

IFEEDER

NONPROFIT GROUP TO FOCUS ON FEED EDUCATION AND RESEARCH

The Institute for Feed Education and Research (IFEEDER), a new non-profit foundation created by the American Feed Industry Association (AFIA), launched its first major fundraising effort Jan. 27, at a luncheon of major feed industry executives during the International Feed Expo (IFE) in Atlanta, GA.

IFEEDER, which was created as a 501 (3)c foundation by the AFIA board of directors in May 2009, announced a two-year goal of \$2 million toward its mission, which is "to sustain the future of food and feed production through education and research."

According to IFEEDER Chairman Alan Gunderson, Vita Plus Corp., IFEEDER will undertake this aggressive education and research program to address the critical needs of leadership and funding to meet the challenges of the global feed industry.

Prior to the IFE luncheon, Gunderson reported that more than \$100,000 had been pledged by the IFEEDER board of trustees.

Additionally, he says, the group's trustees agreed to fund its first project—the update of the National Research Council's *Nutrient Requirements of Swine*—with a \$75,000, two-year grant, which leveraged more than \$250,000 in grants from other sources.

"The research review publication will greatly assist the industry in producing pork in the future more efficiently," Gunderson explains.

He adds that IFEEDER's board committees are busy preparing proposals and guidelines for research grants and examining the direction of education programs expected to launch later in 2010.



IFEEDER FAQs

Why was IFEEDER formed?

The AFIA created IFEEDER in response to the critical need to raise funds to support the increasing need for answers to the difficult challenges the feed industry faces in feeding the world in the next 50 years.

Who provides funding for IFEEDER?

IFEEDER is soliciting initial financial support from the global feed and animal agriculture industries.

"Only through education and scientific-based research done today will our future generations be able to support the increased world food demand."

-IFEEDER Board of Trustees

How will IFEEDER accomplish its mission?

IFEEDER's board of trustees is made up of representatives of all parts of the feed and food industries. IFEEDER has education and research committees that establish the goals and objectives used to select the projects of maximum value to the feed industry and animal agriculture as a whole.

What are some potential projects?

- Research—examine issues that sustain and improve the global feed industry.

- Education—Communicate accurate facts of food animal production to the media and public by working with strategically aligned entities.

- Conduct research to measure carbon footprints and make recommendations for feed industry participants.

- Conduct research necessary for development of industry comments for regulatory agencies—such as OSHA, EPA, FDA—to define safety rules, toxicology studies, etc.

- Develop Hazard Analysis and Critical Control Point guidelines and training for the feed industry.

- Educate the future workforce to ensure the feed industry is competitive and sustainable versus other job alternatives.

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