



## **For Immediate Release** **International Production & Processing Expo**

USPOULTRY Contact: Gwen Venable, 678.514.1971, [gvenable@uspoultry.org](mailto:gvenable@uspoultry.org)

AFIA Contact: Miranda McDaniel, 703.558.3579, [mmcdaniel@afia.org](mailto:mmcdaniel@afia.org)

NAMI Contact: Michael Schumpp, 202.587.4251, [mschumpp@meatinstitute.org](mailto:mschumpp@meatinstitute.org)

## **Animal Agriculture Sustainability Summit: Implementation Key to Continuous Improvement**

ATLANTA, Ga. – Feb. 1, 2017 – “Continuous improvement never ends, so efficiency has to improve. If we want to do things better, we need to focus on certain areas, including water use and quality, soil erosion and land use, energy use, nutrient use efficiency, manure from farms, as well as other areas. Implementation is the key. We have to change things,” said Dr. Marty Matlock, executive director of the University of Arkansas Office for Sustainability and professor of Ecological Engineering, during his presentation at the Animal Agriculture Sustainability Summit held during the 2017 International Production & Processing Expo in Atlanta.

Matlock’s presentation, “What is Sustainable Agriculture and How Do You Demonstrate It,” focused on expanding opportunities for stakeholder engagement and sharing improvement technologies and practices. Matlock explained key performance, environmental sustainability, social sustainability and economic sustainability indicators. He remarked, “After identifying measurable elements in each indicator, you will know what is already measured, what can be measured and what should be measured. The common measurements in the sector will be classified as system metrics for benchmarking.”

In her presentation on “An Industry Success Story on Achieving Zero Landfill Status,” Michele Boney, director of environmental, health and safety, West Liberty Foods, discussed the company’s journey in obtaining Landfill Free certification. Boney noted that West Liberty Foods previously produced 7.5 million pounds of waste that went to landfills annually, comparable to 312 garbage trucks. Since 2012, West Liberty Foods has diverted 520,000,000 pounds of waste from landfills. She remarked that the company is continuing to work on projects that support their sustainability initiatives, such as baler versus compacting that would reduce trucks on the road, utilizing solar and/or wind power, and working with their electrical company to find solutions on energy projects.

Jack Scott, head of contract manufacturing and head of sustainability for Nestle Purina PetCare, gave a presentation on “Striving to Become More Sustainable: Establishing Value Chain Partnerships to Grow Purina’s Sustainability Culture.” Scott discussed the company’s decision to invest in long-term sustainability drivers, such as advocating for whole animal use to prevent food waste and negative

impacts on the environment, as well as supporting agricultural technology to optimize productivity, protect the environment and to feed the growing population.

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**Photo Caption:**



Dr. Marty Matlock, and Michele Boney, West Liberty Foods, speaking at the Animal Agriculture Sustainability Summit, held during the 2017 International Production & Processing Expo.

**ABOUT IPPE**

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

**ABOUT AFIA**

The American Feed Industry Association (AFIA) is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

**ABOUT NAMI**

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

**ABOUT USPOULTRY**

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.