Challenges and Opportunities with the Media, Old and New

National Renderers Association
January 29, 2016

Kay Johnson Smith
President and CEO
OUR MISSION

The Alliance **MONITORS** animal rights activist and other detractor groups and **ENGAGES** proactively in those same spaces.
IT’S ABOUT BRINGING EVERYONE TO THE TABLE FOR GOOD.
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National Turkey Federation
Texas Cattle Feeders Association
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United Soybean Board
U.S. Poultry & Egg Association
FACTORS INFLUENCING CONSUMER TRUST AND CONFIDENCE
ACTIVIST RIGHTS MOVEMENT

$500+ Million Annually

(Animal Agriculture Alliance, 2014)

[Diagram showing connections between various activist organizations and individuals]

Activist Web
Animal rights organizations are strategically connected in many ways, including personnel and financial support.

Names listed represent individuals collaborating with two or more activist groups.

$ $$$ = Financial assistance

Prepared by: Animal Agriculture Alliance
Contact | Engage | Protect
Our Approach

We are on the frontlines fighting to protect farmed animals. From factory farms to corporate boardrooms, courts of justice to courts of public opinion, Mercy For Animals is there to speak up against cruelty and for compassion.
PRESSURE ON RETAILERS/BRANDS

Activists in the Boardroom:
How Advocacy Groups Seek to Shape Corporate Behavior

Tom Price

Introduction by Douglas G. Finkham
President, Public Affairs Council
“To end animal agriculture the movement has to drive down demand and raise the costs and people will stop purchasing so much meat, thus bringing an end to the industry.”

- Patrice Jones, Vine Sanctuary
  2013 Animal Rights Conference
ACTIVISTS TARGET CONSUMERS, CUSTOMERS, POLICY MAKERS, INVESTORS TO DRIVE A WEDGE BETWEEN AG & THEM TO CREATE DISTRUST
Why Should You Care?
Rendering and Pet Over Population

Rendering is not only the result of the farm animal and restaurant industries; it is clearly the consequence of the companion animal overpopulation crisis. Millions of dogs and cats are euthanized in shelters across the county each year. In cities across the North America healthy companion animals are being euthanized and “disposed of” in rendering facilities. These dogs and cats not only endure a lonely shelter life but also suffer the horrible indignity of being rendered.

So long as animals are raised for food and unwanted companion animals exist rendering will continue.
Animals In Print
The On-Line Newsletter
May 26, 2013

The Secret Horrors and Products of Rendering Dead Animals

Ever wonder what happens to the dogs and cats that don’t get adopted at shelters? Ever wonder what happens to the squirrels, rats, etc. that are exterminated from homes and other properties because they are a “nuisance”? Or road kill wildlife? Did you ever think what your dog and cat are really eating? The following article is shocking… but true, the real eye opener everyone should know.....

What is RENDERING?

Photo: Grinding Process
Where in the hell is a dairyman to turn when he suddenly finds himself the not-so-proud owner of an unending pile of cow corpses? After all, there probably aren’t too many cow-sized carpets readily available to perform a Mafia-like roll and toss, and there sure aren’t enough Harvey Keitels out there to get the job speedily done.

It only makes sense that the loss of 30,000 dairy cows is going to have some serious implications on not only the region’s dairy industry, but also on its supply of milk.

Farmers must either pay for a rendering service to deal with the corpses or they must bury and compost the cows themselves on their own land. Rendering companies pick up the dead cows and then convert the corpses into useable byproducts.
WHERE TO START

Advance Planning

- Work with Suppliers to Find Solutions to Potential Problems
  - Look at your business from outsider’s perspective; identify vulnerabilities
  - Implement Management Programs
  - Be a good steward and a good neighbor

- Conduct Regular Self-Evaluations and 3rd Party Audits

- Hold employee briefings to ensure all employees know your policies and how to respond to “tough questions” to be your best communicators
Build Relationships To Enhance Knowledge of Issues

- Get to know your customers – before you need them to know you to ensure strength of your partnership
- Get to know your legislators (local, state and national) – before you need them (yours & those in urban districts)
- Get to know your local law enforcement officers – ensure they know your business, your culture and your care
- Get to know local media
- Become media trained and be willing to talk to media to help explain complex issues
- Engage and support your local community and business clubs
Be Ready!

Prepare in advance your communications plan

- Develop and Coordinate Messages on Sensitive Issues
- Designate one spokesperson and ensure all employees know
- Contact customers immediately in cases of emergencies
- Be honest with media and other inquiries
- Support your customers in times of crisis
- If problems/videos are internal, investigate immediately and hold employees accountable, if appropriate
- Take actions to prevent problems in the future
- Keep public/customers up-to-date on your actions
PROACTIVE COMMUNICATIONS

Be Transparent – Take Away the Mystery

- Have an online presence: Website, Facebook, Twitter, YouTube
- Provide videos of the benefits of rendering
- Participate in online venues to help answer questions consumers have about the importance of rendering such as Reddit’s AMA (Ask Me Anything)
- Follow bloggers to potentially engage
- Write your own blog and build a following
Engage Online

Recycled Energy Development: Recycling Energy with...
www.recycled-energy.com/
Recycled Energy Development captures energy that's normally wasted and ... Read RED's blog. ... Find the latest news and info on recycled energy and chp.
Jobs - Eastman Business Park - Who RED is - Contact Us

Facts About Capturing & Recycling Waste Energy | RED
Did you know that energy recycling contributes to the country's energy security and helps reduce greenhouse gas emissions? Did you know that energy recycling can help reduce the amount of waste sent to landfills? Did you know that energy recycling can help reduce the amount of waste sent to landfills?

Recycling in America: In the News
www.aecon.com/blogs/[...]/2015/04
Apr 22, 2015 - Some big companies want to use renewable energy, but that ... requires 95% less energy and creates less pollution. The trend is named after Alexis de Tocqueville's study of the United States.

Landfilling, Waste to Energy,
www.energyblogs.com/.../Landfilling
blogs.dw.com/globalideas/tag/recycling
More DW Blogs DW.COM ... Search Results for "recycling" - recycling one ton of ... I invite you to participate in the process.

Saving Energy by Recycling
www.buildinggreen.com/blogs/saving-energy-by-recycling
Jun 23, 2010 - Saving Energy by Recycling - Saving Energy by Recycling from recycling one ton of ... I invite you to participate in the process.

#AgVocate Sale for the 2015 Cultivate & Connect Conference
The 2015 Cultivate & Connect conference is scheduled for November 9-10, in Nashville, TN. The AgChat Foundation strives to bring farmers, ranchers, agribusiness professionals and educators the best of the best in agvocacy training and presenters. This year's conference will continue to offer expertise and relevant information pertinent to making meaningful connections in social media... [Continue Reading]
SHARE YOUR STORY
PUT A FACE ON AG

Our Story:
You're invited to connect with Valley Proteins today.

At Valley Proteins, we take pride in providing prompt, reliable service in the recovery and recycling of restaurant greases and animal by-products. Serving a seventeen-state area from New York to Georgia to New Mexico, we provide efficient recovery services.

For three generations, Valley Proteins has specialized in the recycling of restaurant grease and animal by-products. Through our advanced rendering technology and state-of-the-art conversion facilities, we are committed to creating a cleaner environment.

Valley Proteins is your best source for high-protein, high-energy feed ingredients that replenish our global food supply. Made from the freshest raw materials, we provide nutritious, quality feed fats and protein meals for superior animal feed and pet foods.

Our strong commitment to a sustainable future leads Valley Proteins in the research and development of clean energy alternatives. As a pioneer in the utilization of animal fats as bio-fuels for boilers, we set the standard in providing innovative alternatives to...
Animal Ag Alliance Initiatives
To Support Your Efforts
a daily pinch

City Girl Country Girl: Getting Piggy With It {Part 2}

November 11, 2014 by Lisa Leave a Comment

Sharing is caring!

Part two of my series on pork production in the US. This was a press trip provided by the National Pork Board and the Animal Agriculture Alliance.

We last left off with breeding pigs, or rather, how they’re bred. I had planned on having this post up the next day, but I needed more time to process this series and now

Over 20 million views or impressions
SOCIAL AND TRADITIONAL MEDIA ENGAGEMENT

Animal Agriculture Alliance

Check out this MythsBustMonday regarding beef cattle!

Myth: Cattle and other livestock are the primary contributor to greenhouse gas emissions.
Fact: The U.S. Environmental Protection Agency (EPA) reports that meat production contributes 2.1% of annual greenhouse gas emissions. Not only is it a small percentage, but America’s farmers and ranchers are continually looking for ways to decrease their footprint. When compared with beef production in 1977, a Washington State... See More

Real Farmers Real Food

Agriculture and science: two peas in a pod

Science was always my favorite subject in grade school and during my undergraduate career. My favorite class in college was biology and despite the stress level, I found chemistry to be fascinating and I loved the challenge. Was it always easy? Of course not – it was science, and its level of difficulty was one of the many reasons I ultimately decided to change my major from pre-vet to agricultural communication. I understand that science can be confusing and at times make you want to pull your hair out, but at the same time it is such an important part of life that everyone should have a basic understanding of scientific concepts.

I believe that one reason people are so skeptical and even dismissive of science today is because they don’t understand basic science – and many don’t seem to be willing to take the time to understand something new. It’s not required of them.

Real Farmers Real Food

#TriviaTuesday

Aquaculture has grown tremendously since the 1970s. How much more fish was produced using aquaculture in 2012 than in the 1970s?

Hint: We are looking for a percent increase!

WhyWednesday

Why are farmers good stewards of the environment?

Farmers are taking steps to increase sustainable practices every day. For example, some dairy farmers across the country are installing devices called anaerobic digesters to make cattle manure useful. An 1,800 cow dairy farm using anaerobic digesters can produce 8,000 megawatts of renewable energy per year!

Source: Cornell University

ThrowbackThursday

“I want to be part of the conversation about where food comes from...all agricultural products are raised in a wholesome manner and are safe.”

- Lauren Schlotthauer, CAO alum 2014
Thanks to our 2015 Sponsors:

Tyson Foods Inc.
Dairy Management Inc.
United Soybean Board
National Turkey Fed.
National Pork Found.
Belstra Milling
OH Poultry Federation
“Undercover” Video Monitoring

Legislative Monitoring
HIRING AND SECURITY ADVICE

The activist tactic of obtaining illicit employment in order to obtain video intended to malign the reputation of farmers and ranchers is becoming increasingly common. While animal abuse in any shape or form is never condoned by the agriculture industry, activists use highly-edited images of violence and neglect to prey on the emotions of the public. Use the resources within this section to help be vigilant in your hiring process and employee management.

KNOWN ACTIVIST PROFILES

Use this section to search for known activists in your area. Do you have an activist to report? Contact us.
Other Alliance Member Resources
THANK YOU

“By implementing out-of-the-box ideas, we engage with influencers and shield our members from the whispers of misinformation.”

www.AnimalAgAlliance.org

Join Us!

Animal Agriculture Alliance

Securing Animal Agriculture’s Future: Action, Please!

ACTION PLEASE 2016

May 5-6, 2016
Arlington, VA

Register for the 2016 Stakeholders Summit!
The Summit is returning to the Washington D.C. area for 2016.

www.AnimalAgAlliance.org