga., it seemed to me that sustainability was on the minds of many attendees and exhibitors. It could be that I was especially tuned into the topic with the launch of the Institute for Feed Education and Research's [Animal Food Industry Sustainability Toolkit](#) during the show, but let me give you some context.



The [Animal Agriculture Sustainability Summit](#), hosted by the North American Meat Institute, U.S Poultry & Egg Association (USPOULTRY) and IFEEDER, was standing room only. The Feed Strategy Feed Mill of the Future program had a strong focus on sustainability and sold out of seats. And, the AFIA Pet Food Conference panel on sustainability, which I moderated, received so many thoughtful audience questions that I didn't get to ask many of my own! Beyond that, many exhibitors' booths integrated sustainability. For example, I visited with Terry Medemblik, president of Walinga USA, about his [company's prototype EV grain trailer](#) and was impressed with the implications it has for sustainability.

—Importance of Sustainability to AFIA Members



None of the engagement around sustainability surprises me though, given last year our member survey showed 80-90% of members across all industry segments viewed sustainability as “important” or “very important”

to their organizations. But, an important question we did not ask, was whether their organizations view sustainability as a requirement or an opportunity.

Going back to the Animal Agriculture Sustainability Summit, Robert Bonnie, under secretary of farm production and conservation with the U.S. Department of Agriculture (USDA) and headliner of the summit, said he wants to see more farmers thinking about what the USDA is doing with them and not to them to address broader climate issues. The same sentiment applies to how corporate culture engages on sustainability.

Is sustainability viewed as an imposition that must be undertaken to meet certifications or reporting requirements, or is it integrated into corporate strategy, where it is viewed as a path to add value and market opportunities?

There is evidence to suggest that those who address sustainability topics to fulfill their organizational purpose are capturing value in sustainability; whereas those that address sustainability for other reasons, such as to meet industry norms or standards or to conform with regulatory requirements, are less likely to capitalize on the value opportunity. IFEEDER is developing resources to help animal food industry members make this transition.

New Sustainability Resources Available for Member Use



[Click Here to View the Toolkit](#)

I am happy to share that during IPPE, IFEEDER released a new toolkit for animal food industry members to use as they pursue their sustainability journeys. There is something for anyone looking to up their game in this space. Take a look and let us know what you think and what else you need!

Want to learn more about the Animal Food Industry Sustainability Toolkit? Listen to Lara Moody in this [Feed & Grain podcast](#) or watch the [member webinar](#).

Net Zero and the Future of Sustainable Poultry Production

There's a growing international consensus across governments, academia and industry to work together to achieve net zero greenhouse gas emissions by 2050. During IPPE, I was invited to join a discussion on how the move toward net zero will impact how poultry are fed, raised, processed and marketed. Moderated by Terrence O'Keefe, content director for WATT Global Media, the panel also included Faazi Adam, director of sustainability for animal nutrition at Evonik and Andy Rojeski, head of strategy, investor relations and Net Zero programs for Pilgram's Pride.



During the discussion, we delved into a variety of topics including why businesses are focusing on net zero, how it's being measured, the role of regenerative agriculture, farmer incentives, feed innovation and actions we all can contribute to. You can [watch the whole interview or read the transcript](#).

EMC Scholarship Fund Raises \$2,400 at Feed & Grain Reception



Each year, the American Feed Industry Association AFIA Equipment Manufacturers Committee (EMC) and IFEEDER collaborate to provide \$21,000 in scholarships for university students with interests in animal nutrition. At IPPE last week, WATT Global/Feed & Grain [hosted a reception that raised \\$2,400 for the scholarship fund](#), more than doubling the proceeds from the 2022 event.

We raised money through a raffle prize drawing. Julio Contreras, vice president of sales at Sweet Mfg. Co, won an iPad Air, furnished by Maxi-Lift Inc. Thank you to all who joined us at this event and participated in this important scholarship program!

Where You'll Find IFEEDER Next

If you are looking for someone to speak to your team about IFEEDER's work around industry sustainability, research or education, contact [Lara Moody](#) to arrange a meeting.

Find IFEEDER at these upcoming events:

- March 21 – “Resources to Support Industry Sustainability Efforts” at Kemin Industries – Des Moines, Iowa
- April 13-14 – “Sustainability Trends in the Animal Food Industry” at Swine Leaders of Tomorrow hosted by Adisseo – South Dakota State University
- May 2-4 – “Collaborations in Communication” at the [U.S. Roundtable for Sustainable Beef General Assembly](#) – Boise, Idaho



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 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](#), IFEEDER executive director.

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