OUR MISSION

BRIDGING THE COMMUNICATION GAP BETWEEN FARM AND FORK
BOARD OF DIRECTORS

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Farm Journal Media
Genus- PIC/ABS
Hy-Line North America
Merck Animal Health
Morning Fresh Farms
New Mexico State University
Potash Corp.
Smithfield Hog Production
Zoetis

American Farm Bureau Federation
American Feed Industry Association
American National CattleWomen
American Sheep Industry Association
American Veal Association
Iowa Soybean Association
Dairy Management Inc.
National Cattlemen’s Beef Association
National Chicken Council
National Pork Board
National Pork Producers Council
National Turkey Federation
North American Meat Institute
Texas Cattle Feeders Association
U.S. Poultry & Egg Association
United Egg Producers
United Soybean Board
The future of your livelihood is under attack by activist groups who want to end animal agriculture.
A SEGMENT OF CONSUMERS ARE HUNGRY TO LEARN MORE ABOUT WHERE THEIR FOOD COMES FROM…

But unfortunately they are frequently getting answers from activist organizations rather than farmers.
Chickens Used for Food | PETA
https://www.peta.org/issues/animals-used-for-food/factory-farming/chickens/
In the United States, approximately 7.5 billion hens are used for their eggs. They are housed in massive, windowless sheds that receive their food—mainly by-products of meat and dairy production—through a conveyor belt system that moves it onto metal trays. The trays slide into the shed, and the hens peck the food from the trays. The hens are kept in these conditions for their entire lives, which is about 27 weeks. This is less than the natural lifespan of a chicken, which is about 60 weeks. The Hidden Lives of Chickens: The Story of Factory Farming

The Chicken Industry | PETA
https://www.peta.org/.../fa
Chickens raised for their flesh—a product of animal husbandry—have a much shorter life than hens raised for eggs. They are kept in small groups, where each bird is often unable to move, and they are then transported via truck to processing plants. The meat chickens are raised to be as large as possible in the shortest amount of time, and they are usually killed within 8 to 12 weeks. The Hidden Lives of Chickens: The Story of Factory Farming

Chickens – Farm Sanct
https://www.farmsanctuary.org
The lifespan of an industry chicken is 1–2 years. Hens are considered a Humane Slaughter Act, a federal before slaughter.

Factory-Farmed Chickens
advocacy.britannica.com/.../t1
May 14, 2007 - Excrement falls flat on the problem as in the broiler houses, hens are deprived of the ability to move around. The cage for collection.

If consumers knew how
Apr 24, 2016 - The impact of many eggs also come under scrutiny once people decide to become vegans. They are deprived of the ability to move around. The cage for collection.

Poultry farming - Wikipedia
https://en.wikipedia.org/wiki/Poultry_farming
Poultry farming is the process of raising chickens and other poultry for the purpose of farming meat, eggs, and other products.

Rendering (animal products) - Wikipedia
Rendering is a process that converts waste animal tissue into stable, value-added materials. The rendering process yields a fat commodity (yellow grease, choice white grease, bleachable white grease, etc.) and a protein meal (meat and bone meal, poultry byproduct meal, etc.). Process variations - History - Advantages and...

[PDF] Meat Rendering Plants - EPA
Meat rendering plants process animal by-product materials for the production of tallow, gizzard, liver, and high-protein meat and bone meal. Plants that operate in conjunction with animal slaughtering and poultry processing plants are called integrated rendering plants.

A rare look inside a rendering plant; shocking first hand account...
www.poisonedpets.com/a-rare-look-inside-a-rendering-plant/
Dec 21, 2010 - Rarely do we get a first hand account of the secret world behind the walls of the meat rendering plants where animal feed and pet food ingredients are made, giving us a glimpse inside the world of animal waste recycling (or rendering) to see why the ingredients made there could be potentially harmful to American pets.

The Rendering Process | About | National Renderers Association
www.nationalrenderers.org/about/process/
Every year, the North American rendering industry recycles approximately 59 billion pounds of perishable materials generated by the livestock and poultry feed, candle and soap making, and pet food industries.
ANIMAL RIGHTS IN THE USA – ‘70S, ‘80S, ‘90S
ANIMAL RIGHTS IN THE U.S. TODAY

“The way for farm animals to be happy would be to stop eating them.”
- Josh Balk, HSUS, Compassion Over Killing

“Eating meat is unethical.”
- Bruce Friedrich, The Good Food Institute, Farm Sanctuary, PETA

“Nothing is more important than promoting veganism.”
- Paul Shapiro, HSUS, Compassion Over Killing

“The way for farm animals to be happy would be to stop eating them.”
- Josh Balk, HSUS, Compassion Over Killing
“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
Themes from this year’s conference:

• To stop using the term "factory farming" because farms of all sizes are bad
• Animal welfare is not the end game, animal rights is
• Speakers compared the animal rights movement to other successful social justice movements
• Speakers acknowledged a lack of diversity and inclusion within the movement
• They will never stop pressuring restaurants and retailers
• Breaking the law is worth it in the name of animal rights
• Extreme protesting and disruptions are encouraged
ANIMAL RIGHTS MOVEMENT

$500+ Million Annually

Animal Rights Activist Web

Leah Garcés

Leah Garcés

COMPASSION in world farming

Vegan Outreach

Carnivores for Pastures Poultry

MERCY FOR ANIMALS

Nora Kramer

In Defense of Animals

FFac

Factory Farming Awareness Coalition

Animal Welfare Institute

Josh Balk

Paul Shapiro

Animal Legal Defense Fund

Frank Reese

L.J. Turnano

Compassion over Killing

Jon Camp

T.J. Turnano

the humane league

(Formerly known as Hugs for Puppies)

PeTA

Michael Budke

L. Piescotti

K. Middelton

Alex Bury

PeTA

PeTA

PeTA

$333

$88

$8

Sarah McMillan

Audrey Peetlee

Deborah Peets

Bernard Rollin

Nancy Perry

Neil Barnard

Richard Patch

Audrey Peetlee

Jacque West

Karen Medicus

Stacy Siegel

Animal Agriculture Alliance (2016)
ANIMAL RIGHTS ACTIVISTS TARGET CONSUMERS, CUSTOMERS, POLICY MAKERS, INVESTORS

Reasonable majority is here

Antagonists

You are here

Antagonists are there
Activist groups work to ensure that what consumers see in the media and hear from friends and influencers is negative.

They are able to do this because consumers and influencers (dietitians, doctors, bloggers, chefs, etc.) do not have any personal experience with or knowledge of animal agriculture.
KEEP IN MIND

Dunning-Kruger Effect

Unskilled and unaware of it: how difficulties in recognizing one's own incompetence lead to inflated self-assessments

TACTICS

- Pressure on retailers & restaurants
- Pressure on investors
- "Undercover" videos
- Ballot initiatives
- Food/health scares
- Protests, disruptions, violence
- Lawsuits & FTC complaints
- Legislation & regulation
- Celebrity activists
- Religion
- Social media
- Youth, schools & college campuses

Youth, schools, & college campuses
Increasingly, animal rights extremists are targeting farms and processing plants with "undercover" video. These highly edited images are distributed to the media or posted on YouTube to influence public opinion and fundraise. In many cases, the activist videographer has left employment weeks/monts before the videos are released, without having notified the farm owners or managers of any animal care concerns. These videos do not accurately reflect the animal care practices of today's farms.

**Latest Activist Campaigns**

**Mercy For Animals** targets Hormel with undercover footage from an Oklahoma pig farm.

**Compassion Over Killing** targets Walmart and Kroger with undercover footage from a sheep processing plant in California.

**Direct Action Everywhere** targets Whole Foods and the National Turkey Presentation with undercover footage from a Pennsylvania turkey farm.

**Direct Action Everywhere** targets Costco with undercover footage from a California egg farm.

**PETA** targets Harris Teeter and Whole Foods with undercover footage from an Indiana duck farm.

**Compassion Over Killing** targets Tyson Foods with undercover footage from a Virginia chicken farm.
VIDEOS USED TO TARGET

BRANDS

RETAILERS

RESTAURANTS

INVESTORS

Animal Agriculture Alliance
Connect | Engage | Protect
animalagalliance.org
“When it is time to launch the campaign, find a vulnerable target, prepare everything for at least a few weeks and then assemble an overwhelming force to utilize from day one.” – David Coman-Hidy, The Humane League
Food Safety News

Humane Society Files Complaint with FDA Against Costco Supplier

The Humane Society of the United States has filed legal complaints with the U.S. Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) alleging that Hillandale Farms, a Costco egg supplier, has deceived consumers with its poor animal welfare standards and "filthy" egg and unsanitary conditions.

Brad Pitt has a major grievance with Costco

Actress Brad Pitt just shared a major grievance he has with one of the nation's largest retailers, Costco.

The company has received a lot of negative media attention lately for...
<table>
<thead>
<tr>
<th>Month</th>
<th>Companies</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>Qdoba, Burger King, Tim Hortons, Jack in the Box</td>
<td>2016</td>
</tr>
<tr>
<td>September</td>
<td>PROGRESSO</td>
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<td>August</td>
<td>Wendy's, Dickey's Barbecue Pit</td>
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<td>May</td>
<td>Pizza Hut</td>
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<tr>
<td>April</td>
<td>TACO BELL</td>
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</tr>
<tr>
<td>December</td>
<td>Papa John's</td>
<td>2015</td>
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<tr>
<td>October</td>
<td>Noodles, Subway</td>
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<td>March</td>
<td>McDonald's</td>
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<td>Chick-fil-A</td>
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<td>Culver's</td>
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<td>Panera Bread</td>
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<td></td>
<td>Whole Foods</td>
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<td>2002</td>
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RESTAURANT/RETAIL/FOODSERVICE ENGAGEMENT
"The animal rights movement needs to share its message because it is also God’s message," “today’s food system (and eating animals) goes against God,” - Suzy Welch, author and TV commentator, 2016 HSUS Taking Action for Animal Conference
HOW DO WE MAINTAIN SOCIAL LICENSE?
Communications and transparency are key in maintaining customer and consumer confidence.

Crisis management, communications, and advocacy must become part of your business plan.
PROTECTING YOUR BRAND

• Form an animal welfare advisory group made up of veterinarians, animal scientists and other experts.

• Create an animal welfare statement that reflects your company’s commitment to supplying customers with options that match their values and budgets.

• Build relationships with suppliers and make sure your customers know that your products are produced ethically and safely.

• Encourage your suppliers to have 3rd party audits.

• Spend a day on the farm! Encourage executives and marketing/PR teams to visit suppliers.
PROTECTING YOUR BRAND

• Prepare to be targeted by an activist group – how will you respond or not respond?

• Work throughout the value chain (suppliers, investors, etc.) to ensure an understanding of issues.

• Make sure all staff (executives, procurement staff, marketing/PR) are on the same page of how to handle these issues.

• Refer all animal welfare questions/concerns to your advisory group.
PROTECTING YOUR BRAND

• Be prepared for potential protests or disruptions.
• Build relationships with local law enforcement to make them aware of potential disruptions to ensure efficient and appropriate actions are taken if necessary.
• Secure facilities.
• Be media prepared and assign key spokesperson(s) – corporate and locally, as appropriate.
• Hold violators accountable.
Transparency pays off for Cargill on "Oprah"

Published Feb. 24, 2011 | Discuss this article on Facebook

This article has 0 comments

Buckeye Farm News

When one of the nation’s largest meatpackers opened its beef slaughter plant to a camera crew from The Oprah Winfrey Show, few were predicting the company would earn a pat on the back from a leading food system critic and positive words from Winfrey herself.

The Feb. 1. episode of the afternoon talk show, which reaches millions of viewers, documented Oprah Winfrey’s challenge to her staff to adopt a vegan diet (no animal products) for a week.
SHARE YOUR STORY
PUT A FACE ON ANIMAL AG & MAKE EMOTIONAL CONNECTIONS
PROACTIVE COMMUNICATIONS & PROFESSIONAL CULTURE

Cooper Farms C.A.R.E.S.
COMPREHENSIVE ANIMAL RAISING AND ENVIRONMENTAL SYSTEMS

At Cooper Farms, being responsible caretakers of our animals and land is always at the forefront.

We continue to strive for better, more sustainable production practices and constant improvements for the utmost care of our animals.

Animal Care
Since 1938 Cooper Farms has taken the lead in safe and humane environments for our animals. Over the years, Cooper Farms has grown and diversified. From raising only a handful of turkeys in 1938, to starting a small hatchery, today the company not only raises turkeys, but also raises hogs as well as chickens for table eggs. Cooper Farms

Biosecurity at Cooper Farms
Prevention is the foremost goal of our biosecurity program. Our controlled environments reduce the threat of disease-causing agents from entering our farms and affecting our animals. Our turkey and hog breeding farms require workers to shower in and out, while growing farms require special garments prior to entry. Entry to all farms is restricted with signs prominently displayed. To further reduce the risk

Environmental Care
Cooper Farms is proud of our long tradition of environmental stewardship. It is our continuing goal to provide the best products while incurring the least environmental impact on surrounding farms, waterways and communities.

Our Certified Livestock Management staff is expertly trained by the Ohio Department of Agriculture. We encourage our family farm producers to develop a Comprehensive Nutrient Management Plan for proper distribution of animal waste. A sophisticated distribution system for animal wastewater applies the correct
PROACTIVE COMMUNICATIONS

COMMUNITY ENGAGEMENT
TELL YOUR SUSTAINABILITY STORY

There’s more to a cow than milk and steak!

There’s more to pigs than...

- Buttons
- Antifreeze
- Candles
- Fine bone
- Chinaware
- Rawhides
- Shoes
- Insulation
- Water filters
- Glass
- Floor wax
- Cortisone
- Plaisman
- Blood fibrin
- Heart valves
- Estrogen
- Insulin
- Glue
- Washing powder
- Paper
- Oil polish
- Mineral
- Fiber softener
- Burn dressings
- Pepsin
- Oxytocin

Animal Agriculture Alliance
2017 REPORT
ADVANCES IN ANIMAL AG
STRIVING FOR CONTINUOUS IMPROVEMENT
ONE-THIRD OF MILLENNIALS SAY THEY LIKE A BRAND MORE WHEN THE BRAND USES SOCIAL MEDIA
PROACTIVE COMMUNICATIONS
SOCIAL MEDIA ENGAGEMENT

a daily pinch

City Girl Country Girl: Getting Piggy With It (Part 2).

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 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...
STAKEHOLDERS SUMMIT

Protect Your Roots

May 3-4, 2018 | Arlington, VA

Topics:

• Sharing your roots
• The future of food retail
• Advances in animal welfare
• Antibiotic use: where are we and where we’re going
• Lessons learned on activism

www.AnimalAgAlliance.org/Summit
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Blog: Animal Ag Engage,
www.animalagengage.wordpress.com
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THANK YOU!