



For Immediate Release

International Production & Processing Expo

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Producing More Protein in a Sustainable Manner Focus of Animal Agriculture Sustainability Summit

ATLANTA, Ga. – Jan. 31, 2018 – “The global sustainability challenge for animal protein production is significant,” said Perry Goldschein, applied sustainability manager, North America, BASF Nutrition & Health, at the Animal Agriculture Sustainability Summit, held at the 2018 International Production & Processing Expo. During his presentation on “Responding to Livestock Sustainability Trends in North America,” Goldschein reviewed a sustainability trend structure that addressed stakeholder demand versus urgency of issues. He observed that stakeholder pressure focused on topics such as animal welfare, feed contamination, emissions, water, land use and more. He also provided insights into key trends addressing consumer trust, leadership opportunities and environmental impacts of cost beyond compliance.

Sara Crawford, assistant vice president of social responsibility for the National Pork Board, provided a look into the current pork industry. She remarked that the pork industry is booming and can keep up with increased consumer demand for red meat, especially pork. The industry sees this demand growing internationally. She discussed the National Pork Board’s five-year strategic plan that includes three distinct goals: build consumer trust, drive sustainable production and grow consumer demand. “Consumers do not demand perfection, but they do expect honest intent with action,” said Crawford.

Ashley McDonald, senior director of sustainability for the National Cattlemen’s Beef Association, provided information on the U.S. Roundtable for Sustainable Beef including the Roundtable’s mission, which is to advance, support and communicate continuous improvement in the sustainability of U.S. beef production, by educating and engaging the beef value-chain through a collaborative multi-stakeholder effort. One of the Roundtable’s main goals is to bring everyone together to share information and insights. The group’s high priority indicators for measurement include animal health and wellbeing, efficiency and yield, water and land resources, air and GHG emissions, and employee safety and wellbeing.

During his presentation on “Advancing Dairy’s Sustainability Framework in a Changing Landscape,” Joe McMahan, sustainability director with the Innovation Center for U.S. Dairy, remarked that stewardship and sustainability is foundational to U.S. Dairy. McMahan disclosed the dairy industry’s commitment to reduce greenhouse emissions of a gallon of milk by 25 percent by the year 2020. He also discussed U.S.

Dairy's guiding principles that communicate the dairy industry's values and definition of sustainability to its stakeholders, which are the pillars of the dairy industry's framework and are designed to inform their sustainability programs, measurement and reporting efforts.

Dr. Marty Matlock, executive director, University of Arkansas Office for Sustainability, and Greg Thoma, Bates Teaching Professor of Chemical Engineering for the University of Arkansas, highlighted the expanded results of a retrospective analysis of U.S. poultry production, with a lifecycle assessment methodology used to document changes in environmental key performance indicators in the industry from 1965 to 2010. They also provided information on a broiler production model for estimating environmental footprint on farms.

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Photo caption:



Perry Goldschein, applied sustainability manager, North America, BASF Nutrition & Health, and Sara Crawford, assistant vice president of social responsibility for the National Pork Board, speaking at the Animal Agriculture Sustainability Summit.



Ashley McDonald, senior director of sustainability for the National Cattlemen’s Beef Association, speaking at the Animal Agriculture Sustainability Summit.

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

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization’s membership is comprised of more than 670 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

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.