

# Audience Engagement Report

1st Half 2024



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# 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:

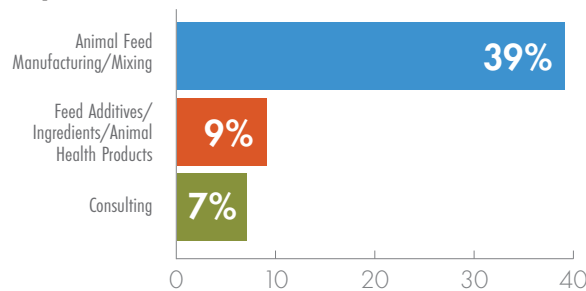
**32,200**



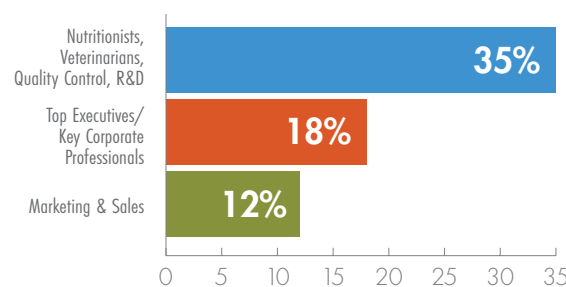
Geographical Reach:

**179 countries**

## Top industries served



## Global reach to feed mill decision makers



## Organizations That Engage

**Cargill**



## Feed Mill of the Future Website Engagement



Average Monthly Sessions:

**4,400**



Average Unique Monthly Users:

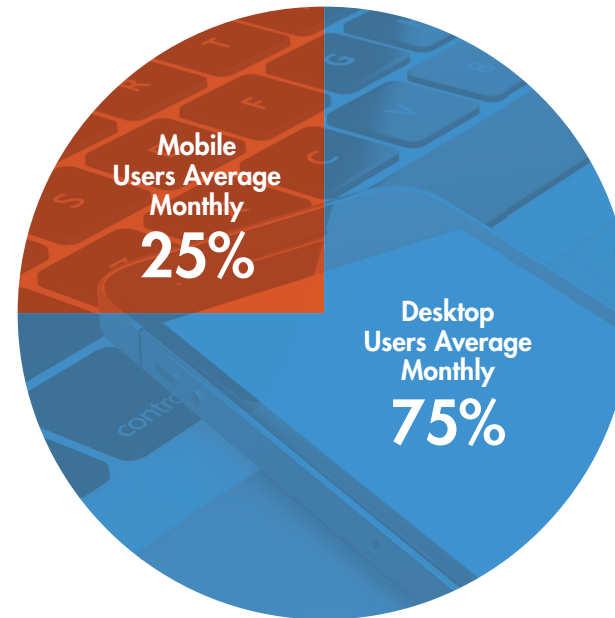
**3,500**



Average Monthly Page Views:

**5,300**

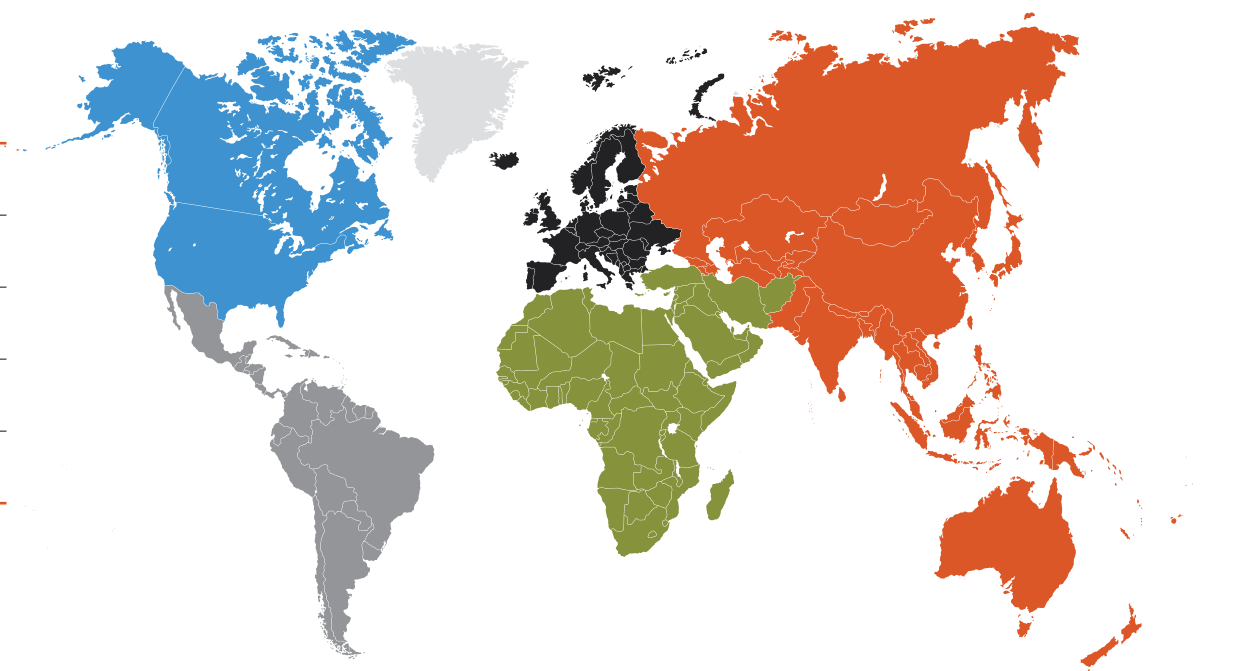
Desktop/Mobile Users Average Monthly:





# Feed Mill of the Future Website Engagement

Global Region	% of Total
United States & Canada	42%
Mexico, Central America, South America	19%
Asia & the Pacific	17%
Europe	15%
Middle East & Africa	7%
<b>Total</b>	<b>100%</b>



# Feed Mill of the Future Website Trending Content

## Top Topics



**Feed manufacturing  
technology**



**Sustainability**



**Automation**



**Energy efficiency**



**Biosecurity &  
feed safety**



## Top Viewed Articles:

- Animal feed formulation software solutions
- Feed mill automation's next-gen technologies [VIDEO]
- Novel alternatives take lead as future fishmeal replacement
- Breaking down barriers to a circular economy
- Predictions for the future insect protein market
- Mycelium-based protein breakthroughs shaping the future of food
- Leading-edge feed pelleting solutions
- Opportunities driven by sustainability management in the feed supply chain [VIDEO]
- 3 ways data-driven technology will benefit feed mills
- 7 NIR systems for feed manufacturers, producers



# Feed Mill of the Future **Digital Supplement**



Monthly Distribution:

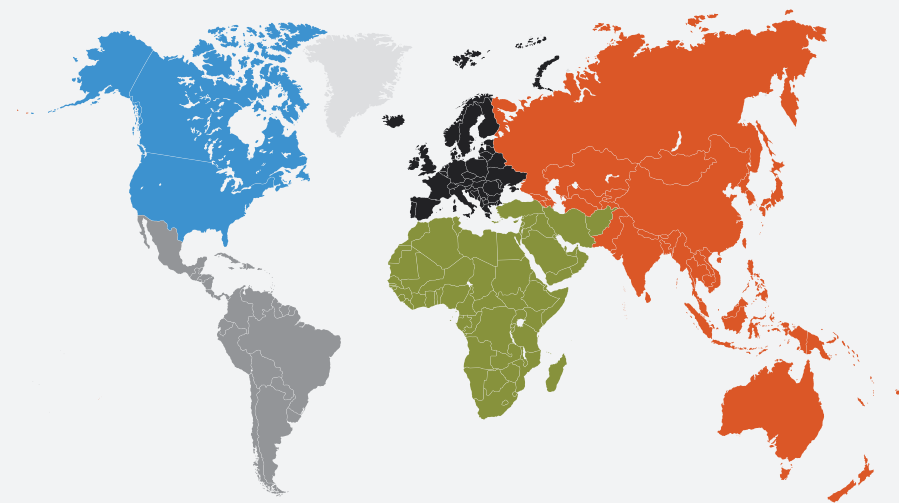
**28,700**



Average Unique Open Rate:

**40.7%**

Global Region	Total Qualified	% of Total
United States & Canada	15,500	<b>54%</b>
Asia & the Pacific	4,500	<b>15%</b>
Europe	3,600	<b>13%</b>
Mexico, Central America & South America	2,800	<b>10%</b>
Middle East & Africa	2,300	<b>8%</b>
<b>Total</b>	<b>28,700</b>	<b>100%</b>



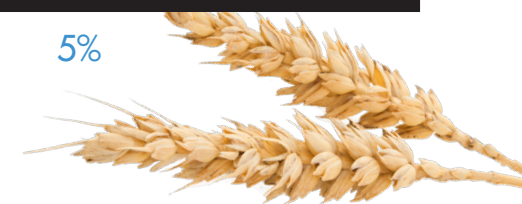
Due to user privacy features in Apple's iOS 15 launch, open rates for email newsletters have become inflated and should now be treated as a directional metric rather than an exact measure.



# Feed Mill of the Future Digital Supplement Demographics

## Subscriber Primary Businesses and Job Functions

Primary Business	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	4,886	2,394	1,321	208	199	308	193	912	39	10,460	36%
Grain elevator, cooperative	1,019	969	245	2	5	5	6	25	1	2,277	8%
Feed ingredients, animal health product manufacturer	883	544	1,226	58	103	66	33	483	4	3,400	12%
Feed distributor, import/export, broker, retail	489	78	421	120	79	21	18	76	9	1,311	5%
Livestock/poultry production	1,003	234	261	46	163	79	1,462	301	31	3,580	12%
Consulting	404	81	215	6	720	19	43	426	41	1,955	7%
University, government, industry association	96	49	38	5	74	29	18	354	1,368	2,031	7%
Feed mill equipment, builder, supplier & other allied industries	1,364	400	1,412	44	105	43	24	280	14	3,686	13%
<b>TOTAL</b>	<b>10,144</b>	<b>4,749</b>	<b>5,139</b>	<b>489</b>	<b>1,448</b>	<b>570</b>	<b>1,797</b>	<b>2,857</b>	<b>1,507</b>		
	35%	17%	18%	2%	5%	2%	6%	10%	5%		



# Feed Mill of the Future Conferences

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.



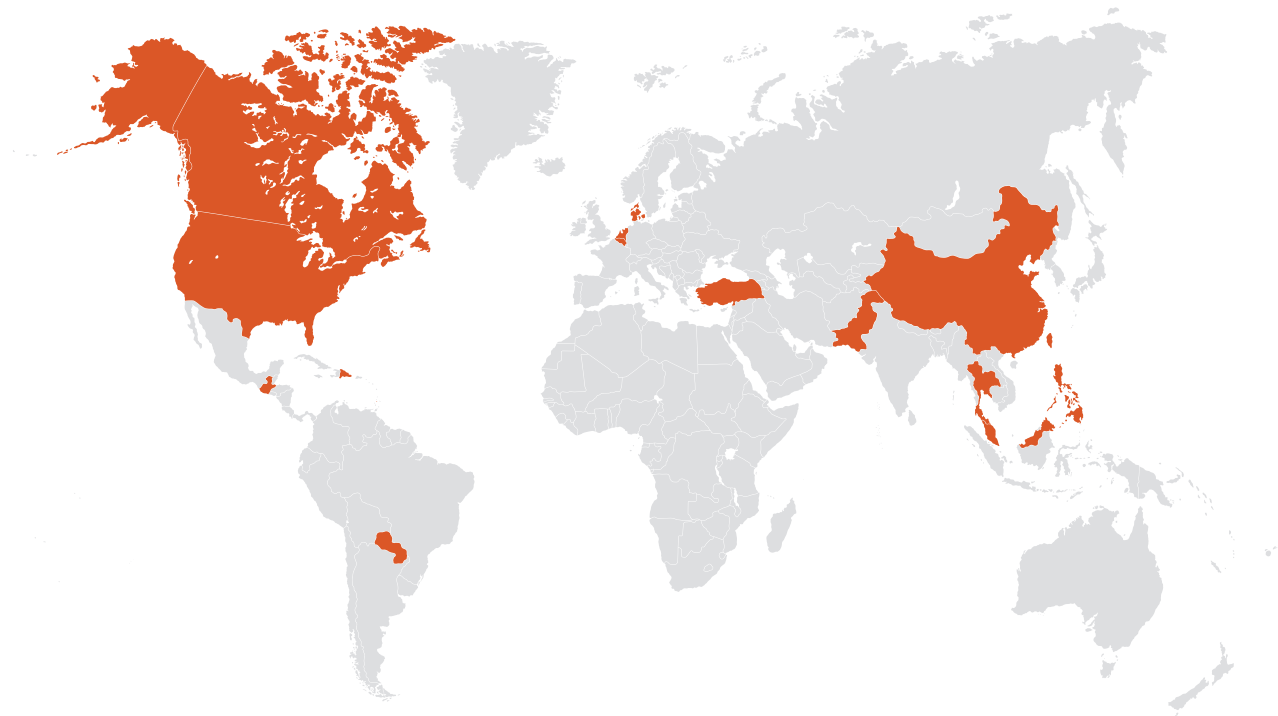
**178 attendees\*** at the  
**Feed Mill of the Future  
Conference 2024**



**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	

\*Room capacity: 180

