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

ALLIANCE BOARD OF DIRECTORS
- Alltech
- Cattle Empire
- Charleston Cattle
- Cooper Farms
- Diamond V
- Elanco Animal Health
- Farm Journal Media
- Genus PIC/ABS
- Hy-Live North America
- Merck Animal Health
- Morning Fresh Farms
- New Mexico State University
- Nutreco
- Smithfield Hog Production
- Zoetis
- Iowa Soybean Association
- Texas Cattle Feeders Association
- American Farm Bureau Federation
- American Feed Industry Association, chair
- American National CattleWomen, Inc.
- American Sheep Industry Association
- American Veal Association
- Dairy Management Inc.
- National Cattlemen's Beef Association
- National Chicks Association
- National Corn Growers Association
- National Pork Board
- National Pork Producers Council
- National Turkey Federation
- North American Meat Institute
- U.S. Poultry & Egg Association
- United Egg Producers
- United Soybean Board

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

$500 MILLION+ ANNUIALLY

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

TACTICS

TARGETING

ANIMAL AG

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

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.

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

MEDIA ENGAGEMENT

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

Stuff Animal Rights Activists Say: 2018 Edition

Be prepared: Activists don’t play fair at events and expos
POSITIVE RESOURCES ON KEY ISSUES

SOCIAL MEDIA & INFOGRAPHICS

PROVIDE RESOURCES TO CORRECT MISINFORMATION ON ANIMALS IN RELIGION

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

WORK WITH POLICY MAKERS, REGULATORS, FARM & FOOD SECURITY OFFICIALS TO UNDERSTAND ISSUES AND THREATS
MONITOR: MEDIA, LEGISLATION & ACTIVIST ACTIVITY

ACTIVIST MONITORING & SECURITY RESOURCES

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

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

STAY IN THE KNOW

Follow us and share our posts:

• Snapchat: AnimalAg
• Facebook: Animal Agriculture Alliance
• Twitter: @AnimalAg
• Instagram: @AnimalAgAlliance
• Pinterest: Animal Agriculture Alliance
• LinkedIn: Animal Agriculture Alliance
• Blog: AnimalAgEngage.com

Sign up for our newsletter:
AnimalAgAlliance.org
THANK YOU

HANNAH THOMPSON-WEEMAN
VICE PRESIDENT OF COMMUNICATIONS
@BuckeyeHannah
HThompson@animalagalliance.org

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