



Feed, Animal Health & Sustainability

Making the Connection



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HEALTHY ANIMALS. HEALTHY FOOD. HEALTHY WORLD.®



About me...



*Working to build trust
in agriculture & the
food system by
targeting the right
audiences and sharing
our values.*

**Veterinarian
Farmer
Mom of three**



Sustainability

What does it mean to farms? To the agriculture industry? To consumers? To your business?



SUSTAINABILITY MODEL



Stewardship

Source: FoodIntegrity.org

Defining Sustainability

More than just the environment



Source: Market Business News

Environmental Social and Governance are the three main factors that socially responsible investors measure when deciding whether to invest in a company. It is a generic term used in capital markets.





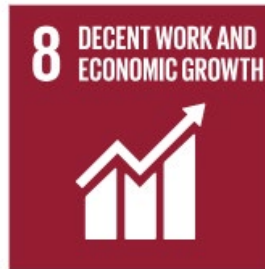
SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS



Healthy Animals Can Contribute to Key SDGs

Connecting the dots to YOUR ROLE in the SDGs



- **Healthy people**

- Meat, milk and eggs are a cornerstone of global food security and nutrition for communities

- **Strong economies & livelihoods**

- Livestock are considered a 'pathway out of poverty'
- Employs 1 out of 6 people worldwide

- **Protecting climate & natural resources**

- Healthy animals have a smaller environmental footprint
 - Reduced mortality
 - Reduced feed and land use
 - Less GHG emissions per kg of product
- Adopting technologies & best management practices that lower livestock emissions
- UNFAO says "Animal health is necessary for sustainable livestock production."

Source:
<https://www.healthforanimals.org/reports/achieving-the-sustainable-development-goals/>

Why should you get engaged in ESG/Sustainability?

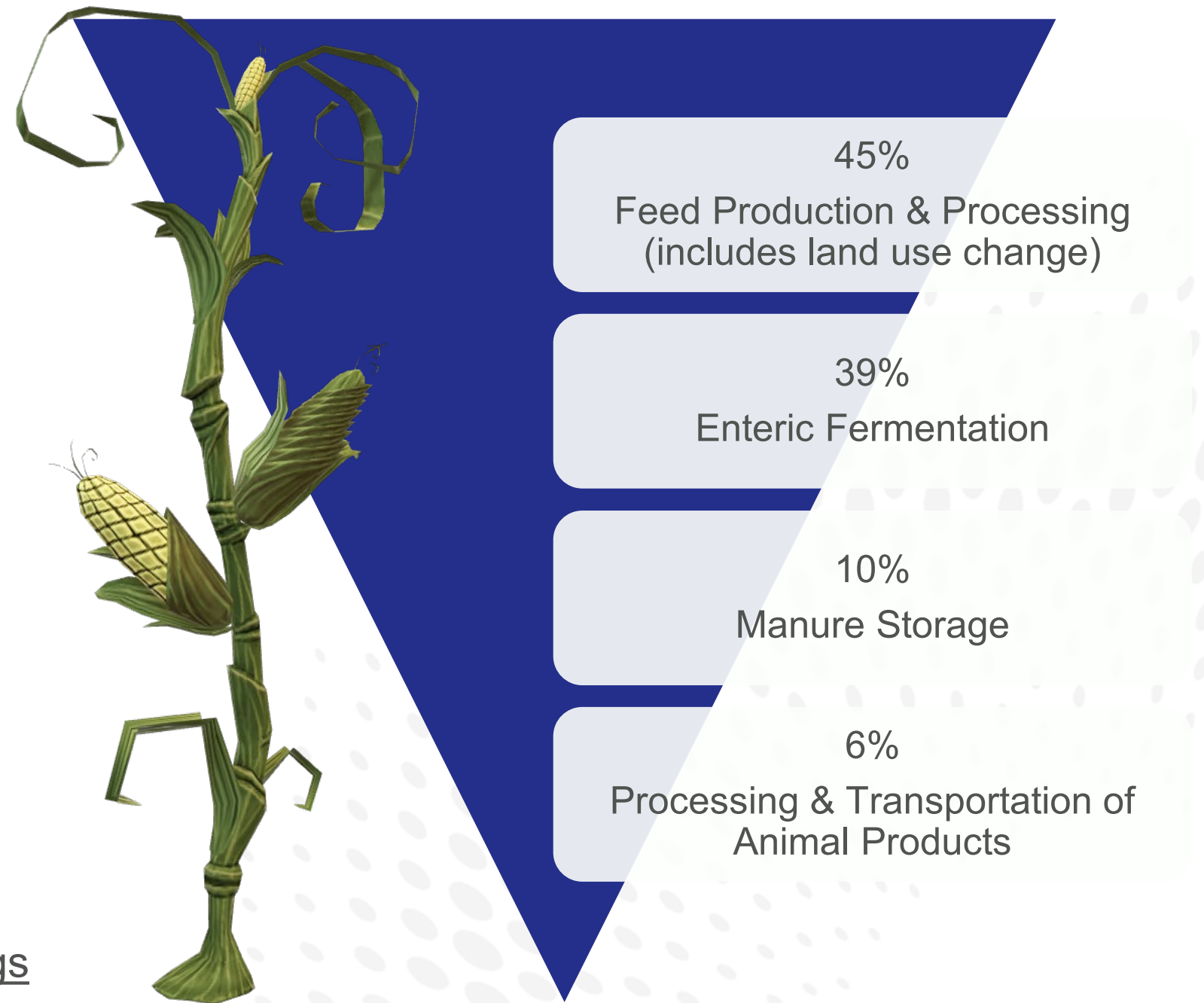
- **It's good for people, animals & the planet**
- **Consumers care**
 - Next generations are driving it
- **Investors**
 - Outspoken about ESG importance
- **Helps manage business risk**
- **Transparency**
- **It matters to employees**
- **Customers are beginning to ask for this information**
- **Retailers and food processors are setting environmental targets**
 - THIS AFFECTS YOU!!!



BlackRock Institutional Trust Co.

GHG Emissions by Livestock Activity

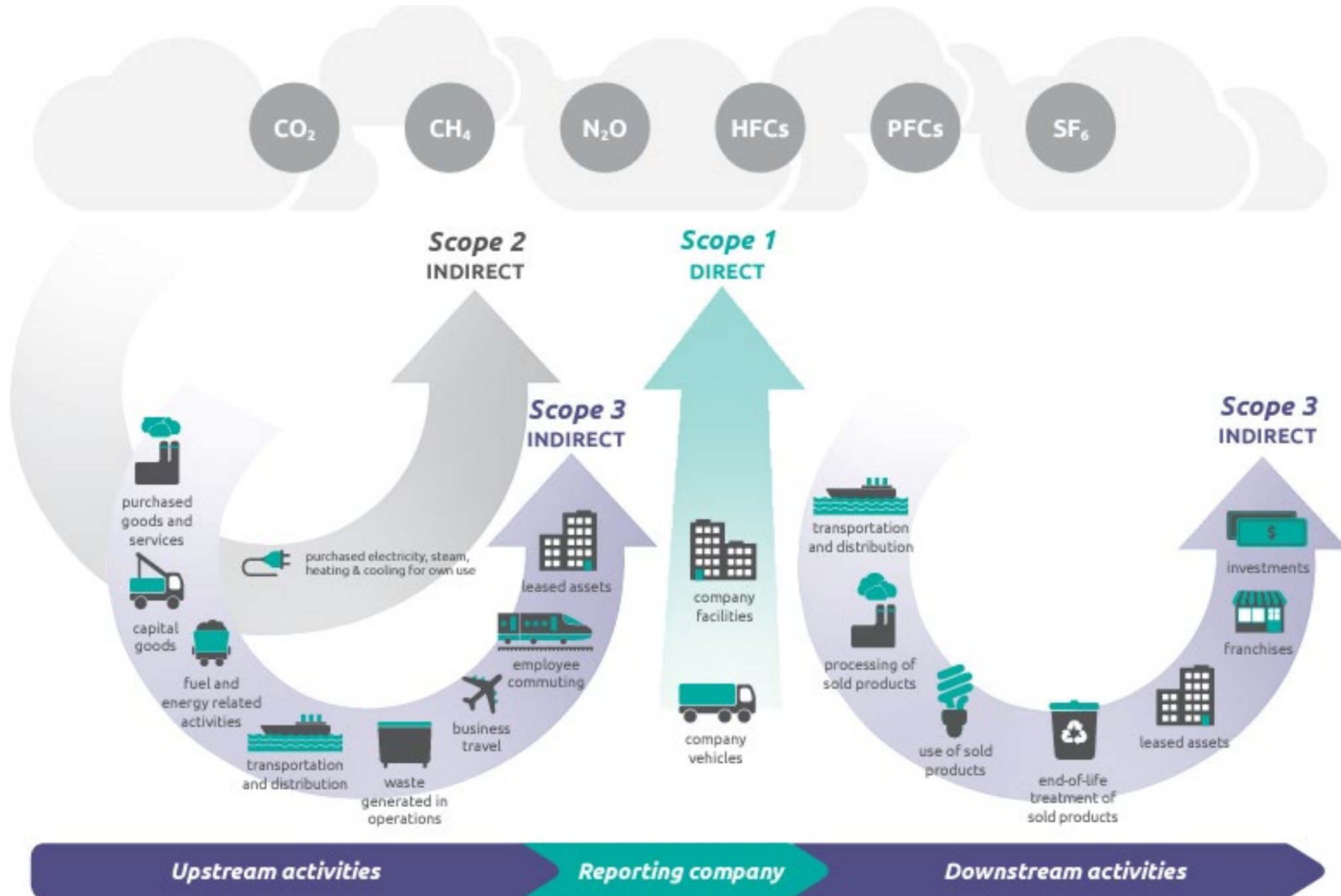
- **Most of the environmental impact for animal protein is embedded in the feed that animals eat.**
- **By reducing feed impacts, food companies have an opportunity to make significant progress toward climate and sustainability goals**
- **Feed is the secret ingredient for meeting food company sustainability targets**



Source: FAO - News Article: Key facts and findings

Scope 1, 2 & 3 Emissions

Overview of GHG protocol scopes and emissions across the value chain



Indirect Emissions

- **SCOPE 2**
 - Generated from purchased energy
 - Direct emissions from purchased energy
- **SCOPE 3**
 - From sources not owned or directly controlled by the company
 - Example: Onsite emissions from manufacturing
 - Includes all other indirect emissions upstream or downstream
 - Supply chain emissions

Source: Corporate-Value-Chain-Accounting-Reporting-Standard 041613 2.pdf (ghgprotocol.org)

Scenario - Walmart

Feed may be the secret ingredient for helping meet food company targets



1 We're also working with our suppliers to avoid
GIGATON
OF GREENHOUSE GAS EMISSIONS BY 2030



That's the equivalent of taking over 200 million passenger vehicles off U.S. roads for a year.



Working with our suppliers to avoid a gigaton of greenhouse gas emissions by 2030. Since 2017, our suppliers report a total of more than 416 million metric tons of avoided emissions.

**Scope 3
reduction
target.**

**STANDARDS
FOR SUPPLIERS**
(Product Suppliers)

Walmart

Everyone's Scope 3 Emissions is Someone Else's Scope 1!

Scenario – Milk & Walmart



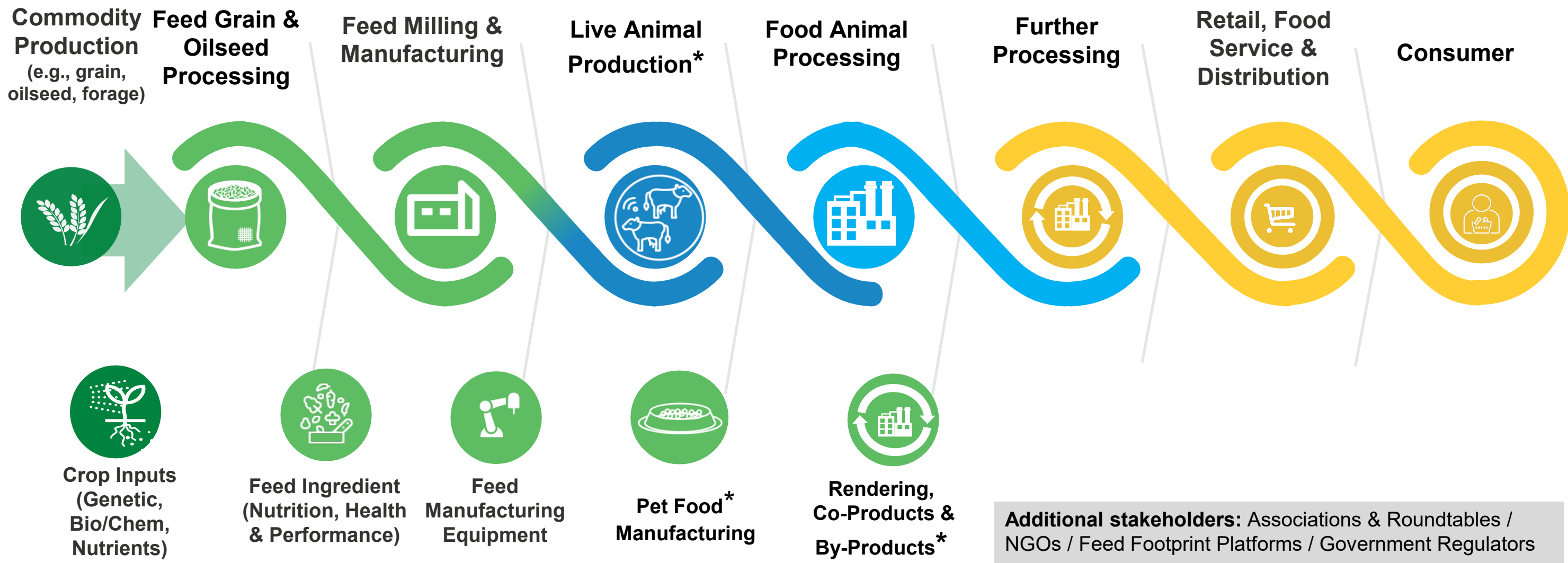
- Food processors and retailers are putting out Scope 3 emission reduction targets.
- A farm/ranch will have to reduce their Scope 1 emissions accordingly.
- The feed mill, as an input to the farm, will also have to show a reduction in Scope 1 emissions in order to be able to sell to the customer.



Advancing Sustainability Throughout the Animal Food Industry

We're All in This Together

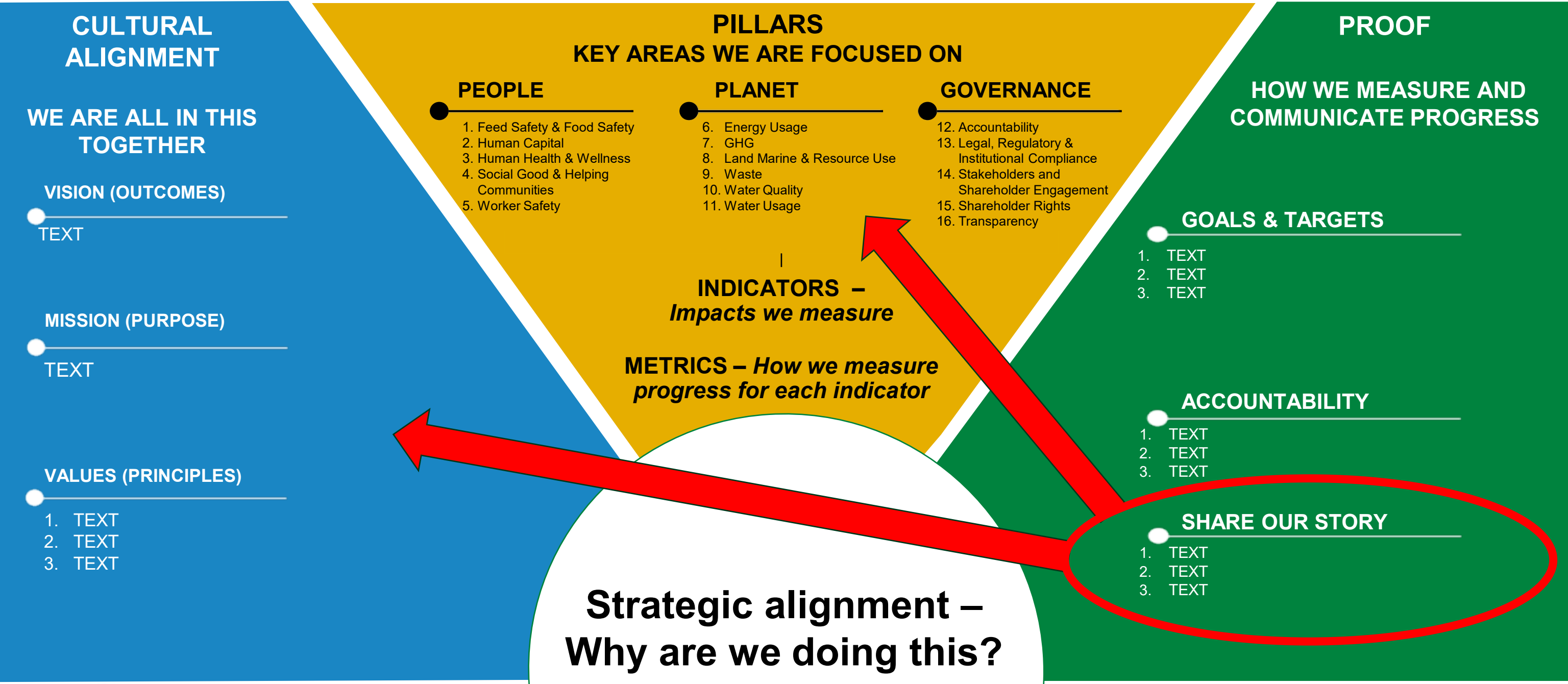
Key: ● Suppliers ● Feed industry ● Downstream customers



Ideas for Getting Started on a Sustainability Journey

- **Align leadership & get their support**
- **Define sustainability for your organization**
- **Customize sustainability strategy with your company's vision, mission, values, cultural norms and customer needs**
- **Decide what success looks like – key performance indicators**
- **Communicate with employees**
 - Get their buy-in/engagement
 - Set expectations
- **Important Questions to Ask & Answer**
 - Why are we doing this?
 - Who owns it?
 - How can we deliver measurable, continuous improvements on the impacts related to people, planet and governance that are most important to us and our stakeholders?

Sustainability Framework Template



Best Practices & Tips



- **Efficiencies – consider the low-hanging fruit**
 - What activities are you currently doing?
 - What things could you change or start doing that would have an impact?
- **Question the status quo**
- **Seek partnerships outside of your organization’s areas of competency**
- **Find ways to measure costs and benefits**
- **Don’t let perfection stand in the way of being good!**
 - Keep a mindset of continuous improvement
- **Communicate to all stakeholders**
 - Messaging will likely vary based on audience
 - Share your story by leading with your values
- **Build trust in the food system**





Land Use & Biodiversity | Deforestation

Brazil beef lobby says deforestation risks for supply chain remain

By Ana Mano

August 10, 2023 1:53 PM EDT · Updated a day ago



iest
ports

imate goals.



Meat a
green
study

Production
production



Bloomberg

US Edition ▾

• Live Now Markets Economics Industries Tech AI Politics Wealth Pursuits Opinion Businessweek Equality Green

We've updated the dispute procedures in our [Terms of Service](#) ("Terms"). By continuing to use the site, you accept and agree to these updated

Opinion
Columnist

Meatpacker JBS Listing in NYC Would Be an ESG Nightmare

The world's largest meatpacking company wants to list in New York. There are lots of reasons to be concerned.



How do we overcome?

**Targeting the
right audience**

We know the activists have created a dialogue critical of agriculture.

We must **effectively engage** to create a counter narrative.

We do this by **demonstrating that our values align with consumer values.**

**Leading with
shared values**



Values/Ethics Alignment

- Ethical Eating
- Purpose Driven Purchasing
 - Animal welfare
 - Waste reduction
 - Pollution
 - Worker welfare
 - Reduced environmental impact
 - Supportive of local economy & community
 - Avoids unnecessary packaging & elements
 - Safety – people, animals, planet



Today our food supply is...

- Safer
- More Available
- More Affordable
- More Sustainable



However...

- Consumers are skeptical and concerned
- They want to feel good about the food choices they are making and the people and companies making or providing inputs to their food
- They want to know who they can trust





How do we typically answer consumer questions?



... by getting defensive?

... with facts & science?



“Shut Up & Eat!”

Data Dump

**LEAD with
SHARED
VALUES!**

ence baby!

Why Values Matter



The ultimate goal is for you to have the freedom to operate and farm in the way you deem best.

This requires social license...

FREEDOM TO OPERATE

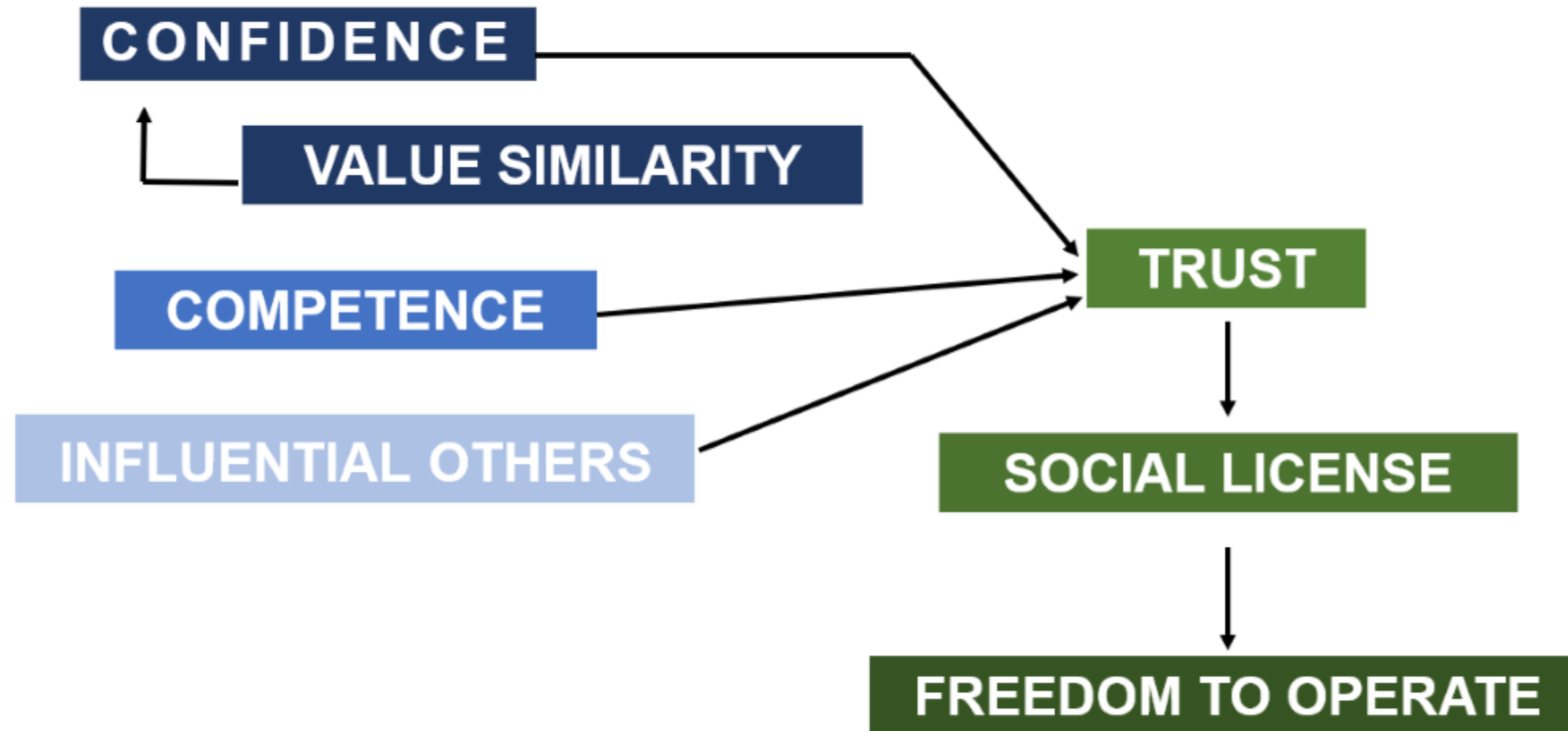


SOCIAL LICENSE

Trust allows us to earn & maintain social license.

Why Values Matter

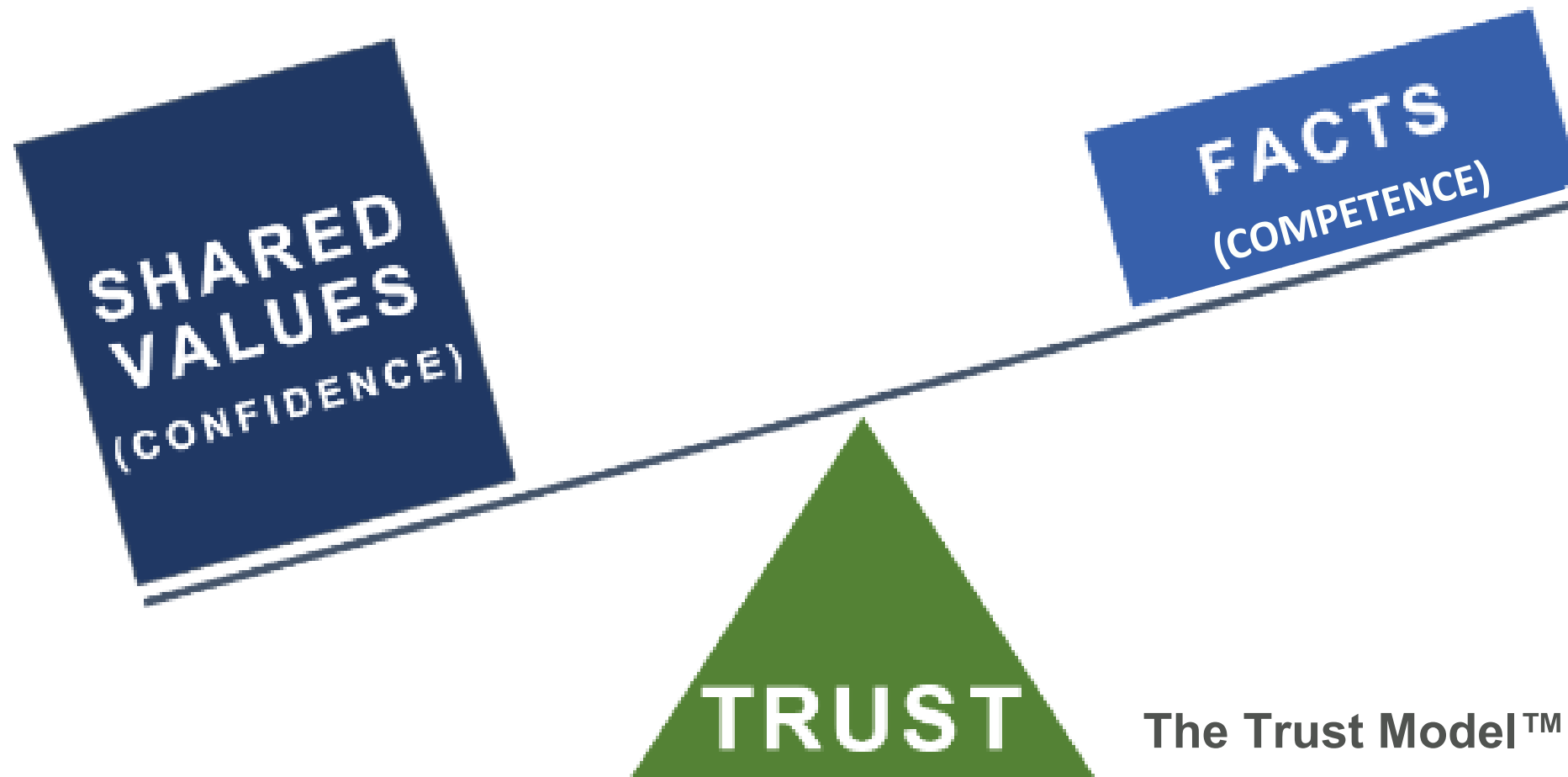
The Trust ModelSM (Sapp/Look East)



Published in the *Journal of Rural Sociology*: December 2009

Why Values Matter

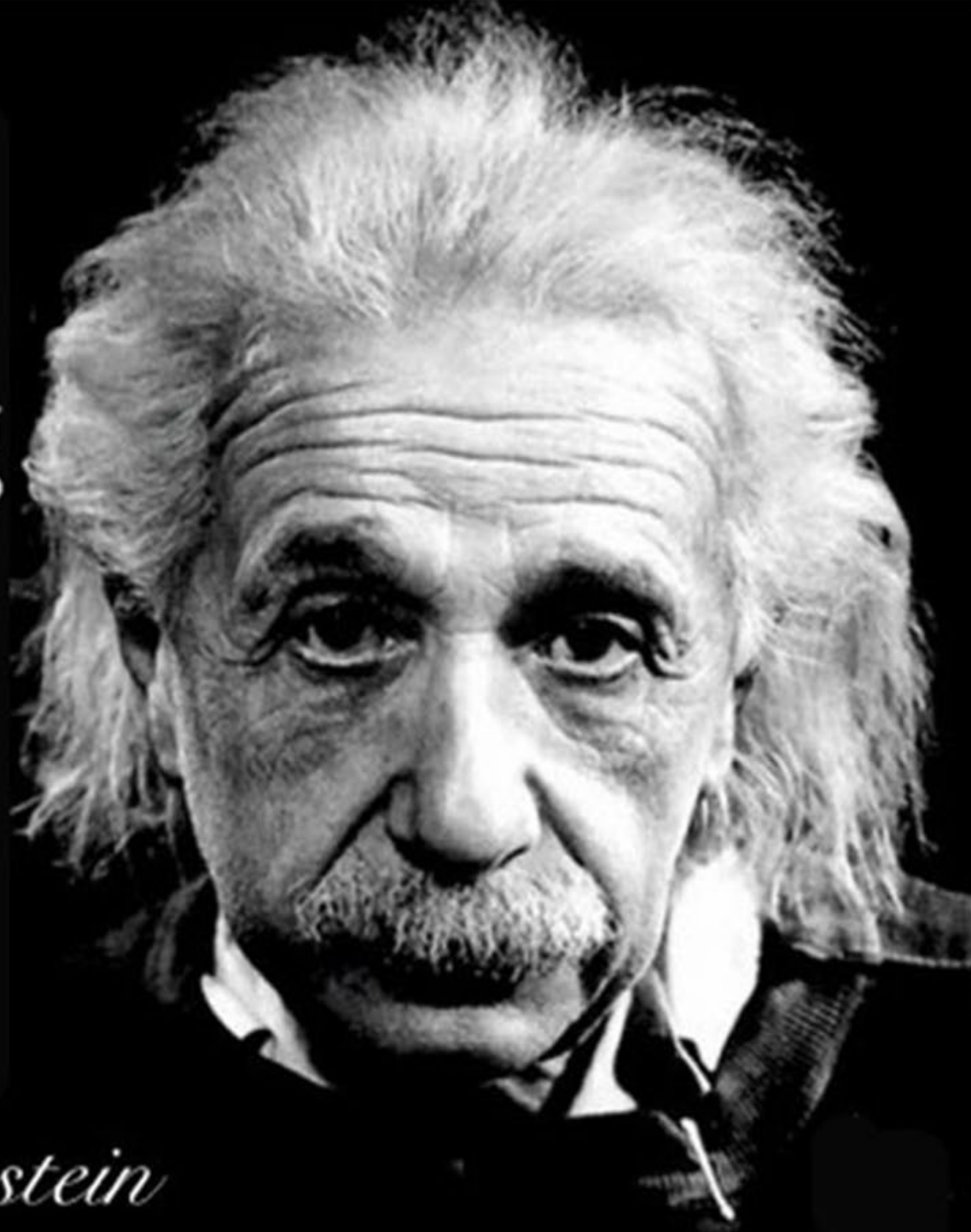
What Drives Trust?

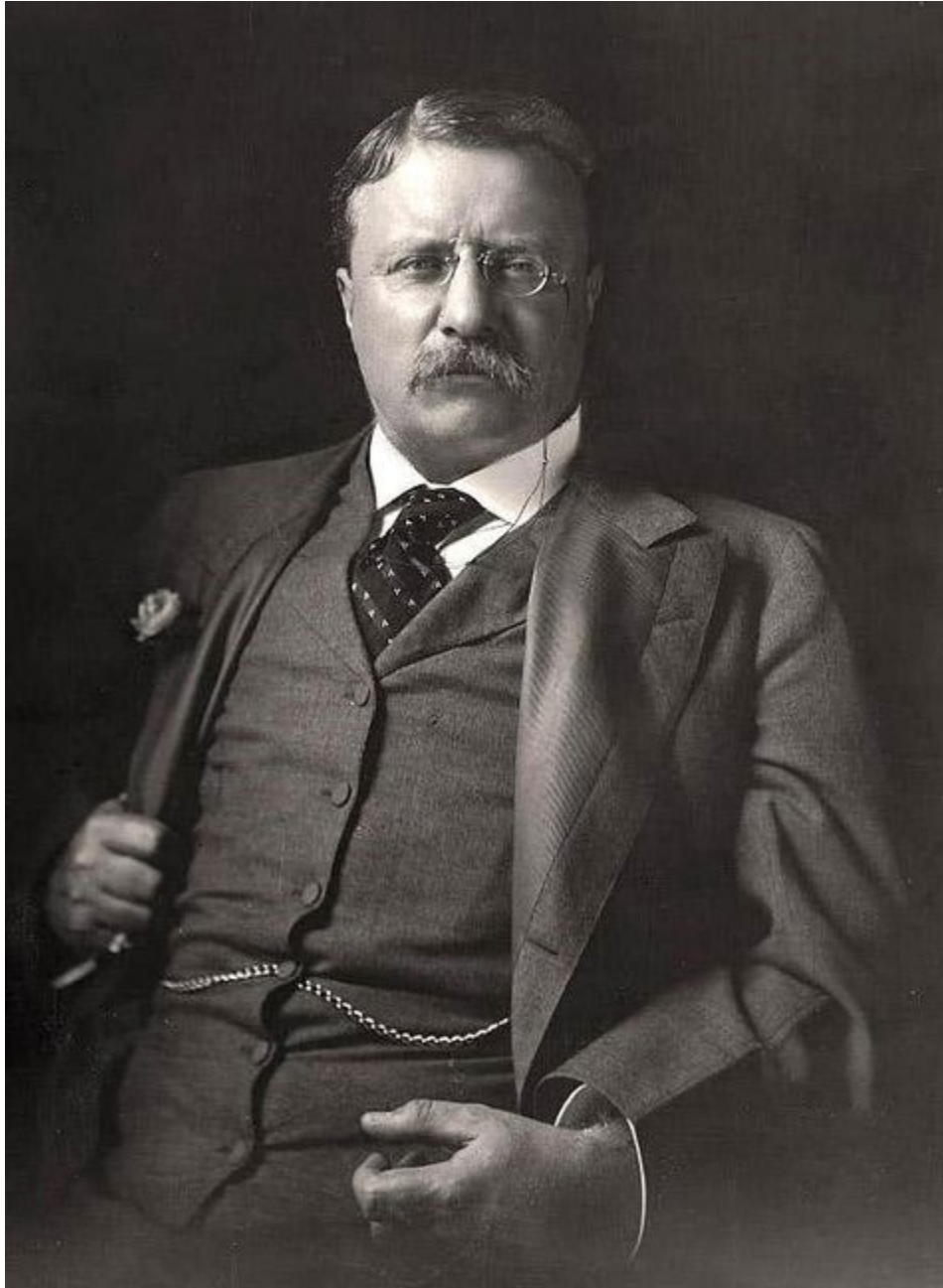


The Trust Model™ (Sapp/Look East)

Insanity:
doing the same thing
over and over again
and expecting
different results.

- Albert Einstein





**“No one cares
how much you
know until they
*know how much
you care.*”**

US President Teddy Roosevelt

(served 1901- 1909)



2nd EDITION

SUSTAINABILITY PRACTICES



WHAT IS THE RESPONSIBLE LIVESTOCK CHALLENGE?

- An initiative created by Phibro Animal Health
- Key objectives:
 - Connect the production chain stakeholders
 - Share good practices in animal husbandry
 - Focus on sustainable strategies to improve productivity and animal health
- This is the second edition of this challenge.



130

Supporting Companies

38

Projects

310

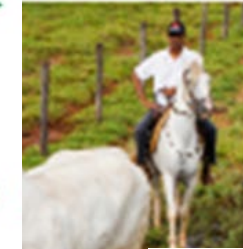
Publications

6.1M

People impacted

Special Thanks

- **IFEEDER – Institute for Feed Education and Research**
 - Foundation affiliated with the American Feed Industry Association
- **HealthforAnimals**
 - Global Animal Medicines Group
- **Center for Food Integrity**
 - Not-for-profit organization whose mission is to help today's food system earn consumer trust
- **ASBRAM**



**Achieving the Sustainable
Development Goals**

The Value of Healthier Animals



Other Resources



- **Global Feed LCA Institute (GFLI)**
 - Support global improvement of sustainable feed.
 - Develop a freely available Feed Life Cycle Analysis (LCA) database and tool
- <https://globalfeedlca.org/>



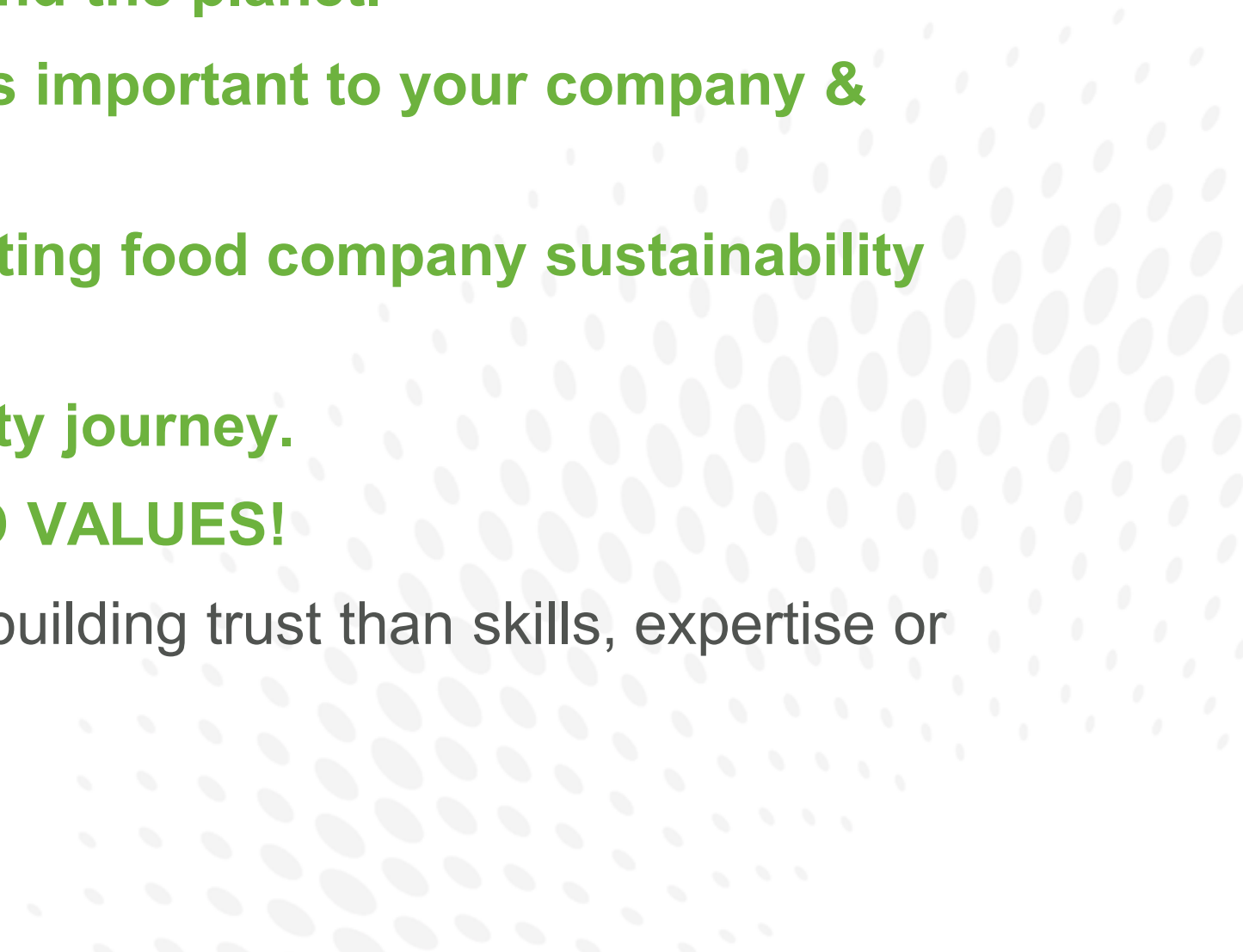
- **CLEAR Center at UC Davis**
 - Clarity and Leadership for Environmental Awareness and Research (CLEAR) Center
 - Focus on:
 - Research – quantifying & mitigating greenhouse gas emissions & other projects
 - Communications
 - Goal: Help animal agriculture operate more efficiently in order to meet the demands of a growing population and lessen its impact on the environment and climate
- <https://clear.ucdavis.edu/>
- **Dr. Frank Mitloehner @GHGguru** X



Summary




- You play a role in keeping animals health.
- Healthy animals benefit people, animals, and the planet.
- Sustainability should be defined by what is important to your company & stakeholders.
- Feed may be the secret ingredient for meeting food company sustainability targets.
- Just do it! Get started on your sustainability journey.
- Values first - Communicate using **SHARED VALUES!**
 - Shared values are 3-5x more important in building trust than skills, expertise or science.
- Work to **BUILD TRUST** in the food system.




My Challenge to You

**START YOUR
JOURNEY!**



“ESG is not about changing the world. It’s about understanding how the world is changing.”

- Overheard at the ESG Life Sciences Summit

A woman with blonde hair, wearing a light pink button-down shirt, stands at a podium and speaks into a microphone. She is smiling and looking towards the audience. In the foreground, the backs of several audience members' heads are visible. A man with glasses is looking towards the speaker. A sign on the podium reads "YES" with a small circular logo below it. The background is a stone wall.

**You have the power
to bring meaning
to conversations,
and no one can tell
your story and share
your values the
way you can.**

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- Facebook: Ask Dr. Dorman



Thank you!

Questions?





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