



IFEEDER NEWSLETTER

March 7, 2023 | Vol. 8; No. 2

Slow and Steady Improvement = Progress

By: Lara Moody, IFEEDER executive director

Recently, I traveled to the World Equestrian Center in Ocala, Fla., for my first dressage show of the season to compete at a new level. While there, I was also contemplating this edition of the Institute for Feed Education and Research newsletter.

My horse Denali, now 11, is a Hanovarian gelding I purchased as a three-year old. It has taken the past two years to train him on a new skill that was needed for this higher test level. I have a group of instructors, veterinarians, friends, a spouse and my parents who add to my ability to successfully make it into the competition arena. Mistakes were made, but each ride was progressively better, and we finished as the highest scoring adult amateur pair at that level.



Pursuing success in sustainability is much like what's needed for success in the competition arena. It requires dedication and perseverance to achieve slow, steady progress toward continuous improvement; committed team members who each bring their skills and expertise; and a vision with targets to work toward along with a desire to be evaluated and mark progress.

We all need help to pursue success and in the sustainability realm, IFEEDER has developed [resources for the animal food industry to use](#). We've also released plans for the [second phase of our sustainability efforts](#). If you're unsure of where to start, listen to

animal food industry members describe what they like about the toolkit or catch the recent Feedstuffs 365 interview in the videos below.



[DOWNLOAD TOOLKIT](#)

What Value Does the IFEEDER Sustainability Toolkit Bring to Your Company?



What Value Does the IFEEDER Animal Food Industry Sustainability Toolkit Bring to Your Company

[WATCH HERE](#)

During the International Production and Processing Expo in January, we had the chance to interview industry members on the value of the sustainability toolkit and what tools will help their companies best. Hear from Ben Towns, global business director at Arm & Hammer Animal and Food Production; Brian Arnold, senior product manager at United Animal Health; Heather Christiansen, sustainability manager at Kemin Industries; and Dan Rice, quality assurance director at Western Milling.

Get an Overview of the IFEEDER Sustainability Toolkit from Feedstuffs 365

Last month, Matt Sutton-Vermeulen, partner at the Context Network, and I had the opportunity to join Sarah Muirhead for a 20-minute Feedstuffs 365 interview to discuss the sustainability toolkit. Watch for a quick overview of why the toolkit was created and what all is in it.



[WATCH HERE](#)

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 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.

[MAKE A DONATION](#)

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. If you would like to photocopy, otherwise reproduce, or publish any of the foregoing material, please contact AFIA's [Sarah Novak](#) or [Victoria Broehm](#) at (703) 524-0810 for permission.



Institute for Feed Education and Research
2101 Wilson Boulevard, Suite 810
Arlington, VA 22201
(703) 524-0810
ifeeder.org