



Activist Influences on Public Perceptions

Challenges and Opportunities

Alberta Social License Conference
March 12, 2015

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.

OUR ROLE



**IT'S ABOUT BRINGING EVERYONE TO
THE TABLE FOR GOOD.**



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National Milk Producers Fed.

National Pork Board

National Pork Producers Council

National Turkey Federation

United Egg Producers

United Soybean Board

U.S. Poultry & Egg Association*
*chair

KNOW THE OPPOSITION

ANIMAL RIGHTS IN THE U.S. TODAY

Paul Shapiro, HSUS

Vice President, Farm Animal Protection

(founder - Compassion Over Killing)



“Nothing is more important than promoting veganism.”

Josh Balk, HSUS

*Director of Corporate Policy
(formerly with Compassion Over Killing)*



“The way for farm animals to be happy would be to stop eating them.”

Bruce Friedrich, Farm

Sanctuary Director of Policy & Advocacy

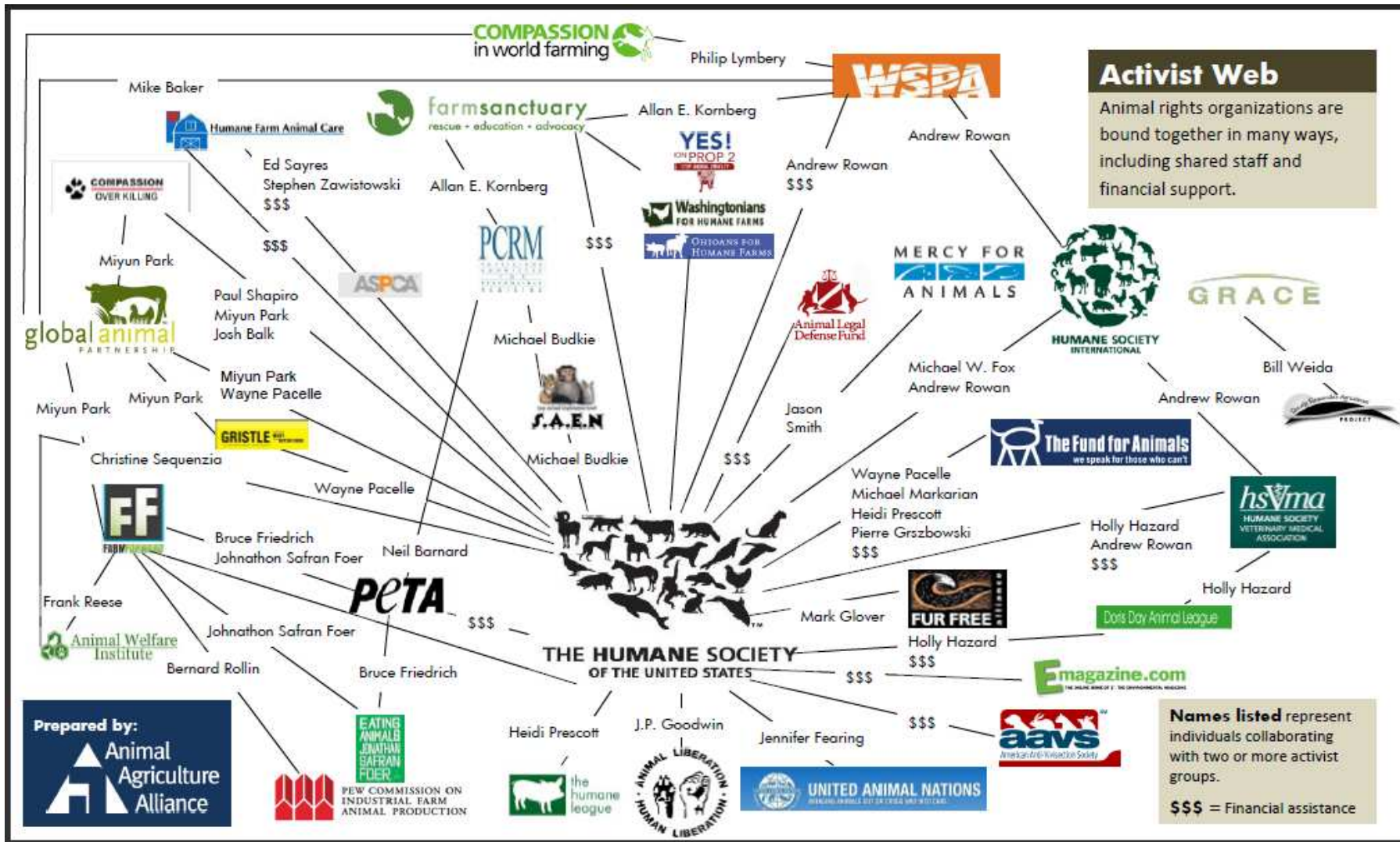
(formerly with PETA)



“Veganism must become the world baseline.”
“Eating meat is unethical.”

ACTIVIST RIGHTS IN THE USA – TODAY

\$400+ Million Annually

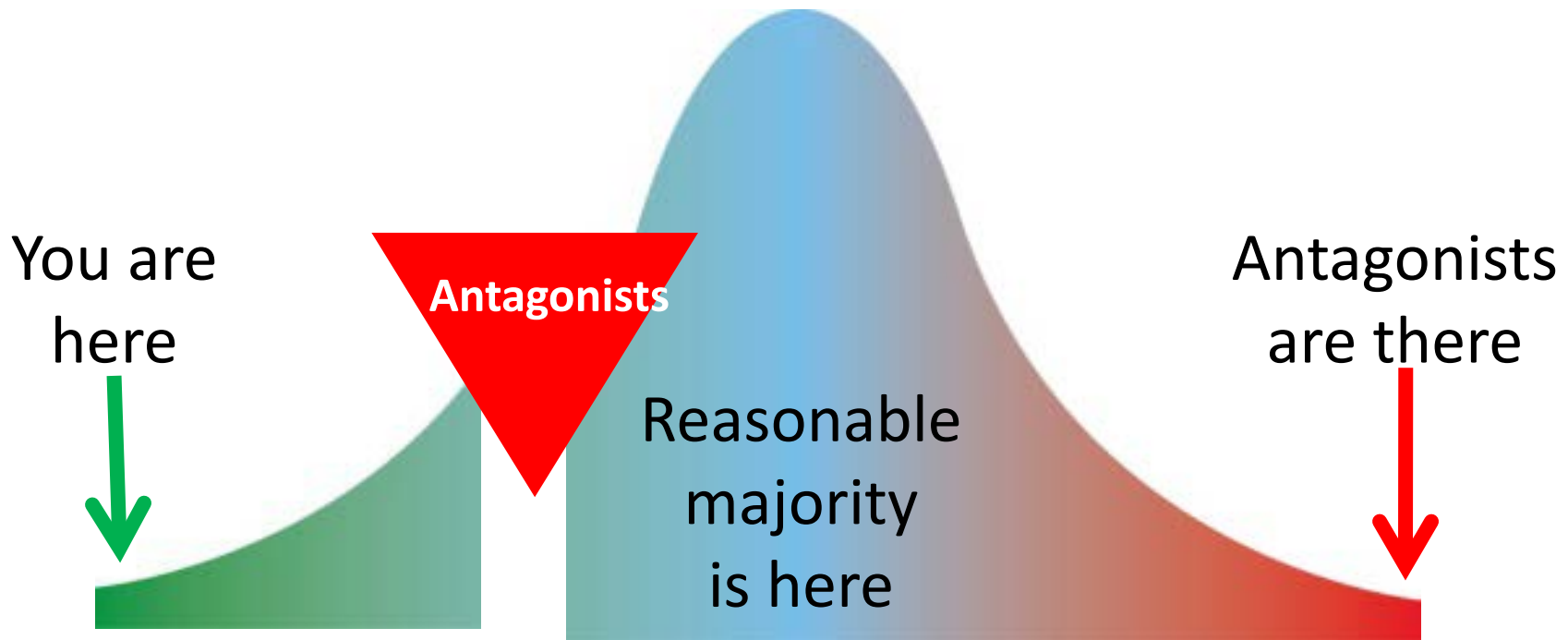


“To end animal agriculture the movement has to drive down demand and raise the costs and people will stop purchasing so much meat, thus bringing an end to the industry.”

- Pattrice Jones, Vine Sanctuary
2013 Animal Rights Conference



ANIMAL RIGHTS ACTIVISTS TARGET CONSUMERS, CUSTOMERS, POLICY MAKERS, INVESTORS



PRIMARY ACTIVIST TACTIC

STRATEGIC TACTIC AGAINST AG: ILLICIT EMPLOYMENT & VIDEOS

January 29, 2015

HUFF POST GREEN

PETA Undercover Sheep-Shearing Video Appears To Show Shocking Animal Abuse

The Huffington Post | By Ron Dicker

Posted: 07/17/2014 11:31 am EDT | Updated: 07/17/2014 11:59 am EDT

422

38

0

17

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Undercover PETA video of sheep shearing reveals what appears to be **shocking animal abuse** in the United States.

The footage, posted to YouTube July 9, allegedly shows handlers beating and throwing the sheep. In the clip, a wool worker appears to twist the neck of one of the animals until its neck breaks. The sheep are also filmed sustaining painful wounds, including on their genitals, apparently from careless blade work.

On its website, PETA said it documented the **abuse at ranches in Wyoming, Colorado and Nebraska** in March and April. The video **prompted investigations by police**.

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CSA

Undercover Animal-Rights Investigator

By KARE WICKERT Monday, Mar 03, 2013



Peta in a scene from Death on a Factory Farm

Print Email Facebook Twitter RSS

One of the most powerful tools animal-rights activists have is the video footage shot inside places like poorly run dog kennels, animal-testing facilities and factory farms, used as grim evidence of the brutality that can take place. But how do animal-rights crusaders actually get these videos? Though people like The 11-10-10 campaign

UNDERCOVER VIDEOS IN NORTH AMERICA

BIG BUSINESS FOR ACTIVISTS



75+
“undercover”
activist videos
on farms/meat
processing
plants in USA &
Canada

Of those,
over 60 in
the past 10
years

“UNDERCOVER” VIDEOS BIG BUSINESS FOR ACTIVISTS

NATHAN RUNKLE
MERCY FOR ANIMALS




“The lifeblood of Mercy For
Animals is our undercover
investigations of animal
agriculture.”

-2011 National Conference to End Factory Farming

UNDERCOVER VIDEOS IN NORTH AMERICA

BIG BUSINESS FOR ACTIVISTS



Undercover Investigations

Yes! I want to donate to The Humane Society of the United States' Investigation Fund to help expose animal cruelty.



Over the years, our investigators have exposed shocking cruelties in slaughterhouses, laboratories, puppy mills, animal fighting rings, and other places of abuse. These investigations have helped create real changes for and saved the lives of millions of farm animals, horses, chimps, dogs, and more. **Please keep our investigators in the field by making a tax-deductible donation to our Investigations Fund today.**

Your donation will be used exclusively for our investigative work. With your donation, we'll send you updates and action alerts so you can take quick, simple actions for animals each week. Plus, with a donation of \$25 or more you'll receive a free subscription to our award-winning, bi-monthly *All Animals* magazine!

Make your donation using the secure form below, or [click here](#) to become a monthly donor and support our investigative work all year round.

CHOOSE THE AMOUNT OF YOUR DONATION

☐ \$35.00


☒ \$60.00

☐ \$100.00

☐ \$250.00


☐ \$1,000.00


☐ Other: \$



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Jobs Companies Salaries Interviews




Undercover Animal Investigator

Mercy For Animals, Across Canada (travel based) [Work in HR? Unlock Free Profile](#)

2 Reviews15k Similar Jobs

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Apply Now 


Job Description

Type: Full time - \$800/week plus expenses

Become a Mercy For Animals Investigator Mercy For Animals is dedicated to preventing cruelty to farmed animals and promoting compassionate food choices and policies. Undercover ...

More details: desktop • mobile

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Apply Now 

Company Details

Type	Nonprofit Organization	HQ	Chicago, IL
Industry	Non-Profit	Size	6 to 15 Employees

NEW “UNDERCOVER” TACTICS



NEWS

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VIDEO

ANIMALS

OUR WORK

MAGAZINES



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October 21, 2014

Smartphone App Launched to Catch Animal Abusers

ICE BlackBox, a new f... animals and communit... owners, the app will all... securely with law enfor... app of its kind designe...

John Thompson, execu... cruelty is a serious crim... using the latest in tech... everyone who has a sm... communities to downlo...

Thompson added, "We... Millan Foundation for t... was shown at the new... animal abuse with the...



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October 24, 2014

Whistleblower Reward Program, Tip Line Launched for Factory Farm Workers

Tools Will Facilitate Reporting of Cruelty at Factory Farms, Slaughterhouses and Livestock Auctions

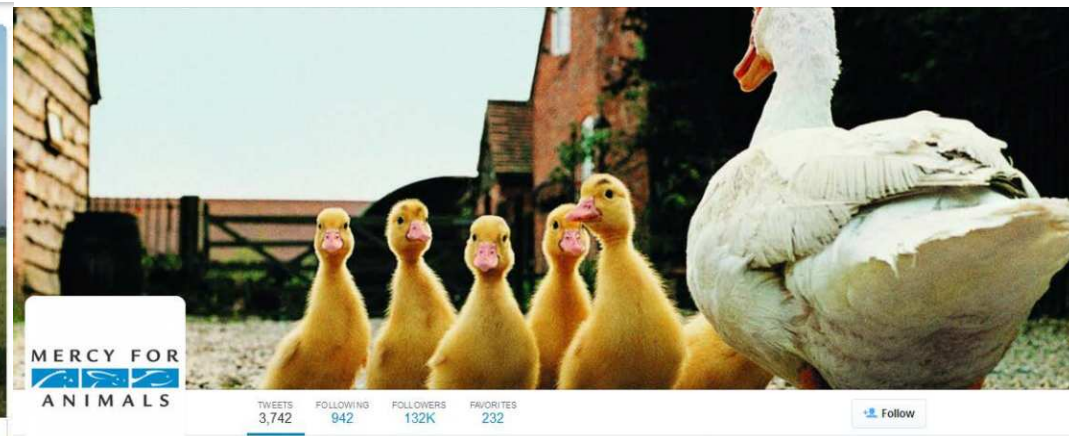
A hotline for reporting cruelty and neglect on factory farms, at livestock auctions and in slaughter houses will empower employees at those facilities who have witnessed cruelty or other unlawful acts.

The Humane Society of the United States, which launched the hotline (1-888-209-7177), offers whistleblowers a reward of up to \$5,000 for information leading to the arrest and conviction of



WHY UNDERCOVER VIDEOS

POWER OF SOCIAL MEDIA



DRIVE STATE LEGISLATION



NEWSLETTER SIGN-UP



Letters Legislation College Aggies International Video 

interactive legislative map below is updated every Thursday.

Legislation Alert

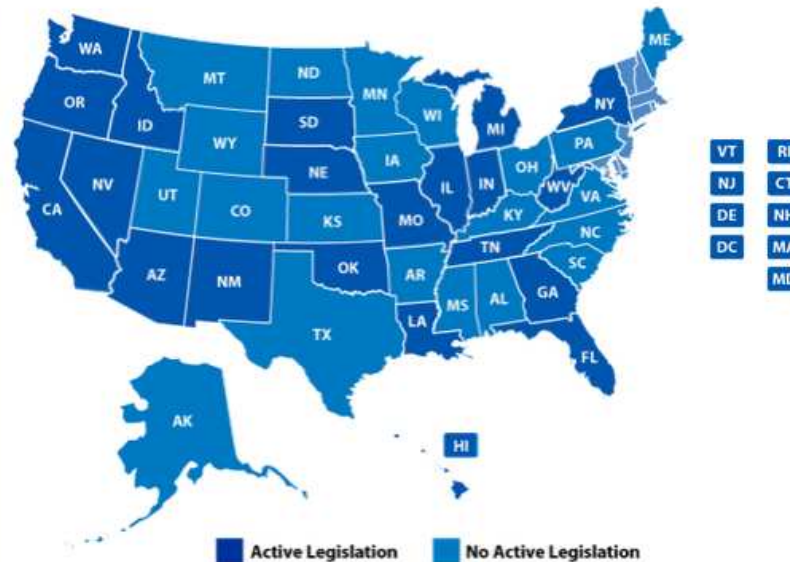
GMO Legislation

MN SF2865 Genetically modified or engineered food and seed disclosure requirement. Status: 3/21/2014 Referred to Senate Jobs, Agriculture and Rural Development; **Summary:** On and after January 1, 2015 food and seed must be branded for sale as genetically engineered. Packaged food, agricultural commodities, and seed stock will display "Produced with Genetic Engineering". For this bill "genetically engineered", "genetic engineering", "genetically modified", "genetically modified", "genetically manipulated", "genetic manipulation" are synonymous for organisms with genetically altered material.

HO112 An Act Relating To The Labeling Of Food Produced With Genetic Engineering. Status: 5/8/2014 Signed by Governor; **Summary:** As enacted into law, federal law will not provide for the labeling of food that is produced with genetic engineering or require independent testing. "For multiple health, personal, religious, and environmental reasons, the State of Vermont finds that food produced from genetic engineering should be labeled as such". The bill defines genetic engineering as an organism with introduced genetic material.

Legislation Blog

Myth Busting Monday: GMO, Why Does it Matter?



Nebraska Legislation

LB 393: Change provisions of the Livestock Animal Welfare Act. Status: Pending; Legislature Agriculture Committee 1/30/15. Notice of hearing for February 24, 2015.

LB176: Change the Competitive Livestock Markets Act. Status: Introduced 1/12/15. Pending; Legislature Agriculture Committee. Notice of hearing 2/10/15.

LB377: Change provisions and procedures relating to the disposition, care, custody, and costs associated with the impoundment of dogs or cats. Status: Introduced 1/16/15. Pending; Legislature Agriculture Committee, Notice of hearing for 2/17/15.

For a comprehensive overview of past legislative measures in Nebraska, click [here](#).

INFLUENCE BUSINESS



Between 2012 and 2013 Numerous food companies, overwhelmingly due to pressure by HSUS, announced commitments to phase out confined sow housing from their supply chains; but many are having to rethink – and restate – their pledge due to lack of sourcing.

Panera details animal welfare plans



food in canada

Canada's Food & Beverage Processing Magazine

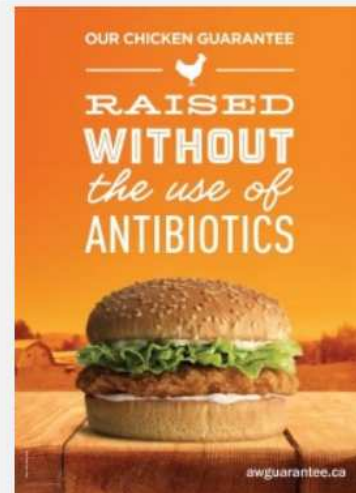
NEWS

PRODUCTS

A&W EXPANDS ANIMAL CARE REQUIREMENTS TO CHICKEN

Posted by: RealAgriculture News Team | October 21, 2014
in Eastern Canada, Food, Livestock, News, Poultry, Western Canada | 3 Comments

Despite criticism from the farm community, the number of items on A&W's menu that require specific animal care practices on farms is growing.



A&W's new chicken ad

After moving to beef raised without the use of growth promotants and eggs from hens fed vegetarian diets without animal by-products, the fast food chain announced Monday that it has switched to only serving chicken produced with vegetarian diets and without the use of antibiotics.

"At A&W, we take food seriously and we're proud to set high standards when it comes to ingredients," said A&W's Susan Senecal. "We began our ingredients guarantee in September 2013 with the very well received introduction of beef raised without the use of hormones or steroids. In September of this year, we introduced eggs from chickens fed only a vegetarian diet without animal byproducts and now we're proud to be introducing chicken raised without the use of antibiotics."

- [Let's Re-Evaluate Ag Lingo — "Animal Byproduct" Sounds Icky. Even to Me](#)



(Photo: Justin Images)

Sodexo
More Hu
Compre

February 19, 2015

Sodexo announce
exclusively from

Sodexo Canada products for

Sodexo Canada is sourcing shell egg from cage-free systems

March 3, 2015

GAITHERSBURG, Md., February 19, 2015 - Sodexo Canada announced today its new animal welfare policy in U.S. operations today, outlining a phased approach to sourcing shell eggs from cage-free systems and fostering improved animal well-being. The policy aligns with the Humane Society of the United States (HSUS), which has been a long-time partner in Sodexo's commitment to animal welfare.

INFLUENCE BUSINESS



100% Traceable Down

Never Live-Plucked. Never Force-Fed. Every Single Cluster.

OUR DOWN SUPPLY CHAIN EXPLAINED:



UNITED COLORS
OF BENETTON

THE GROUP

GOVERNANCE

SUSTAINABILITY

ME

Sustainability

Company Approach

Stakeholders

• About Our Products

Dress safely

Organic Cotton

• Materials of animal origin

Denim

Our Engagement for Bangladesh

Supply Chain

Environment

Social Commitment

Case Studies

Press Releases and Statements

Materials of animal origin

[Home](#) » [Sustainability](#) » [About Our Products](#) » [Materials of animal origin](#)

USE OF MATERIALS OF ANIMAL ORIGIN IN OUR GARMENTS

The production of our garments is carried out with the utmost respect for the welfare of nature, people and animals. In particular, over the years we have worked hard to progressively minimize the use of any raw materials of animal origin.

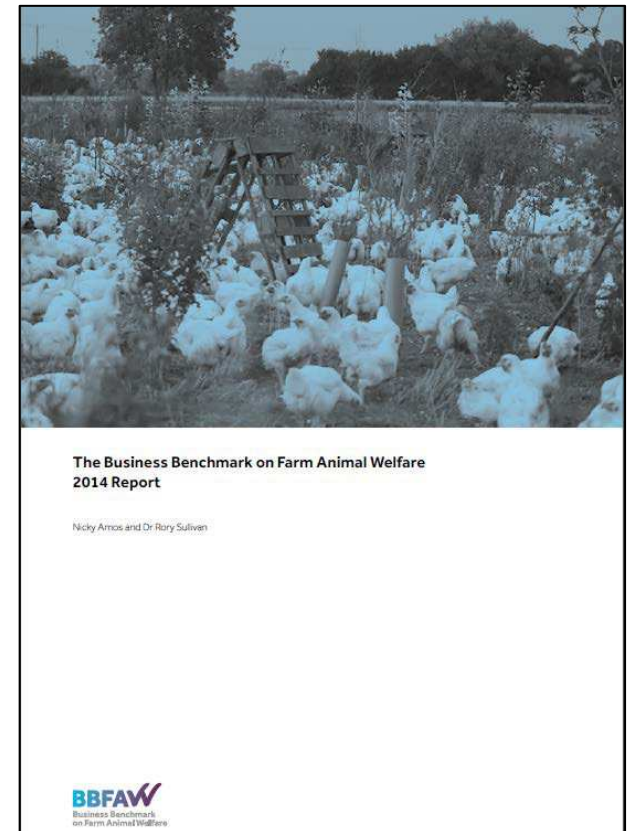
Regarding **angora wool**, we use only ethically-sourced materials. We buy only from suppliers that have obtained them through natural, certified shearing. In addition to this, we conduct rigorous checks not only at origin but also on the final product before it reaches the stores.

For the padding of most of our winter jackets, on the other hand, we use only synthetic materials such as **cotton wool flocks** (100% polyester), which offer the same level of heat as a product of animal origin but are ethically sustainable. As of today, an increasingly smaller percentage of these jackets is still manufactured using feathers. However, these are obtained from birds already intended for food use, whose origin is certified.

Finally, regarding **fur**, we strictly apply a ban on the use of natural fur in our clothing and clothing accessories. This ban extends worldwide, to all our brands and all its suppliers.



BUSINESS SIDE OF ANIMAL RIGHTS



As animal-rights advocates focus on the financial-risk angle instead of merely animal treatment, they “are getting a bit more savvy with respect to what shareholders are wanting to support,” said Courteney Keatinge, senior environmental, social and governance analyst at Glass Lewis.



INFLUENCING RETAILERS/SHAREHOLDERS

Freedom and Linux

Defending freedom and Linux from corporate

Animal “rights” groups PETA, HSUS own stock in fast food industry

January 27, 2011 - 11:18 am

Posted in Uncategorized

Tagged corporate shills, hsus, humane society of the united states, industry shills, people for the ethical treatment of animals, peta, shills

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OPINION/IDEAS

The Boston Globe

Q&A with Matt Prescott

PETA, Playboy Bunnies, and the curious power of a chicken suit

MATT PRESCOTT, 26, is one of the pioneers of a new kind of corporate-savvy activism: One minute he might parade around with a bucket of fake blood and a sign that charges torture, and the next he's dressed in a tie and jacket, addressing the CEO at a stockholders' meeting.

...Prescott accomplishes his wins by playing to both the fears and desires of corporate executives.

**ANIMAL CARE TRAINING,
CRISIS MANAGEMENT, COMMUNICATIONS,
ADVOCACY
MUST BECOME PART OF YOUR
BUSINESS PLAN**

CRISIS PREVENTION/MANAGEMENT

Review all Company Operations & Policies Honestly:

Find Solutions to Animal Care Handling/Environmental Problems

- *Seek assessment & counsel from specialists*
- *Implement Formal Animal Care & Handling/Environmental Programs*
- *Look at farm & practices from outsider's perspective; identify vulnerabilities*
- *Ensure good stewardship and good neighbor relations*

Conduct Self-Audits

(even your own undercover audits)



PROTECT YOUR ANIMALS & YOUR BUSINESS

Train Employees on Policies & Proper Handling Procedures

- *Ensure they know your expectations*
- *Require any Concerns of abuse, or mishandling be reported immediately; establish an anonymous call line*
- *Shadow new employees with access*
- *Hold employees accountable*
- *Create Animal Care Team among employees; reward employees for good results*

Animal Care Employee Agreement

Employee Name _____ Date _____
(Print)

1. Fresh feed must be made available on a daily basis. If not, correct problem or contact supervisor.
2. All lights should be in working order. If lights are not in working order correct problem or contact supervisor.
3. Air should be moving through the house at all times. If fans, air inlets or curtains are not in working order, correct the problem or contact supervisor.
4. Water must be available at all times. Water supply issues must be corrected or brought to the attention of the supervisor.
5. Shelter should be appropriate for bird's age, type, and production. Correct the problem or notify supervisor if you should see equipment that is broken or worn out to include cages, nest boxes, perches, litter areas, netting, and fencing.
6. Biosecurity rules and standard animal welfare practices need to be obeyed. If biosecurity rules are not being followed by other employees contact supervisor.
7. Safety rules of the farm must be followed. If the safety rules of the farm are not being obeyed contact the supervisor.
8. Injured or sick birds need to be taken care of. Contact supervisor if you have questions about the action to be taken with such birds.
9. Proper euthanasia of sick, injured or cull birds will be conducted by a trained employee. Contact supervisor if you are unable to perform this task.
10. Dead birds will be removed from bird living area on a daily basis and properly disposed of. Contact supervisor if procedure is not being followed by all employees.
11. All birds (live or dead) will be handled with respect and dignity. Proper handling and catching methods to minimize stress must be followed. Any person not adhering to this should be reported to

Hold employee briefings to ensure all employees know your policies and how to respond to “tough questions” to be your best communicators away from the farm

CRISIS PREPARATION

- Plan in advance your communications plan and statement
- Designate one spokesperson and ensure all employees know
- If you are the “next You Tube” sensation – Activist video
 - *Contact customers immediately*
 - *Be honest with media and other inquiries*
 - *Get in front of video release – invite media to tour*
 - *Do your own review & investigation*
 - *Request a full, uncut, unedited copy of the video with audio*
 - *Engage third party expert review*
 - *Hold employees accountable, if appropriate*
 - *Take actions to prevent problems in the future*
 - *Keep public/customers up-to-date on your actions*



PROACTIVE COMMUNICATIONS

Build Relationships To Enhance Knowledge of Issues and You

- *Get to know your legislators (yours & those in urban districts) – before you need them*
- *Get to know local law enforcement*
- *Engage and support your local community and business clubs*

Be Transparent – Take Away the Mystery

- *Have an online presence: Facebook, Website, Twitter, Instagram and provide updates on actions taken*
- *Host an open house or provide virtual tours*
- *Regularly meet with customers – all the way up food-chain*
 - *Provide tours if possible*



PROACTIVE COMMUNICATIONS

TRANSPARENCY WITH MEDIA

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.](#)



Investigative reporter Lisa Ling (l) received an all-access tour of a slaughterhouse. Photo credit: Oprah.com

SHARE YOUR STORY

Put A Face On Ag

LAND O'LAKES

Home Recipes Test Kitchen Products Offers Our Story

Enter recipe YouTube

Our Story

It Starts In Iowa

Iowa Soybean Assn + Subscribe 48 videos

*Dry Aged Iowa Farm Raised Beef
From Our Family to Yours*

Contact Us
Know Your Beef
Beef Bundles

Do you know butter comes from cows?

Land O'Lakes is a family-owned business that produces the purest butter fresh-churned into Land O'Lakes butter.

Meet our hard-working farmers.

Welcome to Sievers Family Farms. We proudly offer dry aged, Iowa farm raised beef. Our product is locally fed, processed, and delivered to your door. We provide beef bundle packages that vary in size as well as quarter, halves, and full sides of beef. We do not use fillers of any kind in our ground beef. We dry age our beef for 28 days which provides the highest quality, flavor, and tenderness to our customers.

"For over 100 years we have provided this fresh product to our family, friends, and neighbors. Now we're offering it to you." - Bryan Sievers

Watch Your

Sievers Family Farms

Our Products About the Farm Family History

info@sieversfamilyfarms.com

0:02 / 0:15

PROACTIVE COMMUNICATIONS & 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 providing 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



COOPER FARMS C.A.R.E.S.

COMPREHENSIVE ANIMAL RAISING AND ENVIRONMENTAL SYSTEMS

At Cooper Farms, it is our mission to do things better today than we did yesterday.

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

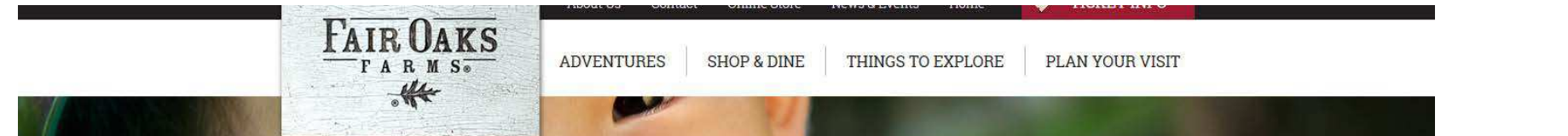


Environmental Care

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 & CULTURE



The Dairy Adventure at Fair Oaks Farms

Home : Adventures : The Dairy Adventure at Fair Oaks Farms



EXPLORE THE Dairy Adventure

Adventure Center

Birthing Barn

Making Milk

Take Our Bus Tour

Your Dairy Adventure Starts Here...

A country experience that the whole family will love, The Dairy Adventure at Fair Oaks Farms is a fun-filled, up-close look at sustainable dairy farming.

The Dairy Adventure offers experiences to you that you couldn't imagine and you'll never forget. Learn and play in our dairy activity center. Absorb the farming lifestyle at one of our modern working dairy farms while riding in our cow bus.

The Dairy Adventure at
FAIR OAKS
FARMS™

You'll be amazed at how our world class innovations result in the more pure, nutritious and delicious dairy products that you can purchase and sample right here on the farm!



The Pig Adventure at Fair Oaks Farms

Home : Adventures : The Pig Adventure at Fair Oaks Farms



EXPLORE THE Pig Adventure

Interactive Exhibits

Farrowing Barn

Sonogram Experience

Ride Our Pig Bus

Your Pig Adventure Starts Here...

The Pig Adventure at Fair Oaks literally throws open the barn door to let you see what goes on inside a modern pig farm.

Have the opportunity to perform a hands-on sonogram, become a farmer of a litter of piglets, watch the birthing process and even have the chance to virtually hang out with some pigs in our state-of-the-art, interactive Pig Adventure!

Step inside our modern pig farm and learn about pig farming in the most unique and transparent way. From where pig farming began to the modern practices that we use today, you're sure to leave with something to smile about.

The Pig Adventure at
FAIR OAKS
FARMS™



animalagalliance.org

PROACTIVE COMMUNICATIONS

SOCIAL MEDIA ENGAGEMENT

a daily pinch

home arts and culture lifestyle local love social media what i've learned

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

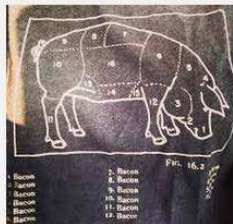
Search this website

let's get social



Enter your Email:

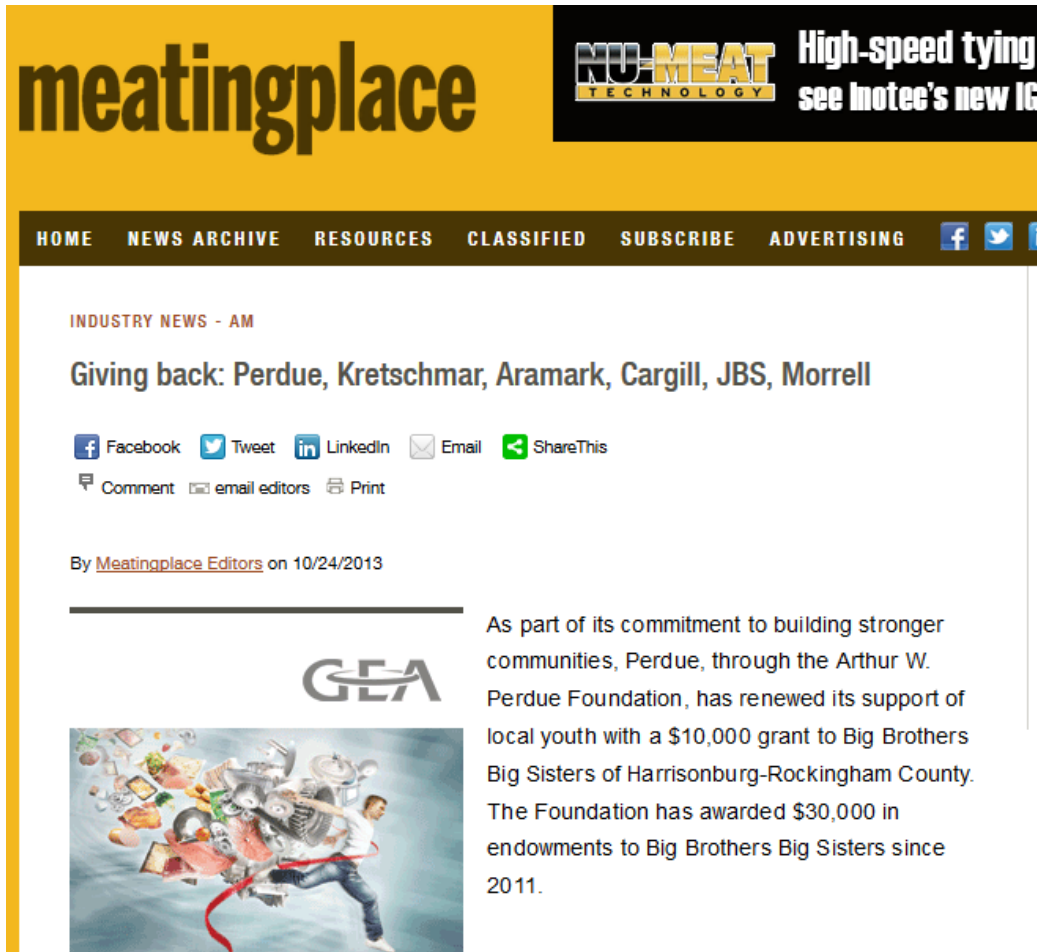
[subscribe me!](#)
[Preview](#) | [Power](#)



Over 20 million views or impressions

SHARE YOUR STORY

PUT A FACE ON AG



The screenshot shows the Meatingplace website with a yellow header. The main navigation bar includes links for HOME, NEWS ARCHIVE, RESOURCES, CLASSIFIED, SUBSCRIBE, and ADVERTISING, along with social media icons for Facebook, Twitter, and LinkedIn. A banner for 'NU-MEAT TECHNOLOGY' is visible. The article title is 'Giving back: Perdue, Kretschmar, Aramark, Cargill, JBS, Morrell'. Below the title are social sharing buttons for Facebook, Twitter, LinkedIn, Email, and ShareThis. The byline reads 'By Meatingplace Editors on 10/24/2013'. The article text states: 'As part of its commitment to building stronger communities, Perdue, through the Arthur W. Perdue Foundation, has renewed its support of local youth with a \$10,000 grant to Big Brothers Big Sisters of Harrisonburg-Rockingham County. The Foundation has awarded \$30,000 in endowments to Big Brothers Big Sisters since 2011.' An image of a person running with a red ribbon is at the bottom left.

Utilize Social Media to
Share Positive Stories



**ONE-THIRD OF
MILLENNIALS
SAY THEY LIKE A BRAND MORE
WHEN THE BRAND USES
SOCIAL MEDIA**



LEARN MORE



May 6 – 7, 2015 Kansas City, MO

Invited Speakers

- National Geographic “Future of Food”
- Undercover Boss – CA Dairy Farmer
- *Marketing to Millennials* author Jeff Fromm
- Sustainability Panel
- Social Media
- Innovative Ways to Connect with Consumers/Customers

THANK YOU

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



Join Us!

www.AnimalAgAlliance.org

