Feed industry donates $6m to community efforts

The U.S. feed industry donated $6 million in 2012 to local community efforts, according to a survey conducted by the American Feed Industry Assn. (AFIA).

AFIA said members were asked in the survey about the efforts of supporting the community, which is the sixth focal point of AFIA’s Sustainability Initiative that seeks to:
1. Continuously improve feed and food safety
2. Optimize the use of energy and natural resources
3. Promote understanding and appreciation of U.S. food production
4. (Improve) production efficiency and productivity
5. Embrace innovation, and
6. Support the community.

The survey was sent to AFIA members in October 2012 in an attempt to quantify industry efforts in various areas of sustainability. For the feed industry, AFIA defines sustainability as such: “A sustainable feed industry provides a continuous, safe and nutritious feed supply for poultry, livestock, fish and pets in the United States, ensuring environmental quality and the use of natural resources while positively affecting the health and well-being of its customers, their communities and the industry.”

AFIA president and chief executive officer Joel G. Newman said, “The results show that the U.S. feed industry takes pride not only in the production of healthy, wholesome food (milk, eggs, chicken, pet food), but also in supporting local communities and pulling together in times when the country is in need.”

Not only did the feed industry give generously in monetary donations, but the industry was also physically active, volunteering 23,708 man hours toward various causes, AFIA noted. According to the survey results, AFIA members most frequently invested in community development activities for or charitable giving toward education (schools, scholarships and research grants, FFA/4-H, health-related organizations, local fire/police departments and environmental cleanup projects).

Donations and volunteer hours toward hunger and disaster relief efforts, animal organizations/efforts (American Red Cross, United Way and Habitat for Humanity), as well as natural disaster relief efforts for Haiti, the Missouri tornadoes and Hurricane Sandy were also ranked high on the list, as did volunteering, fund-raising and cash donation reports.

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