



IFEEDER NEWSLETTER

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Some Challenges Present Real Opportunities

By: Lara Moody, IFEEDER executive director

Did you know that more than 75% of American Feed Industry Association (AFIA) members have never contributed to the Institute for Feed Education and Research (IFEEDER) since its establishment in 2009, and that fewer than 10% of AFIA members contribute to IFEEDER annually? But I'm not so surprised at those numbers, since a 2022 AFIA member survey indicates only 50% of members are very or somewhat familiar with IFEEDER and fewer than 40% can explain IFEEDER's mission and efforts. Our mission, by the way, is to advance understanding and trust in a sustainable animal feed and pet food supply chain through timely education and research.



For IFEEDER, this is a challenge that presents a real opportunity. A challenge, because IFEEDER relies on industry member contributions in combination with our non-industry generated funds to fulfill its mission. If industry members are not aware of IFEEDER efforts,

it's hard for them to understand the value IFEEDER can provide them. It's a real opportunity because creating IFEEDER brand awareness and understanding of how we support the industry should significantly impact their familiarity with IFEEDER and ideally their consideration for support.

This year, we're taking steps to implement IFEEDER's recently approved communications plan that will enhance our pathways to engage industry members. And we're seeking opportunities to utilize member resources, like the podcast below, as points of leverage.

Did you know IFEEDER is leading, collaborating on or supporting multiple research and education efforts currently underway, including:

- Assessing feed additive economics to reduce methane emissions in dairy cows (***funds in place***).
- Advancing awareness and understanding of feed innovation to reduce the environmental footprint of animal production (***raising funds***).
- Evaluating methods to decontaminate feed mills in the event of an African swine fever outbreak (***funds in place***).
- Enhancing lifecycle inventory (LCI) data on feed ingredients to improve pork production system lifecycle assessments (LCA) (***funds in place***).
- Developing recommendations to enhance industry LCA efforts (***raising funds***).
- Updating the 'Nutrient Requirements of Swine' report through the National Academy of Science (***raising funds***).
- Supporting the ProteinPACT (***raising funds***) and CLEAR Center (***funds in place***).

Our newsletter is just one way we communicate. Can your organization help us turn a challenge into an opportunity? If you'd like to learn more about any of the above projects and how your organization can contribute, [let me know](#).

Spreading the Word



[LISTEN HERE](#)

We love when industry members help us spread the word of IFEEDER efforts. This week, I joined Arm and Hammer on the latest episode of its [Food Chain Chats](#) podcast. Take a listen to the #ScienceHearted discussion on IFEEDER's work in sustainability, what resources available for the industry and what's coming down the road. You won't want to miss this!

Sustainability as a Value Creator: Top 4 Insights from Those Who Do

By Marisa Crowhurst, Communications Intern, AFIA

Are you a “value creator?” If you haven't heard this term – keep reading! McKinsey & Company recently conducted a global survey on how companies capture the value of sustainability. Below are four things I learned about the benefits of a company having a sustainability program within their organization from the “[Creating Value with Sustainability: Survey](#).”

Sustainability Value Is Expected to Nearly Double in the Next 5 Years

From the survey responses, McKinsey & Company found that 40% of respondents expected their company sustainability programs to “generate value in the next five years—nearly double the current share.” Currently, 22% of respondents from the survey realized modest or significant value from sustainability in the past five years. This shows an optimistic outlook for the future of companies with sustainability programs. While Agriculture was not included in

the survey, I think the findings are still applicable. Industries surveyed included automotive, electric power and natural gas, oil and gas, and travel, transport, and logistics.

You Want to Be a “Value Creator”

Companies with sustainability programs already in place that also identify as having created value from the effort have exhibited a strategic, purposeful approach in that their organizations address sustainability topics to fulfill their organizational purpose to align with their goals, missions and values. In other words, they have made sustainability part of their corporate culture. Whereas companies engaging on sustainability with the sole intention of conforming to industry norms or to meet a requested requirement driven by outside forces, for example investors or customers, aren't creating value through their efforts.

Value creators are more likely than others to have sustainability programs with:

- Clear priorities.
- Defined targets.
- Key performance indicators.

Get Your Employees on Board

According to the survey respondents, “Sustainability is a more significant element of corporate culture and employee engagement at value-creating companies than at others.” At value creator organizations, employees receive training on integrating sustainability practices into their work, and the employees understand how sustainability efforts align with the company's strategic, long-term plan. Similarly, the data shows that value creators put more effort than other companies into understanding their customers' expectations and responding with changes to their products.

Make Sustainability a Priority

My final takeaway from this article is, “Value-creation leaders are more likely than others to make sustainability a priority in managing energy, water use and waste generation at their own facilities, as well as making decisions about their site portfolios.” The value creators are more likely to collaborate with and monitor suppliers in the value chain to ensure sustainability efficiency and look for improvements.

This leaves me with a question you should be asking yourself: is your company creating value when it comes to sustainability or are you being dragged along?

The Institute for Feed Education and Research has many tools that can help your company get on a path toward embracing sustainability. I invite you to check them out on [IFEEDER's website](#).



[DOWNLOAD TOOLKIT](#)

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:

- 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.

[MAKE A DONATION](#)

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