



ADVANCING ANIMAL WELFARE TOGETHER

Taking Care of the Animals is Top Priority For the Food Supply Chain

Five Tips for Prioritizing Animal Welfare in 2020

While 2019 is coming to a close, prioritizing animal welfare is always top-of-mind from the farm to the table. In the spirit of continuous improvement, we thought we'd share some insights on proactive planning for animal welfare in 2020.



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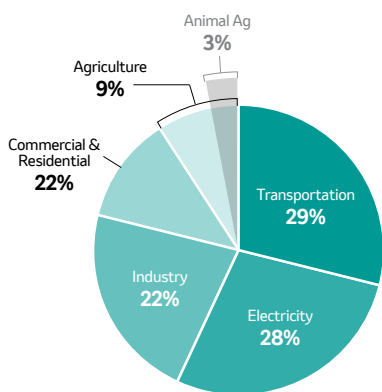
The Truth About Animal Agriculture's Environmental Impact

Know the Facts

With climate change in the news daily, it's difficult for consumers to know what or who to believe.

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TOTAL U.S. GREENHOUSE GAS EMISSIONS BY ECONOMIC SECTOR IN 2017



U.S. Environmental Protection Agency (2019). Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2017

Are Consumers Biting at Alternative Burgers?

Study shows consumers prefer farm-raised beef

2019 may be known as the year plant-based burgers hit the fast food and casual-dining markets. Burger King tested its new Impossible Whopper and in August, launched a national rollout.

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FARM Animal Care Program New 4.0 Update Amplifies Requirements for Dairies

Changes go into effect Jan. 1, 2020.

The National Milk Producers Federation (NMPF) has announced updates to animal care standards under the Farmers Assuring Responsible Management (FARM) Animal Care Program. FARM Animal Care standards are revised every three years to "reflect the most current science and best management practices within the dairy industry."

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Sustainability

STARTS HERE

A Sustainable Food Supply in Perspective

Sustainable food production is a balance between available resources and human needs.

Everyone in the food system has a role, and the key to moving forward is the willingness of everyone to take the next step toward sustainable food production.¹

By 2050: The world's population will need **70% more food** and demand for animal protein is **expected to double.**²

Sustainability, careful stewardship of natural resources and continuous improvement are priorities for farmers. Transition is a process, and over the past 25-50+ years, significant progress has been made in agriculture.

- 2.5x less land, water and feed was used in 2010 to produce enough chicken for 200 million more people than in 1960.³
- The carbon footprint of a gallon of milk has decreased by 63% since 1964.⁴
- For every pound of beef raised, 14% less water was used in 2007 than 1977.⁵
- In 2014, GMOs allowed farmers to use 51 million fewer acres of land to produce the same amount of food, fuel and fiber crops than 1996.⁶

1. U.S. Farmers & Ranchers Assn. Agriculture to Advance Sustainability Report 2017. 2. FAO. World Agriculture: Towards 2050. 3. National Center for Environmental Statistics. Report of Greenhouse Gas Emissions and Sinks. 4. Environmental Protection Agency. Greenhouse Gas Emissions and Sinks: 1990-2017. 5. National Center for Environmental Statistics. Report of Greenhouse Gas Emissions and Sinks. 6. National Center for Environmental Statistics. Report of Greenhouse Gas Emissions and Sinks.