SECURING THE MEAT INDUSTRY’S FUTURE

Protecting Against Activist Threats

Animal Care & Handling Conference
October 19, 2017

Hannah Thompson-Weeman
Vice President of Communications
OUR ROLE

IT’S ABOUT BRINGING EVERYONE TO THE TABLE FOR GOOD.
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American Feed Industry Association
American National CattleWomen
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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
Why do we exist?

The future of animal agriculture is under attack by activist groups who want to end the industry.
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.
KNOW THE OPPOSITION
ANIMAL RIGHTS IN THE USA – ‘70S, ‘80S, ‘90S
Animal Rights Activist Web

**ANIMAL RIGHTS IN THE USA – TODAY**

$400+ Million Annually

**Animal Rights Activist Web**

- Leah Garces
- Jon Camp
- T.J. Turnassee
- Frank Reese
- Suzanne McMillan
- Audrey Perdue
- Deborah Press
- Bernard Rollin
- Ed Sayres
- Stephen Zawistowski
- Nancy Perry
- Neal Barnard
- Richard Patch
- Audrey Perdue
- Jaque West
- Karen Medicus
- Stacy Seagal
- Bruce Friedrich
- Johnathon Safran Foer
- L. Prescott
- Michael Budkie
- Andrea Gunn
- Rachel Huff Wagenborg
- Wayne Pacelle
- Michael Markarian
- Heidi Prescott
- Pierre Grズbowski
- J.P. Goodwin
- Michael W. Fox
- Andrew Rowan
- Mark Glover
- Andrew Rowan

**Web Key**

- Project collaboration
- Flow of personnel/money
- Financial assistance

**Name**

- Individual on staff level collaborating with two or more activist groups.
- Contract employee/volunteer collaborating with two or more groups; is staff with new group.
- Individual with biological or marriage relationship with staff member of activist group.

**Prepared by:**
Animal Agriculture Alliance

(Formerly known as Hugs for Puppies)

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

You are here

Reasonable majority is here

Antagonists are there
Animal Agriculture Under Attack

- Pressure on Retailers Restaurants Brands
- Purchasing Stock Investors
- Undercover Employment Videos
- Food /Health Scare
- Legislation Regulation
- Ballot Initiatives
- Religion
- Violence Terrorism
- Lawsuits & FTC Complaints
- Celebrity Activists
- Humane Education
- Youth/ College Campuses
- Social Media
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CURRENT HOT TOPICS…

• Antibiotic use
• Broiler chickens (growth rates)
• Animal ag & the environment
• Nutrition & public health

A Humane Nation
Wayne Pacelle’s Blog

Factory farms spawn immense suffering, and also immensely dangerous superbugs?

May 27, 2016  3 Comments

America is facing a real crisis in regard to antibiotics resistant infections, and factory farming is one of the main reasons.

Factory Farms, Fouled Waters

How Industrial Livestock Operations Pollute Illinois Rivers, Lakes and Streams

WELFARE ISSUES FOR MEAT CHICKENS

Approximately 70 percent of chickens raised for meat globally are raised in intensive farming systems. This includes the majority of chickens in the US, UK, and Europe, as well as rapidly increasing numbers in developing countries.

Intensively farmed chickens are bred to reach their slaughter weight in about six weeks. This is less than half the time it would take traditionally. Their short lives are often spent in overcrowded sheds with no access to the outdoors.
“Knowing that change is needed at all levels, we also advocate for reform at the corporate and institutional level through hard-hitting animal welfare campaigns targeting specific companies. From Starbucks to Philadelphia’s public school system to every major foodservice company, we achieve major victories that reduce meat consumption and spare millions of animals from a life of misery in cages.” - The Humane League

Corporate Outreach

Large corporations have the power to change the lives of billions of animals with a single policy reform. Our corporate outreach department works with businesses large and small to help them adopt meaningful animal welfare reforms while inspiring them to see animals as much more than mere commodities.

The HSUS has the strength to engage with the largest companies to bring about these sorts of unprecedented reforms, says Pacelle. “There are many pathways to animal protection, and convincing the biggest corporations to mend their ways is one of the most powerful,” he says. “I truly believe we’ve reached a tipping point in our society in our relationship with animals.”
RETAIL/RESTAURANT PRESSURE - ESCLATATION

Food Safety News
Breaking news for everyone’s consumption

Humane Society Files Complaint with FDA Against Costco Supplier
BY NEWS DESK | JULY 7, 2015
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 and unsanitary conditions.”

Brad Pitt has a major grievance with Costco
BY HAYLEY FITZPATRICK | JULY 20, 2015, 12:22 PM | 24,773
Actor Brad Pitt just shared a major grievance he has with one of the nation’s largest retailers, Costco.

Ryan Gosling to Costco: Go cage-free
BY AARON SMITH | JULY 9, 2015
Free the Hens, Costco!
How ‘Cage-Free’ Hens Live, in Animal Advocates’ Video

By STEPHANIE STROM  OCT. 20, 2016

On Thursday, Direct Action Everywhere, an all-volunteer animal advocacy group, released a video of a stealth visit to a cage-free barn in California that produces eggs sold at Costco under its private label brand, Kirkland. The video shows dead birds on the floor and injured hens pecked by other chickens. One bird had a piece of flesh hanging off its beak.
Drone on the Farm: An Aerial Exposé

What are factory farms hiding with "ag-gag" laws? I'll combine drone photography with investigative reporting to find out.

Created by
Will Potter

Suspicious vehicle at live receiving area
Alert Date: 04/21/2016
Location: Arcadia, WI, U.S.A.
Industry: Poultry
Activists Involved: Unknown
Active Alert

The Alliance has been notified of a suspicious vehicle with Minnesota license plates that was seen pulling away from a poultry company's live receiving area in Arcadia, Wisconsin, yesterday at 1 p.m.
WHAT WE’RE DOING

We **CONNECT** key food industry stakeholders to arm them with responses to emerging issues. We **ENGAGE** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **PROTECT** by exposing those who threaten our nation’s food security with damaging misinformation.
SOCIAL AND TRADITIONAL MEDIA ENGAGEMENT

Myth: Farmers use added hormones to make pigs grow bigger and faster.

Fact: Federal law prohibits the use of hormones in pig production.

Why are chickens bigger today???

Advancements in animal care, breeding and nutrition contribute to the increased growth of chickens.

Happy Earth Day!

Farmers live on or near the land that they farm. They understand the importance of protecting natural resources.

PORK Network

Be prepared: Activists don’t play fair at events and expos

Greenwire

Industry alliance answers critics of large livestock farms

Striking back against critics of large-scale livestock farms, the Animal Agriculture Alliance says farms raising hogs, chickens and cattle use far less land and water than they did decades ago, among other improvements, even as they produce more food.
WELCOME TO COLLEGE AGGIES

College Aggies Online (CAO) Scholarship Program is a nationwide initiative aimed at helping college students and collegiate agriculture clubs utilize social media and advocacy to share agriculture's story. The competition is held every fall, running approximately 9 weeks between September and November. An online competition, CAO is open to all college students with an interest in agriculture. Since the competition's inception in 2014, more than 1,500 college students from more than 100 different colleges and universities have participated in the program.

Each week, individual participants receive assignments, called "Aggie Homework," focused on specific social media platforms or a segment of the agriculture community. CAO participants are engaged with the public by utilizing Twitter, Facebook, Pinterest, LinkedIn, and Instagram as well as by authoring numerous blog posts. Additionally, industry experts, bloggers, and representatives from protein trade associations host webinars on legislation and how to communicate about agriculture.

COLLEGE AGGIES ONLINE

Connect

OUTSIDE COLLEGE AGGIES

ABOUT COLLEGE AGGIES

The Animal Agriculture Alliance's College Aggies Online (CAO) Scholarship Program is a nationwide initiative aimed at helping college students and collegiate agriculture clubs utilize social media and advocacy to share agriculture's story. The competition is held every fall, running approximately 9 weeks between September and November. An online competition, CAO is open to all college students with an interest in agriculture. Since the competition's inception in 2014, more than 1,500 college students from more than 100 different colleges and universities have participated in the program.

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“MEAT MATTERS”
CAMPAIGN

Animal Agriculture Alliance
MEAT MATTERS

IT’S A NO-BRRAINER.
Vitamin B12 critical to brain function is naturally present in animal proteins.
More at:
http://bit.ly/1KZO1DE

Why Meat?
Have you heard activist organizations pushing for meatless meals at home, in the workplace and in schools? But did you know going meatless is not a shortcut to saving the planet or eating healthy and may actually do more harm than good? Especially when you consider that removing meat from the menu means reducing the ability to make informed food choices for some children who may know only one type of food they may have all their lives.
Visit www.animalagriculture.org/MeatMatters to learn more and to find tips on how you can tell others that #MeatMatters!

TEEN GIRLS DISH IT.
Many adolescent girls are iron deficient—the Division of Adolescent and Young Adult Medicine and the Division of Gynecology at Boston Children’s Hospital’s Center for Young Woman’s Health suggest choosing iron-rich foods, such as lean meat. Full story:

MEAT TRUTHS.
The Institute of Medicine recommends at least 10% of daily calorie intake be from protein such as lean meats or meat equivalents.
It takes fewer calories of meat to attain adequate protein. On average, it takes 5% less land to produce a unit of beef than to produce a unit of rice.

Meat Myths - busted!! The truth about why Meat Consumption is Essential for Optimal Health

By: Jennifer M. Lehesa, Ph.D., R.D., L.D. - 2014

When it comes to diet and nutrition it seems everyone is mad about meat these days. For one reason or another, red meat became the red-headed stepchild in the American diet due to its association with saturated fat after early animal and human studies (1950-60's) established a positive correlation between saturated fat intake and heart disease risk factors. This led to a nationwide fat scare that became the basis of the dietary recommendations in the U.S. over the past 50 years. This combined with the growth of animal activist groups working to turn America's to a vegetarian or vegan lifestyle has caused additional fear and confusion for U.S. consumers.

Action, Please!
Are you a proud omnivore? Take the #MeatMatters pledge and tell your friends why meat matters!

Did you know?

Meat Sustainability Story
• Compared to 1944, U.S. dairy production uses 77% less feed, 90% less land, 60% less water and has achieved a 63% reduction in the carbon footprint per gallon of milk.
• The modern U.S. beef industry uses 19% less feed, 12% less water, 33% less land and has a 16% lower carbon footprint.