



NCERC at SIUE
Advancing Biorenewables Research



Illinois Corn
Marketing Board

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DDGS Nutritional Survey Results - The Coproducts Project



Summary

A survey was conducted to collect information for the Coproducts Project. The Coproducts Project is a joint initiative of the Illinois Corn Marketing Board and the National Corn to Ethanol Research Center at SIUE. The Coproducts Project seeks to provide consistent data on the nutritional components of Dried Distillers Grains with Solubles (DDGS) to industry professionals such as animal nutritionists, feed buyers, feed marketers, and other professionals who work with DDGS. The project is conducted by taking samples from Illinois Ethanol plants, analyzing the samples, and posting the results online at www.CoproductsProject.com.

The purpose of this survey was to collect data to gain a better understanding of the type of data and industry connections that DDGS industry professionals want and need. The survey provided Coproducts Project leaders with valuable data that will be utilized to better structure the Project to meet the needs of all those involved.

Survey Participant Information

Over a two week time period, 26 individuals completed the survey. A majority of survey respondents were animal nutritionists with 18 respondents within this category. Although, data also reflected the needs of others in the industry including two feed buyers, a DDGS marketer, two individuals that worked in research/laboratory settings, an individual who works in the supplement industry, and an individual who works in regulatory affairs. One survey respondent did not specify their role in the industry. Table 1.1 represents the survey participant data.

Profession	Number of Respondents
Animal Nutritionist	18
Feed Buyer	2
DDGS Marketer	1
Research/Lab	2
Supplements	1
Regulatory Affairs	1
Not Specified	1

Table 1.1

Nutritional Analysis

The survey asked participants to indicate what nutritional analysis information they need to know from the project to best fit their individual needs. The survey respondents indicated that the most important nutritional component information to be included in the Coproducts Project were crude fat and protein information. Twenty five participants indicated the importance of crude fat and 24 indicated the importance of crude protein. Other nutritional information that was found as highly important includes amino acids, fiber, and moisture contents, each receiving 22 responses. Toxins were also seen as an importance with 21 participants indicating toxins as important nutritional information. The yeast component was seen as less important with only 12 participants indicating that information as important. Table 1.2 below shows all of the

nutritional components ranked from most important to least important as indicated by survey respondents.

Nutrient	Number of Responses
Crude Fat	25 (96%)
Protein	24 (92%)
Amino Acids	22 (85%)
Fiber Content	22 (85%)
Moisture	22 (85%)
Toxins	21 (81%)
Yeast Components	12 (46%)

Table 1.2

Nine survey respondents identified other information they would like to see included in the project. Their suggestions are listed in the Table 1.3 below.

Suggested Nutritional Analysis to Include
Aflatoxins
Vomitoxins
Total Phytate
Oxidative quality of the fat in DDGs
Fatty acids
Minerals
Total Dietary Fiber
Sulfur
Lysine
Methionine
Hunter L Color Analysis

Table 1.3

Important Findings

How the Project Helps in Marketing/Buying DDGS

The survey asked participants to indicate how they feel the Coproducts Project can help them in buying and marketing DDGS. Twenty one respondents indicated that it would help to provide data on the compositional analysis of DDGS. Sixteen respondents indicated that providing data on a consistent monthly basis would better help them buy and market DDGS. Only five respondents wanted the Coproducts Project to help connect them directly with the DDGS producer. Two participants added additional comments stating the project was a useful initiative and that it is important to learn and understand industry concerns. These findings can be found in Table 1.4 below.

How the Project can Help in Buying/Marketing DDGS	Number of Respondents
Provides analyst data that allows me to be more educated on the product's compositional analysis	21 (80%)
Provide data on a consistent monthly basis	16 (61%)
Connects me directly with the DDGS producer	5 (19%)

Table 1.4

Data Access Fee Information

The survey also asked participants if they would be willing to pay a monthly fee to have access to the data from the Coproducts Project. Nineteen survey participants indicated the lowest and highest monthly fee they would pay for access to the information. The lowest amount recorded was \$0.00 and the highest indicated was \$50.00. The mean of the data is \$19.05. This indicates that a majority of respondents would be willing to pay around \$20.00 a month to have access to the Coproducts Project data. The data is outlined in Table 1.5 below.

Number of Respondents	Lowest Monthly Amount Indicated	Highest Monthly Amount Indicated	Mean
19	\$0.00	\$50.00	\$19.05

Table 1.5

Educational Gathering

Survey participants were asked if they would consider attending if a consortium of people was gathered to better educate the related industries to the DDGS market. Thirteen respondents indicated that they would be interested in attending, ten respondents indicated that they would maybe be interested, and three respondents were not interested in attending. This data is outlined in Chart 1.1 below.

Interest in DDGS Education Gathering



Results

Chart1.1

Overall the survey was highly successful at gaining more information on the needs and wants by those in the DDGS industry. They survey was represented by a variety of individuals in the DDGS industry, with most of the individuals working in the area of animal nutrition. The survey indicated that crude fat and protein are the most important data industry professionals are looking for. Respondents also suggested an abundance of data that they would be interested in seeing in the Coproducts Project. Most of the participants would like to be provided with data on the DDGS compositional analysis and at a consistent monthly basis. The survey also determined \$20.00 as a suggested monthly fee for access to the data. Most survey respondents were also interested in creating an educational gathering to better understand the industries related to DDGS. They survey provided the leaders of the Coproducts Project with valuable information that will now be utilized to improve the project to meet the industry needs.

Recommendations

How to Better Serve the Audience

- Provide key compositional information on the DDGS that was indicated in the survey
- Provide consistent monthly data
- Create an educational workshop/conference on DDGS information for those who are interested
- Provide data based on a monthly subscription fee. Or provide a standard data sheet that is accessible for free, which could be the data points we are already testing for. Then offer additional relevant data (such as the data suggested in the survey) and charge for a premium subscription to have access to this additional data. Or we could also provide a recipient-based membership and charge an annual fee for access to all data.

Marketing the Project

- Focus marketing on the specific DDGS content information that will be given as a part of the project (especially crude fat and protein percentages)
- Market when new information would be available
- Create an email list or small newsletter to provide updates and potentially survey results to those who provided contact information
- Market potential educationally opportunities on DDGS to correspond with the Coproducts Project information