



SECURING THE FUTURE OF ANIMAL AG: CONNECT, ENGAGE, PROTECT

KANSAS SOYBEAN EXPO

HANNAH THOMPSON-WEEMAN, VP OF COMMUNICATIONS



MISSION: BRIDGING THE COMMUNICATION GAP BETWEEN FARM & FORK



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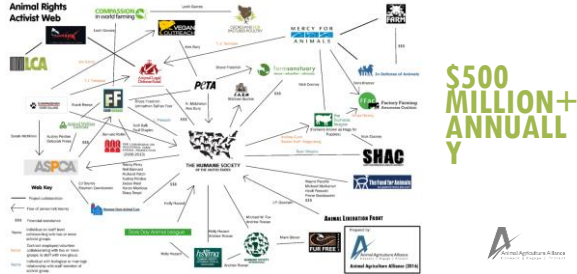
WHY DO WE EXIST?



THE FUTURE OF YOUR LIVELIHOOD IS UNDER ATTACK FROM ACTIVIST GROUPS WHO WANT TO END THE INDUSTRY.



TODAY'S ACTIVIST MOVEMENT



THEIR AGENDA: ANIMAL RIGHTS

- "We're preying on emotions to push our vegan agenda." – David Coman-Hidy, The Humane League
- "Sometimes you have to be aggressive, and it doesn't matter what form." – Inga Fricke, Humane Society of the U.S.
- "My goal is the abolition of all animal agriculture." – John "J.P." Goodwin, HSUS
- "We are trying to destroy animal agriculture." – Wayne Hsiung, Direct Action Everywhere
- "Animal rights is different from animal welfare. It's not about better cages; it's about empty cages." - Anita Krajnc, The Save Movement
- "There is no such thing as humane slaughter." - Michael Budkie, Stop Animal Exploitation NOW!
- "We as a movement need to push the boundaries of the law." - Jay Shooster, attorney and activist
- "Our movement must adopt all avenues, the methodical and radical." – Simone Reyes, Social Compassion in Legislation
- "Animals are people too." – Demetria Atkinson, Redefine Your Mind

CURRENT ACTIVIST TACTICS

- Undercover video campaigns (focus on targeting well-known brands)
- "Frontline Surveillance" of farms and plants
- Protests/vigils



CURRENT ACTIVIST TACTICS

- Restaurant/retail pressure
- Use of climate change to encourage reduced meat consumption
- Lawsuits

Take action now

McDonald's has a chicken problem. [Read the details.](#)

The chicken on the McDonald's menu comes from factory farms, where the birds are bred to grow so big, so fast they can't even support their own weight. Their unnaturally large chests can cause the birds to suffer from chronic pain, leg deformities, and heart attacks.

McDonald's has the power to reduce the suffering of these chickens. But despite the fact that many of their biggest competitors—including the likes of Subway, Burger King, and Taco Bell—have already committed to addressing these critical concerns, McDonald's is lagging behind.

Learn more, sign and share the petition, and tell the next time someone in food that it's time to stop up the chickens.

[Sign the Petition](#)

San Francisco Whole Foods protest ends with 37 arrested



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.



COORDINATE UNIFIED STRATEGIES

EAT-Lancet – worked with industry partners to develop statements, talking points, engaging issue experts, media and social media engagement; shared intel with international stakeholders; continued engagement in sustainability issues more broadly way in future

Past campaigns organized similarly to counter Pew Commission on Industrial Farm Animal Production, Meatless Mondays and more



ANIMAL AG ALLIES – LAUNCHING SPRING 2020

- *Connecting ag advocates and arming them with the issue expertise and communications skills they need to engage with influencers and consumers online and in their communities.*
- *Designed to empower farmers, ranchers and veterinarians to be outspoken advocates for agriculture online and within their communities.*
 - Find emerging voices in the dialog around modern animal agriculture and connect them with one another as well as industry experts.
 - Provide opportunities for networking, training and continuous development of issue expertise and communications skills.
- *The Animal Ag Allies will be on the front lines of responding to emerging issues and sharing positive content about animal agriculture.*





COLLEGE AGGIES ONLINE SCHOLARSHIP COMPETITION

Mythe Dunlap
 100 piglets in 120 seconds, and diesel pickup trucks at \$5. Pigs can increase 120 trucks!
FOLLY SCOP Tell me if it's not alone when I say that it's totally crazy that a group of pigs can increase more than a pig engine's efficiency.

Anna Leary
 Hello, I am participating in the Animal Agriculture Alliance's College Aggies Online Scholarship competition for the pig. This year's contest of agriculture changed us to share why agriculture is important to us. It's been a great week with lots of information. I hope you are enjoying it as well. The book did not even get into the next one week!

Why am I on AgVocate?
 EVERYTHING WE DO IS CONNECTED TO AGRICULTURE SO PROTECTING AND ADVOCATING IS ESSENTIAL FOR DAILY LIFE.
 LOUISIANA'S ECONOMY IS LARGELY BASED ON THE SALE OF AGRICULTURAL COMMODITIES.
 THE AGRICULTURE IS A SOURCE OF PROSPERITY.
 AGRICULTURE IS THE FOUNDATION OF OUR SOCIETY.
 AGRICULTURE IS THE FOUNDATION OF OUR SOCIETY.

Animal Agriculture Alliance



MEDIA ENGAGEMENT

meatingplace
 NEWS • NEWS ARCHIVE • RESOURCES • CLASSIFIEDS • BROADCASTS • ADVERTISEMENTS

DROVERS
 NEWS • MARKETS • WEATHER • MANAGEMENT RESOURCES • AUDIO • VIDEO

Stuff Animal Rights Activists Say: 2018 Edition
 Hannah Thompson-Wheatman, Communications Director, Animal Agriculture Alliance
 July 17, 2018 10:03 AM

Greenwire
 THE LEADER IN ENVIRONMENTAL POLICY RESEARCH
 AGRICULTURE: Industry alliance answers critics of large livestock farms
 Matt Miller, E&E reporter
 Published Tuesday, June 20, 2018

PORK Network
 Be prepared: Activists don't play fair at events and expos

Animal Agriculture Alliance



INFLUENCER ENGAGEMENT

- Host Farm Tours and Lunch & Learn Series for Retailer & Restaurant Associations & Their Members
- Present/Exhibit/Attend Retailer/Restaurant/Nutrition Conferences
- Provide Guidance & Recommendations Upon Request on Animal Care Statements or Responding to Activists
- Provide Resources on Emerging Animal Ag Issues
- Send Letters to Companies/Public Officials on Activist Campaigns to Ensure Awareness - Many Led to Changes



RESTAURANT/RETAIL ENGAGEMENT



ENGAGE

POSITIVE RESOURCES ON KEY ISSUES

THE TRUTH ABOUT WHY MEAT CONSUMPTION IS ESSENTIAL FOR OPTIMAL HEALTH

SUSTAINABILITY

SUSTAINABILITY IMPACT REPORT
BARNX ASSOCIATED IN THE UNITED STATES

ANIMAL WELFARE

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Protect • Promote • Thrive

ENGAGE

SOCIAL MEDIA & INFOGRAPHICS

Chickens are never raised with added hormones or steroids!

Myth: Slower-growing chickens are healthier than faster-growing chickens.

Fact: While chickens today are bred to grow faster, they're also bred to grow stronger and healthier than ever before, while requiring fewer natural resources to raise.

Antibiotics

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ENGAGE

PROVIDE RESOURCES TO CORRECT MISINFORMATION ON ANIMALS IN RELIGION

WHAT WOULD JESUS EAT?
Really
The Biblical Cases FOR EATING MEAT

- Book (available now for sale)
- White Paper
- Letters to the Editor templates - short & long
- Talking Points

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PROTECT

WORK WITH POLICY MAKERS, REGULATORS, FARM & FOOD SECURITY OFFICIALS TO UNDERSTAND ISSUES AND THREATS









Animal Agriculture Alliance
Protect • Promote • Thrive



MONITOR: MEDIA, LEGISLATION & ACTIVIST ACTIVITY

LEGISLATION

The Animal Agriculture Alliance regularly monitors legislative activity at the state and federal level. These legislative resources provide a central place to find important legislative updates and track the progress of bills that affect animal agriculture. We encourage you to contact your representatives to express your support for bills that protect animal welfare and support the industry's ability to provide safe, nutritious food for all.



Click on a state to view that state's legislative activity.

NEWS

The following stories were featured in our weekly newsletter. For more information on the stories mentioned, click on the links provided. Please contact us if you have any questions or suggestions.

Today's Priority Feed

1/16/20	PRM	PRM: The PRM is a new feed additive that is used to improve the health of livestock. It is made from a natural source and is safe for animals and humans.
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ACTIVIST MONITORING & SECURITY RESOURCES

- Group profiles
- Conference reports
- Book and movie overviews
- Advice for protests
- Farm security recommendations

"NO TRESPASSING" SIGNAGE 101

Instructions, including those affiliated with animal rights activist groups, can be a nuisance as well as a liability. Signs should be placed in prominent locations, but it is important to know exactly where trespassing signage goes.

PREPARING FOR ACTIVIST PROTESTS ON FARMS

On May 29, 2014, a group of 200 animal rights activists demonstrated against a California egg plant. The activists were protesting the use of antibiotics in animal agriculture. The activists were also protesting the use of antibiotics in animal agriculture. The activists were also protesting the use of antibiotics in animal agriculture.

GREENPEACE | PCRM | N-TRA

Group Profile: Key Environmental Groups | Group Profile: Key Consumer Groups | Group Profile: Key Animal Groups



2020 STAKEHOLDERS SUMMIT

May 7-8 | Arlington, VA

It's one thing to talk about engaging in the public dialogue about animal agriculture. But what really makes the Stakeholders Summit special are the actionable tools that attendees walk away with. Attendees will leave the 2020 Summit primed and prepared with the tools they need to take action and be part of any and all conversations that could impact the future of animal agriculture and their business.










MORE DETAILS: [SUMMIT.ANIMALAGALLIANCE.ORG](https://summit.animalagalliance.org)



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THANK YOU



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MEET THE REST OF OUR MIGHTY TEAM ONLINE AT
animalagalliance.org/#staff

