



IFEEDER POTENTIAL PROJECTS

- **Research** - Examine issues that sustain and improve our 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 – i.e. OSHA, EPA, FDA, to define safety rules, toxicology studies, etc.
- Safe Feed/Safe Food Certification and **educational programs**
- Develop Hazard Analysis and Critical Control Point guidelines and training for feed industry
- **Educate** our future workforce to ensure we are competitive and sustainable versus other job alternatives
- Feed industry **scholarships**
- Provide speakers to promote the future of animal agriculture and world food production.



SHAPE THE FUTURE. FEED THE WORLD.

“Our industry is changing. I think about the problem of going from 6.7 billion people in the world today to 9.1 billion by 2050. We’ve got to double our food production.”

Dean Warras, President
Prince Agri Products, Inc.



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THE CHALLENGE

In 2009 the world population was 6.7 billion people. In 2050 world population is estimated to be 9.1 billion. This increase in population will result in an enormous increase in the world demand for food. **Food production must double by 2050.**



FOOD & FEED PRODUCTION

Today the average U.S. farmer feeds 144 people. In 1940 that number was only 19 people. We've made great progress but we have a long way to go.

Today 1 acre feeds 1.6 people. **By 2050 1 acre must feed 4 people.** To feed the world in 2050, investment in agriculture must reach \$83 billion per year. **This equals a 50% increase in investment from current levels.** The U.S. feed industry is a critical part of this chain.

"To preserve the ecology and the environment... 70% of our food production increases are going to have to come from technology."

Joel Newman, President
American Feed Industry Association

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

WHY IFEEDER?

In 2009, **IFEEDER** was formed to support the future of the feed industry as it is challenged to sustain the escalating world population. Through focused research and educational programs today, **IFEEDER** is paving the way for future generations to meet these enormous challenges.

DEDICATED TO EDUCATION & RESEARCH

IFEEDER is a non-profit 501(c)3 charitable organization dedicated to sustaining the future of food and feed production through education and research. **IFEEDER** broadly represents the feed industry, including representation from academia, and experts in science and technology.



"You talk about carbon footprint, sustainability, the role of animal agriculture, food supply, and the safety of the food supply - this is the focus area of IFEEDER."

Alan Gunderson, Vice President
Vita Plus Corporation

Sustainable agriculture means moving forward with new technology. The improvements we've experienced in our lifetime came to fruition through investment in education, ideas, research, and new practices.

Investments must increase in parallel with the increasing challenges.

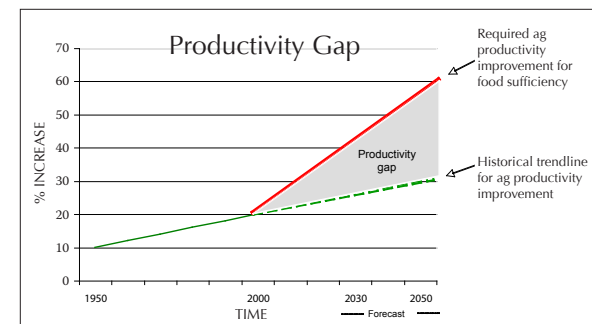


Chart provided by John Deere and UNGA; published in *Feedstuffs*, October 2009.

By making a contribution and taking part in **IFEEDER** you can give back to this industry. Help influence where we are going in the future and how we will develop the answers that are needed.

Support the institute. Sustain the industry.
Make your commitment to **IFEEDER** today.

"I believe in IFEEDER. Collectively as an industry, we can raise the money to support the projects that need to be done for the industry."

Richard Sellers,
Vice President
Food Regulation & Nutrition AFIA

