

# IFEEDER NEWSLETTER

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## Can You Help Us Help You?

*By: Lara Moody, IFEEDER executive director*

In the feed industry, we recognize that in general, reducing the environmental footprint for animals through feed falls into one of two categories: on-farm crop production or ration innovation. But what many may not realize is that if we do not prove and document how we are moving the needle – through consistent data and effective communication – to our stakeholders, then our innovative products and strategies may fall flat.



This month, the Institute for Feed Education and Research (IFEEDER) is launching the [second phase of its sustainability project](#) with implications for both feedstuff production and ration innovation. Based on input from members of the feed industry, as well as stakeholders upstream (i.e., feedstuff producers and farm input providers) and downstream (i.e., livestock and poultry producers, processors and consumer-facing retailers) in the value chain, the project will be working to:

- Pursue industrywide consistency for how feed data is measured, reported and verified across key indicators and metrics important to the industry and its customers.
- Quantify and communicate the environmental benefits of innovations (e.g., in animal food development, ingredients and additives) to support reducing the environmental footprint of animal agriculture.

- Improve the efficiency and effectiveness of the use of life cycle assessments (LCAs), so the industry and its customers can make progress toward its sustainability goals.

IFEEDER's sustainability efforts to support the animal food industry are guided and funded by organizations like yours. **With 70% of the funds in place, we have \$75,000 left to raise and we welcome all contributions.**



In addition to funds, contributors provide invaluable insights through the project advisory committee that guide the effort to ensure the industry's perspectives are heard.

Can you help us help you?

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## IFEEDER Board Building Buzz on Research, Education Initiatives



IFEEDER held its annual Board of Trustees meeting in May to discuss broadening awareness of its resources and initiatives that support the animal food industry, as well as install new Board leadership and trustees.

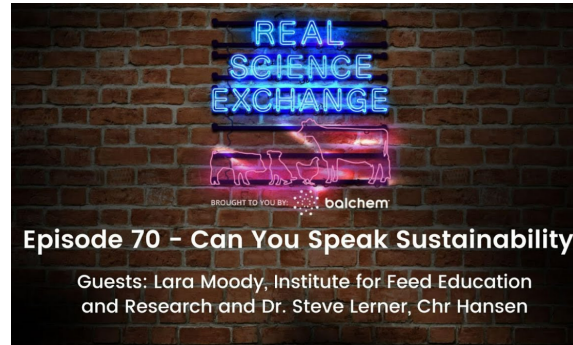
*“The value IFEEDER brings to the industry through its research and education efforts is getting noticed,”* said IFEEDER Board Chair Mike Schuster with Laidig Systems. *“The buzz is growing; we’re getting better known and our conversations with members are more fruitful. Even if they aren’t engaged in sustainability, they are getting to know IFEEDER a bit better.”*

[READ MORE](#)

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## IFEEDER Takes Part in Balchem's "Real Science Exchange"

Lara Moody recently joined Steve Lerner, Ph.D., IFEEDER board member and North American senior scientific and business advisor for Chr. Hansen Animal Health and Nutrition, on Balchem's Real Science Exchange podcast. Co-hosted by Scott Sorrell, director of global marketing for Balchem Corporation, the episode, "Can You Speak Sustainability?" delved into a wide range of opportunities and topics impacting the industry.



**TAKE A LISTEN**

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The graphic features a white semi-circle on a green background. Inside the semi-circle is a winding black road with three location pins: a blue one at the top, a yellow one in the middle, and a green one at the bottom. To the right of the road, the text reads: 'Animal Food Industry Sustainability Toolkit' in bold green, followed by 'No matter where your company is at on its sustainability journey, we have tools for you.' in black. At the bottom of the semi-circle, it says 'Visit [ifeeder.org](http://ifeeder.org) to learn more!' in white.

**Animal Food Industry  
Sustainability Toolkit**

No matter where your company is at on its sustainability journey, we have tools for you.

Visit [ifeeder.org](http://ifeeder.org) to learn more!

**DOWNLOAD TOOLKIT**

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## Where You'll Find IFEEDER Next



Looking for someone to speak to your team about IFEEDER's work around industry sustainability, research or education?

Contact [Lara Moody](#).

Find IFEEDER at these upcoming events:

- Aug. 29-31: Arkansas Nutrition Conference - Little Rock, Ark.
- Sept. 20-21: Minnesota Nutrition Conference - Mankato, Minn.
- Oct. 31 - Nov. 2: Pet Food Association Canada Conference - Banff, Alberta, Canada
- Nov. 7-9: Distillers Grains and Product Diversification Summit at the World Ethanol and Biofuels Conference - Brussels, Belgium

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## 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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