

# The Center for Clarity and Leadership in Environmental Assessment and Research



Institute for Feed Education & Research

## About

Recognizing that the public's understanding of the United States' agricultural system is oftentimes inaccurate and policy-decisions are being made on poor information or weak studies, the Center for Clarity and Leadership in Environmental Assessment and Research (CLEAR Center), based at the University of California-Davis, formed in 2019. The center's objective is to provide scientifically verified information following university-tested research methods. Using the Livestock Environmental Assessment and Performance (LEAP) Partnership data and the newly launched Global Feed LCA Institute, along with research from a collection of world-renowned environmental scientists, the CLEAR Center is conducting research on the environmental impacts of food production. It is working with key stakeholders, such as the Institute for Feed Education and Research, to share this data with decision makers, thought leaders and consumer influencers.

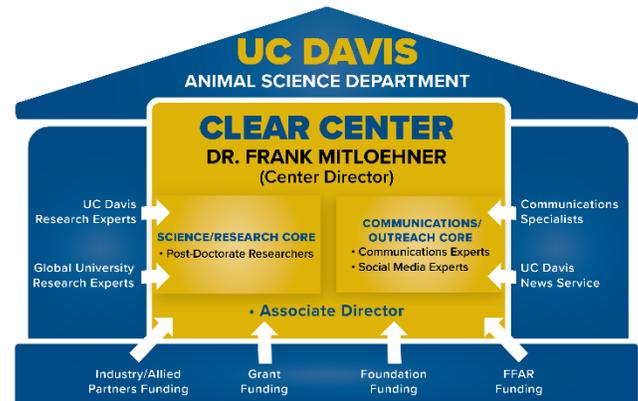
## Results

UC-Davis is a world-renowned leader in research, connecting livestock and poultry production to the environmental impacts of food production. The CLEAR Center, led by Frank Mitloehner, Ph.D., is part of UC-Davis's College of Agricultural and Environmental Sciences. It aims to:

- use science-based research findings and communications expertise to share accurate information about the poultry, livestock and feed industries with decision makers, thought leaders and consumer influencers;
- address misconceptions about the animal production and food industry;
- be a resource for the animal agriculture industry to look to for leadership in communicating with key audiences about the care and concern that goes into the production of nutritious animal protein;
- highlight the industry's commitment to environmental, animal and human health; and
- be a trusted source for consumers looking to make informed choices with regard to the health of the environment and their dietary choices.

## Impact

While the research is of high value to the industry, of even greater value will be the CLEAR Center's capacity



to take that research and communicate it to the appropriate audiences. Creating values-based conversations from outside of the industry is key to helping decision makers, thought leaders and consumer influencers understand how the animal food industry is becoming more sustainable and efficient through technological advancements and better feed ingredients. In addition, the CLEAR Center will be able to showcase the feed industry's commitment to continuous improvement in sustainability.

The CLEAR Center's objective research is critical for the IFEEDER to reference when sharing the important message of animal agriculture's role as a solution provider in the nation's efforts to address climate change issues. The American Feed Industry Association will share research findings in policy discussions happening within international standard-setting bodies and at the national level, shaping the future outlook for the industry. Mitloehner provides a neutral, credible, third-party voice to news reporters and stakeholder groups at conferences and other important governmental meetings. The data will show consumers that they can feel good about the choice they are making to include protein in their families' diets.

