

Feed Mill of the Future

Audience Engagement Report

2ND HALF 2024



Feed Mill of the Future

Audience Engagement

Feed Mill of the Future focuses on technologies and solutions to elevate the global animal feed industry to tackle the sustainability, productivity and profitability issues of tomorrow.



Average Monthly Reach*

25,800



Geographical Reach

171 countries

Organizations That Engage



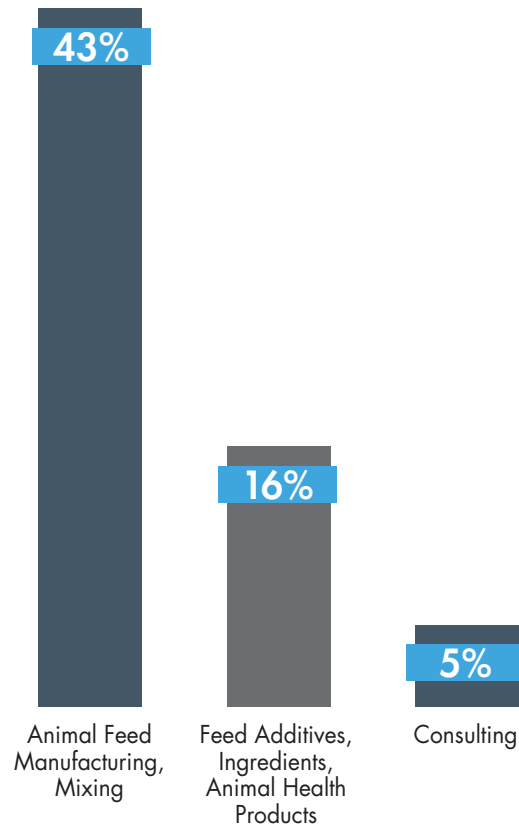
Feed Mill of the Future

Audience Engagement

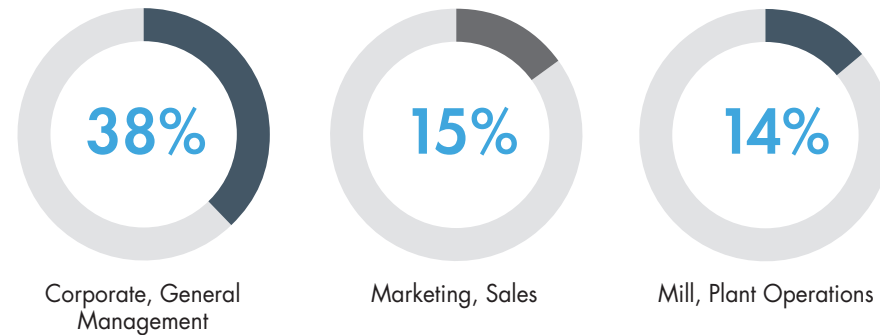


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Top industries served



Global reach to feed mill decision makers

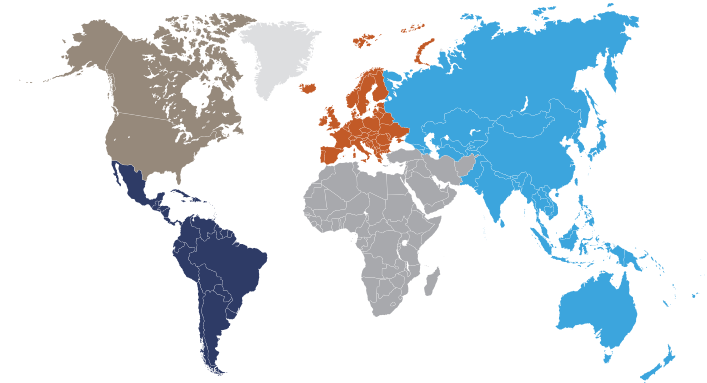
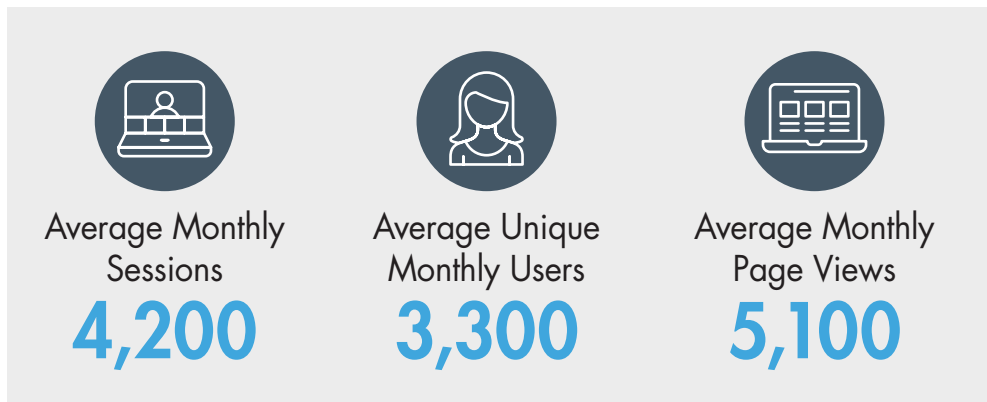
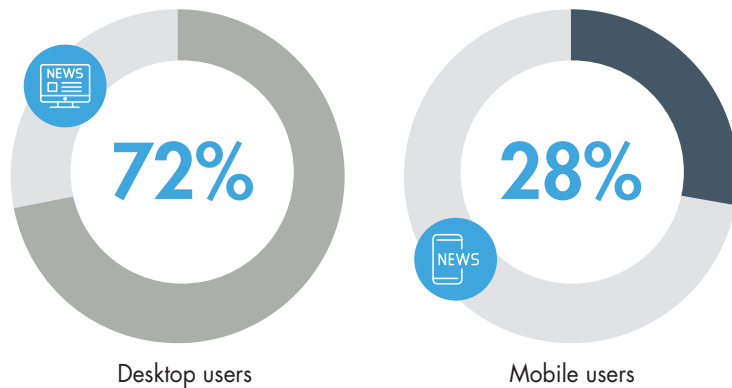


Feed Mill of the Future Website Engagement



FeedMilloftheFuture.com provides news, trends and analysis for the global animal feed industry and its supply chain. Feed Mill of the Future administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users



Global Region	% of Total Users
United States & Canada	39%
Asia & the Pacific	28%
Europe	21%
Mexico, Central America, South America	6%
Middle East & Africa	6%
TOTAL	100%



Feed Mill of the Future

Website Trending Content

Top Topics



Feed manufacturing technology



Formulation & nutrition



Sustainability



Automation



Energy efficiency



Top Viewed Articles

- ▶ Animal feed formulation software solutions
- ▶ How can artificial intelligence optimize animal nutrition?
- ▶ Drones offer labor-saving solution for grain bin inspections
- ▶ Predictions for the future insect protein market
- ▶ Watch now: Presentations from the 2024 Feed Mill of the Future Conference
- ▶ Feed Mill of the Future Conference registration opens
- ▶ How formulation software addresses feed industry sustainability needs [VIDEO]
- ▶ Gene editing to eradicate ASF? Startup trials show promise
- ▶ Notable AI developments and their impact on feed operations [VIDEO]
- ▶ AI optimizes production efficiency in feed mill control systems



Feed Mill of the Future Newsletter

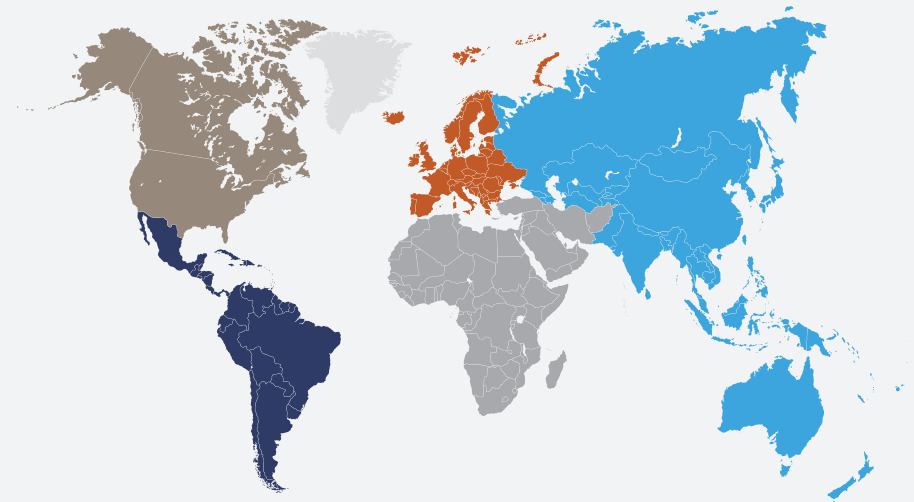


Newsletter Reach
23,700



Average Unique Open Rate
43%

Global Region	Total Qualified	% of Total
United States & Canada	13,300	56%
Asia & the Pacific	3,300	14%
Europe	2,600	11%
Mexico, Central America, South America	2,100	9%
Middle East & Africa	1,700	7%
Unknown	700	3%
TOTAL	23,700	100%



Due to user privacy features in Apple's iOS 15 launch, open rates for email newsletters have become inflated and should now be treated as a directional metric rather than an exact measure. For newsletters, the average unique open rate among Omeda's clients is 31.2%.



Feed Mill of the Future Newsletter Demographics



Subscriber Primary Businesses and Job Functions

	Grand Total	% of Total	Corporate/ General Management	Mill/Plant Operations	Marketing/ Sales	Purchasing	Consulting	Feed Safety, Quality, Regulatory	Farmer, Live Production	Nutrition, Veterinary	Academia, Government, Association
Feed manufacturer, mixer	9,375	40%	4,445	2,186	1,036	182	188	277	176	846	39
Grain elevator, cooperative	2,047	9%	921	869	215	3	6	5	3	23	2
Feed ingredients, animal health product manufacturer	2,378	10%	704	394	771	41	71	35	17	340	5
Feed distributor, import/ export, broker, retail	886	4%	358	50	267	69	61	14	10	47	10
Livestock/poultry production	3,130	13%	926	207	184	47	149	74	1,236	277	30
Consulting	1,344	6%	263	56	146	5	521	14	29	284	26
University, government, industry association	1,832	8%	88	44	25	5	69	25	16	327	1,233
Feed mill equipment, builder, supplier & other allied industries	2,708	11%	1,080	312	974	24	68	22	9	211	8
TOTAL	23,700	100%	8,785	4,118	3,618	376	1,133	466	1,496	2,355	1,353
			37%	17%	15%	2%	5%	2%	6%	10%	6%



Feed Mill of the Future Conference



The half-day Feed Mill of the Future Conference held annually at the International Production & Processing Expo (IPPE) in Atlanta, Georgia, USA, brings together leading feed industry experts to examine emerging feed mill technologies and processes that will impact animal feed manufacturing in the years ahead. Feed milling professionals will leave with a better understanding of how innovation and early adoption will help achieve their sustainability, productivity and profitability goals of tomorrow.



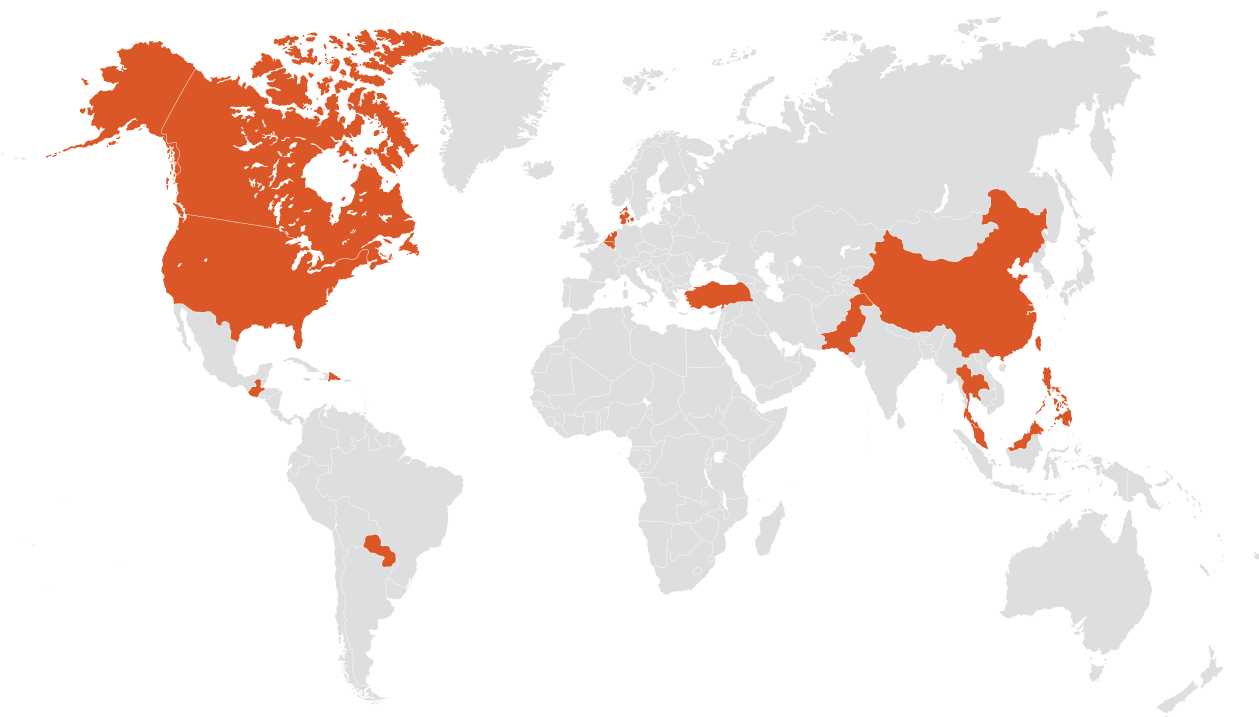
178 attendees* at the Feed Mill of the Future Conference 2024



Attendees from 17 countries and 4 continents



13 top feed and grain companies represented



Attendees from

- | | |
|--------------------|----------------------------------|
| Belgium | Pakistan |
| Canada | Paraguay |
| China | Philippines |
| Colombia | Saint Vincent and the Grenadines |
| Denmark | Taiwan |
| Dominican Republic | Thailand |
| Guatemala | Turkey |
| Malaysia | United States |
| Netherlands | |

