# Foreword

The Recent Advances in Animal Nutrition – Australia conference has run successfully every other year for the past 38 years. It is always a challenge to bridge the gap between animal species and to find topics and speakers of value to both academic and industry participants. The conference theme 'Tomorrow's Nutrition Today' was designed to cover current topics driving the meat and companion animal industry that will shape nutrition research and feed ingredient demand in the foreseeable future.

Consumer demand for meat is projected to double in the next 35 years driven by a more affluent and growing population. This challenge will require game changing innovations in efficiency. At the same time, the wants and needs of the consumer, demanding safe and traceable meat produced under the most humane conditions possible, will become more focussed. The industry needs to react positively and diplomatically to the consumer if we are to remain viable. Free range poultry production, group housing of sows, hormone free animal products, recognition of the carbon footprint of animal production, and animal feeds without meat meal, GMO ingredients or antibiotics are today's realities.

Many of these trends challenge the industry's notion of efficient meat production; however, they must be considered and embraced when developing research projects and products moving forward. Rapid feed ingredient analysis, feed processing to enhance digestibility, alternative formulation systems for poultry, estimating pasture intake and improving phosphorus and amino acid utilisation in ruminants are topics that are aimed at improving efficiency in various animal species while keeping consumer trends in mind. Nutritional aspects to enhance the health and well being of companion animals have also been covered and are important for the consumer. It is our sincere hope that readers of this special edition will gain information valuable to progress the development of knowledge in animal nutrition.

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