



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

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**Advancements in Industry Sustainability Programs Highlighted during the Animal Agriculture Sustainability Summit at the 2020 IPPE**

**ATLANTA, Ga. – Jan. 30, 2020** – “The efficiency and the way we produce animal protein in the United States is far better than the way many other countries do it. Everything comes down to transparency and the need to prove we are doing the right thing,” said Constance Cullman, president and CEO of the American Feed Industry Association, during the Animal Agriculture Sustainability Summit held at the 2020 International Production & Processing Expo (IPPE). Sponsored by the U.S. Poultry & Egg Association (USPOULTRY), along with the American Feed Industry Association (AFIA) and the North American Meat Institute (NAMI), the program focused on advancements in industry sustainability programs.

Cullman reviewed AFIA’s Sustainability Initiative and remarked that “AFIA wants to understand the community through surveys, let people have access to reliable feed databases and be able to communicate accurate information.” She also discussed AFIA’s new database launch, GFLI, a global metric for sustainable feed, as well as other AFIA sustainability initiatives.

Eric Mittenthal, vice president of sustainability for the North American Meat Institute, remarked that consumers want to support companies and products that can be solutions to worldwide concerns, such as climate change, animal welfare and human rights. They also want transparency from companies that commit to providing solutions to address their concerns and an honest, open discussion on how to achieve social good.

Mittenthal commented, “The goal of NAMI is to earn trust through a commitment to continuous improvement that demonstrates shared values. This challenge has moved NAMI from being member-focused to member-led and consumer-focused.”

He reviewed NAMI’s outlook, saying, “NAMI is looking ahead to 2030. The organization is taking into consideration that consumers are concerned about animal protein production and consumption and believe the entire animal protein value should be aligned with their values and be an important part of a socially responsible and healthy diet. NAMI looks forward to having the animal protein sector successfully co-exist with those who oppose animal protein today.”

Ryan Bennett, executive director of the Poultry & Egg Sustainability and Welfare Foundation, provided an update on the poultry and egg multi-stakeholder value chain’s welfare and sustainability program development efforts. He was joined by Jack Scott, vice president of sustainability and responsible

sourcing for Nestle USA and Nestle Purina Petcare, and a member of the board of directors of the U.S. Roundtable for Sustainable Poultry & Eggs, and Dr. Kate Barger-Weathers, director of world animal welfare for Cobb-Vantress, and chair of the board of directors of the International Poultry Welfare Alliance.

In his presentation on sustainable farming, Frank Mitloehner, Ph.D., professor and cooperative extension air quality specialist at the University of California – Davis, discussed the greenhouse gas effect as related to sustainable farming, food waste, and the International Consumer Attitude Study that sorts consumers into four categories. The food buyer represents 95% of consumers who buy based on taste, cost and nutrition. The lifestyle buyer represents 4% and seeks gourmet, local and organic products. The remaining 1% are known as fringe buyers who promote restrictions and food bans and are vegans who advocate for plant-based alternatives and climate change.

“The vast majority of people like milk, eggs and bacon, and the 99% is not going to listen to the 1%. But we should focus on people that believe in what we do. We are good stewards of the land, of the animals and of people. This is called sustainability,” said Mitloehner. He went on to remark that “we need to communicate the sustainability efforts of the industry to our audiences, and we need to engage in the academic sector to let people know how food is produced.”

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**Photo caption:** Frank Mitloehner, Ph.D., professor and cooperative extension air quality specialist at the University of California – Davis, speaking at the Animal Agriculture Sustainability Summit during the 2020 IPPE

#### **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 680 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, Georgia.