

# FARM SECURITY AND CRISIS MANAGEMENT: DOS AND DON'TS IN HIRING

Presenter:

Kay Johnson Smith  
President and CEO  
Animal Agriculture Alliance

Host/Moderator: Jay Parsons



**April 13, 2015**

This webinar is being offered in cooperation with the American Sheep Industry Association Rebuild the Sheep Inventory Committee.

# 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.**

# **KNOW THE MOTIVES OF OPPOSITION GROUPS**

# 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)*



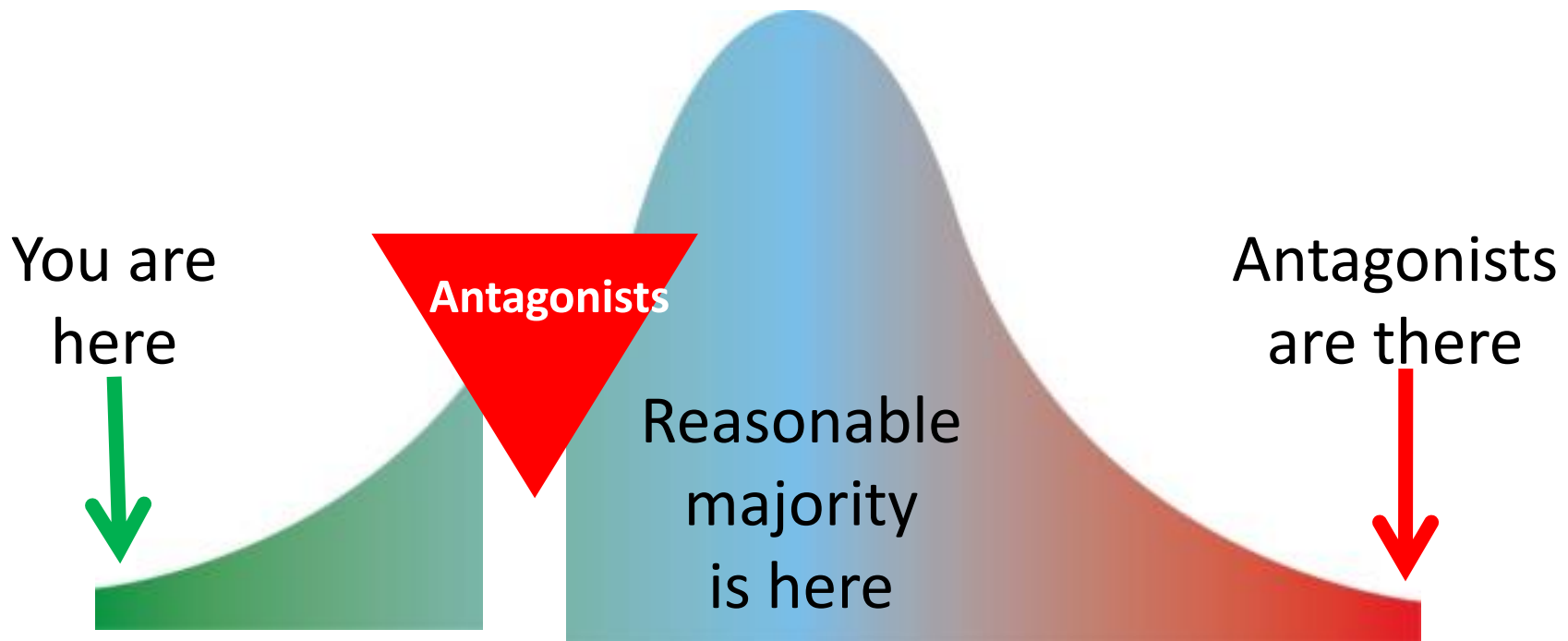
**“The way for farm  
animals to be happy  
would be to stop  
eating them.”**

**Nathan Runkle**  
*Founder*  
**Mercy For Animals**



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

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



***“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

# \$400+ Million Annually





**PRIMARY ACTIVIST TACTIC**

***UNDERCOVER VIDEOS***

# 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 KATIE WICKHAM Monday, Mar. 09, 2009

*'Pete' in a scene from Death on a Factory Farm.*

WFO

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 advocates actually get these videos? Through people like "Pete," a 30-year-old...

# UNDERCOVER VIDEOS IN NORTH AMERICA

## *BIG BUSINESS FOR ACTIVISTS*



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

Of those,  
over 70 in  
the past 10  
years

# 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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### Undercover Animal Investigator

★★★★☆

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

2 Reviews15k Similar Jobs

 Save

[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

[Back to Search Results](#)

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#### Company Details

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



# NEW “UNDERCOVER” TACTICS



## NEWS

[News Archive »](#)  
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## VIDEO

## ANIMALS

## OUR WORK

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October 21, 2014

## Smartphone App Launched to Catch Animal Abusers

ICE BlackBox, a new for animals and community owners, the app will all securely with law enforcement app of its kind designed

John Thompson, executive cruelty is a serious crime using the latest in technology everyone who has a smartphone communities to download

Thompson added, "We Millan Foundation for the was shown at the news 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

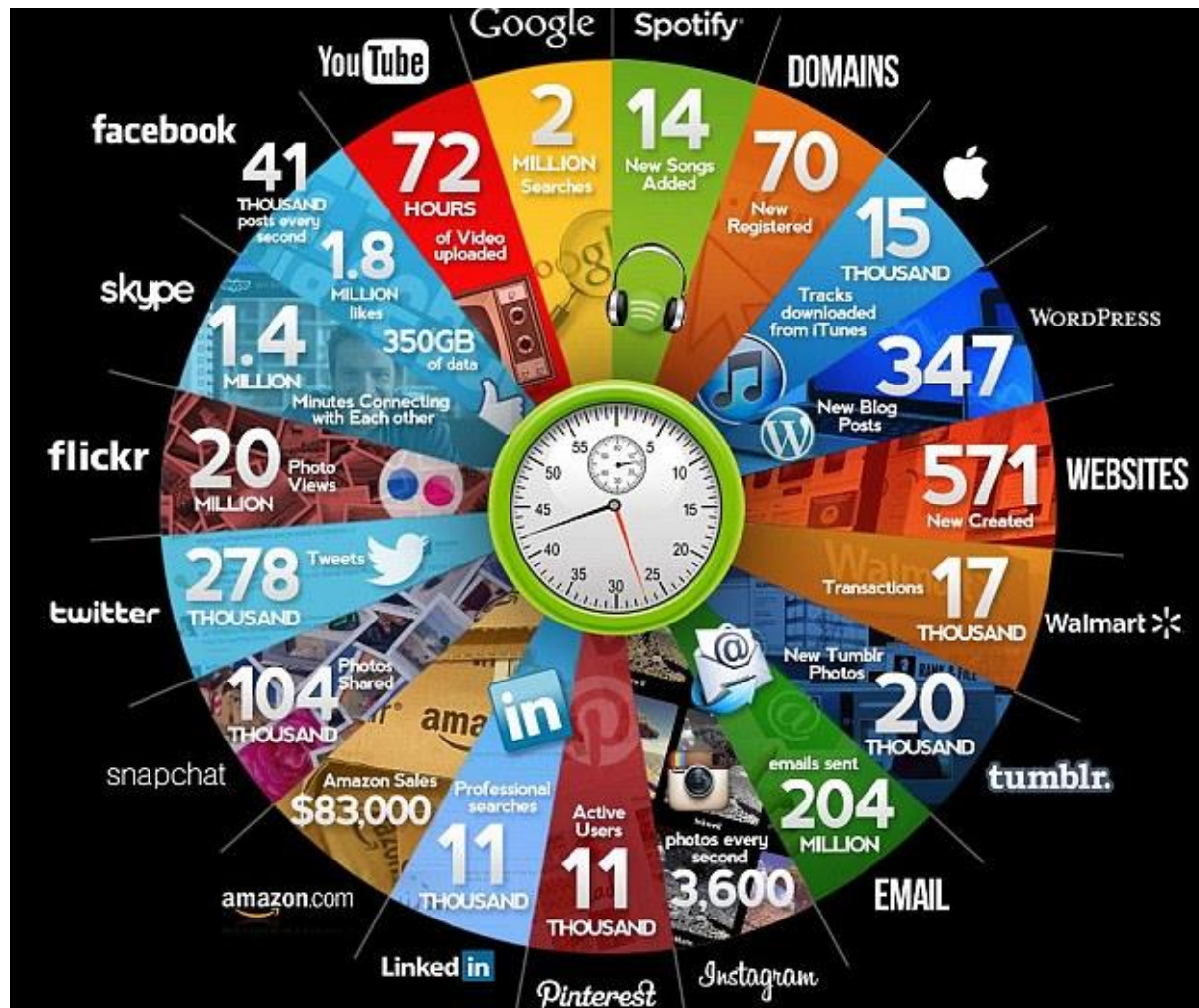
A hotline for reporting cruelty and neglect on factory farms, at livestock auctions and in slaughterhouses will empower employees at those facilities who have witnessed cruelty or other unlawful acts.

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

# 60 Seconds on the Internet




Source: Daily Mail

# DRIVE STATE LEGISLATION



NEWSLETTER SIGN-UP



Letters Legislation College Aggies International Video 

interactive legislative map below is updated every Thursday.

## Legislation Alert

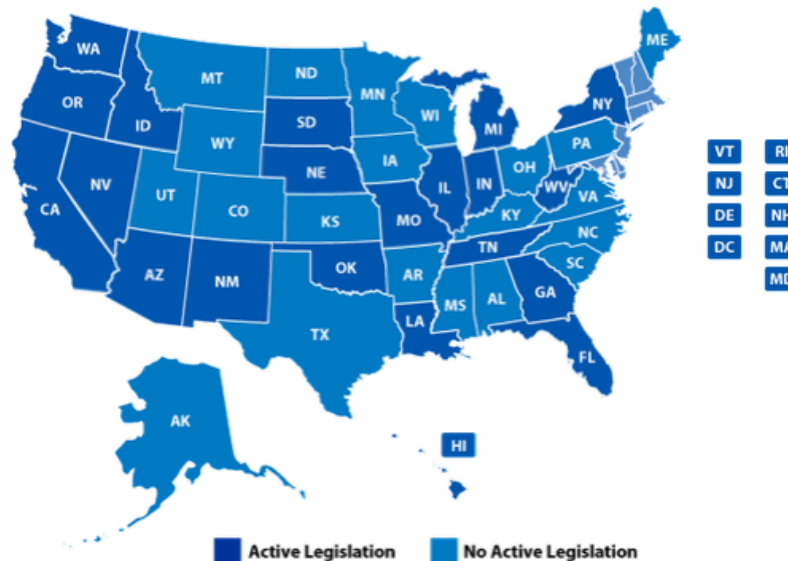
GMO Legislation

**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 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](#).






WELCOME 52



Canada's Food & Beverage Processing Magazine



(Photo: Justin Images)






## Sodexo Canada products for

Sodexo Canada is sourcing shell egg from cage-free systems

**February 19, 2015**

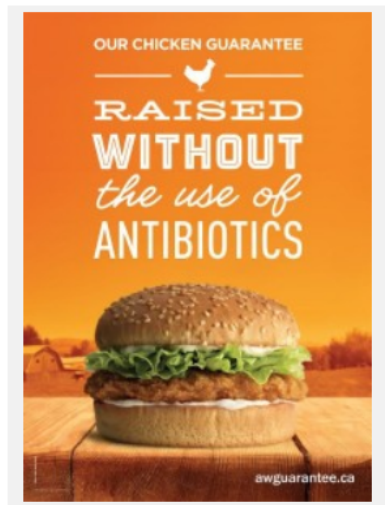
Sodexo announced exclusively from March 3, 2015

**GAITHERSBURG, Md., February 19, 2015** – Sodexo announced a new animal welfare policy in U.S. operations today, outlining a phased approach to sourcing animal products from humane suppliers and fostering improved animal well-being. The policy is a direct response to the Humane Society of the United States (HSUS), which has long advocated for improved animal welfare in the food industry.

## 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](#)

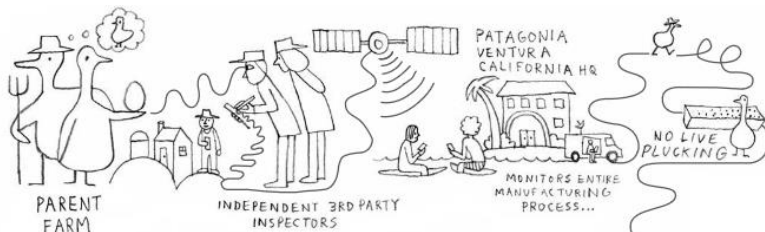
# INFLUENCE BUSINESS



## 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.

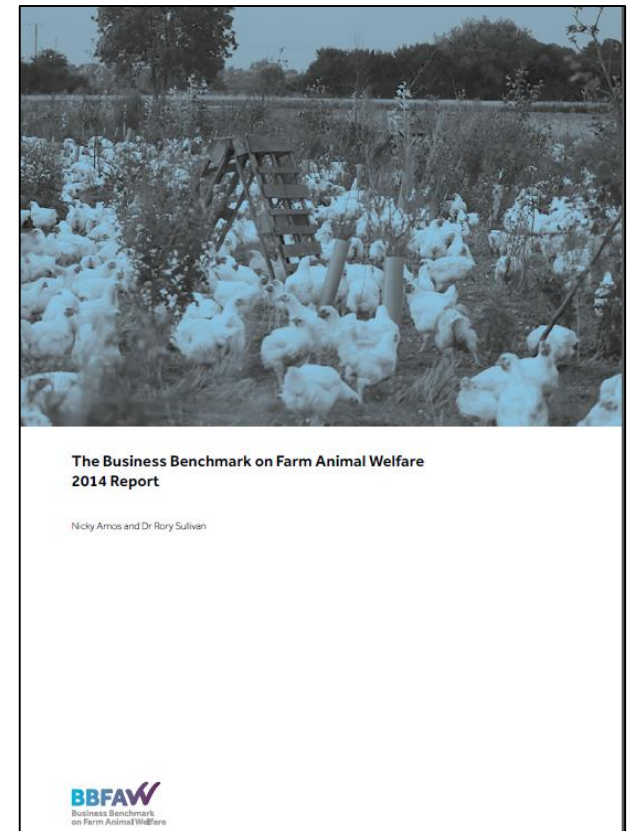
Regarding **angora wool**, we use only ethically-sourced materials. We buy only from suppliers that have obtained them through natural, certified shearing. In addition to this, we conduct rigorous checks not only at origin but also on the final product before it reaches the stores.

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.



# PROTECT YOUR BUSINESS FROM UNDERCOVER ACTIVISTS

# LOOK AT YOUR BUSINESS WITH EYES WIDE-OPEN

Review all Company Operations & Policies Honestly:

## Find Solutions to Any Animal Handling & Care Problems

- *Seek counsel from animal handling specialists*
- *Implement an Animal Care & Handling Program – Documented Best Practices*

## Find Solutions to any Environmental Problems

- *Ensure good stewardship and good neighbor relations*
- *Look at farm & practices from outsider's perspective*

**Conduct Self-Audits** *(even your own undercover audits)*

**Identify vulnerabilities in hiring protocols**

# PROTECT YOUR ANIMALS & YOUR BUSINESS

■ Thoroughly Screen All Job Applicants – *know who you're hiring: check their references, do background checks*

## *Red Flags to Watch For:*

- ✓ *Those looking for temporary work*
- ✓ *Willingness to work for free*
- ✓ *License plates from out-of-state; stories about moving to the area for a girlfriend/boyfriend*
- ✓ *Use of college/university identification*
- ✓ *Overly or inappropriately educated for the position applied for*

# HIRING MUST DOS

- *Require applicants complete a written application, with references;*
- *Include a statement on the application – that must be signed:*
  - “All information provided is true and correct under penalty of perjury”***
- *Require consent for a background check – have them sign*
- *Verify applicant’s permanent address*
- *Note if there are gaps in employment and inquire*
- *Verify farms they’ve worked on exist; verify past employment, especially farms/plants*
- *Call all references listed*



# HIRING MUST DOS

- Require a signed **confidentiality agreement**
  - *State opening that if they breach it, they may have to pay your attorneys fees*
  - *Include a pledge not to film or photograph without permission by the employer and that all film/photos taken are property of the employer*
- Inform new employees about background checks, certification, false statements, etc. about anything you intend to do in terms of monitoring
  - *Make sure they sign*
  - *If they refuse to sign, this should be a red flag*

# INTERVIEW PROCESS

1. Have you ever worked or earned a degree under a different name?
2. Are you currently working for any organization that is paying you or asking you to collect any information related to our company/farm, proprietary procedures or processes? *If so, please provide the name and contact information.*
3. Do you own or possess any equipment, including cell phone, that you intend to have with you during work that can collect video, audio or still pictures? *If so, please show us this equipment (and document it).*
4. Have you ever observed an animal being subjected to treatment that you feel was harmful? *Where and when? What did you do about it?*

# EMPLOYMENT MUST DOS

**Train longtime employees to be your “eyes & ears” and report suspicious behavior**

**See**

**Contact**

**Ask**

**Notify**

# CHARACTERISTICS TO WATCH FOR

## Red Flags – Existing Employees

- ✓ *Come in early/stay late*
- ✓ *Volunteer for the worst jobs to gain access to the animals when few others are around*
- ✓ *Ask to work with the animals, even when assigned other jobs*
- ✓ *Ask a lot of questions about cameras, security, schedules of managers, etc.*
- ✓ *Request unexpected time off to “visit a sick relative in Europe”, don’t show up for work without notice*

# OTHER SUSPICIOUS ACTIONS

- Unexpected visitors (dressed in a suit and tie) stating they need to check the animals for disease. Ask for business card, name, number and employer
  - Unexpected visitors – or individuals saying they work for your company in an audit role – or work for a customer in an audit role, requesting to see the animals.
- *Do Not trust people at face value – Verify ALL Requests for Access*
  - *If they leave without ID verification, record car make & model, as well as license plate; record appearance of individual*
  - *Report Suspicious Guests to local authorities and to the Animal Ag Alliance.*



# UNDERCOVER ACTIVISTS IDENTIFIED

## "JASON SMITH"



### COMPANIES TARGETED:

Quality Egg of New England, Bushway Packing Inc, Wiles Hog Farm, Hodgins Kennels, C.C. Baird, Gemperle Farms, Norco Ranch, DeCoster Egg Farms, and Hy-Line's Spencer, IA hatchery

**ALIASES:** Christopher Parrett, Jason Smith, John Knoldt, and Chris Paxton

**ORGANIZATIONS:** MFA, HFA

**STATES:** ME. OH. VT. MI. IA. NC.

According to sources, born in Houston as Christopher Parrett, however, most often goes by Jason Smith. When employed by Maine Contract Farms, contractor to Quality Egg, used a social security card belonging to John Knoldt. His driver's license, in 2010, was from North Carolina.

In 2014, Jason Smith has attempted gaining employment on several farms, in particular egg farms. Claims to be from TX, and in NC because his girlfriend goes to school there.

## "PETE ROMOLAND"



### ORGANIZATION:

Mercy For Animals; Humane Farming Association

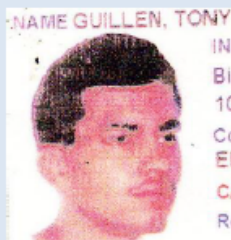
### STATES TARGETED:

Ohio

An individual (*photo shown above*) appeared in a *Time* magazine article accompanying an interview with him on March 6, 2009. In the article, "Pete" indicated that he had legally changed his name twice. "Pete" also indicated that he is a vegan and stated, "...I do not believe that under any circumstances we should raise animals for food."

In the same interview, he proudly boasted his video footage had been featured in at least two HBO documentaries, including *Death on a Factory Farm*.

## "TONY GUILLAN-GUZMAN"



### COMPANIES TARGETED:

Kreider Farms, Cal-Maine

**ORGANIZATION:** HSUS

**STATES:** PA, TX

Tony Guillen Guzman was name given to Cal-Maine, but did not match the identification on his Maryland-issued

driver's license. He said he had completed a tour in the U.S. Navy and had moved to the Waelder area in southeastern Texas to live with an uncle. Signed agreement to report concerns about animals care, but failed to do so per Feedstuffs article 12/10/10. His references were not checked. Another red flag: he had requested his paycheck be direct deposited to an account in Ames, Iowa -- a college town, even though he was living in the Waelder, TX area.

## "JAMES/JIMMY CARLSON"

### COMPANIES TARGETED:

Willet Dairy, Hy-Line Hatchery, Country View Family Farms

**ORGANIZATION:**

Mercy For Animals

### STATES:

New York  
Iowa



The individual appears to be in his twenties and had his hair cropped short in a buzz cut. He is supposedly from Sag Harbor, NY. In a National Public Radio interview that has since been taken offline, an individual took credit for conducting the Hy-Line undercover operation. In the radio interview, he asked the reporter to call him "James." He said that since he often had to use his real social security card with his picture ID, he couldn't reveal his real name.





# UNDERCOVER ACTIVISTS IDENTIFIED

## "CAROLYN COOK"

### COMPANIES TARGETED:

Seaboard Foods

### ORGANIZATION:

Humane Society of the United States

### STATES:

Oklahoma



She worked on the farm for two months and had several questions about safety and animal welfare. She is from Austin, Texas and is 29 years old. Past work experience includes Safaris Zoo, S&S Pet Store, and Persistence Horse Farm. During her interview, she said that she had moved to the area with Sean Thomas (another undercover activist).

## "Danielle Thompson"

### COMPANIES TARGETED:

Minnesota Turkey Farms

### ORGANIZATION:

Galapagos Preservation Society

### STATES:

Minnesota, Washington



Thompson is an animal rights activist who attempted to gain employment at two poultry companies in Minnesota, but thankfully was found out well before any hiring progressed. The applicant Danielle Thompson states on the application her last address was CA and she worked as a landscaper. She also shows work history in WI and MD, she lists attending high school in Racine, WI. The phone number she listed on the application is from Caledonia, WI. She contacted us today using the phone number of 360-298-4910, which is a Washington State number.

## "SEAN THOMAS"

### COMPANIES TARGETED:

Hallmark/Westland,  
Prestage Farms

### ORGANIZATION:

Humane Society of the United States

### STATES:

California, Oklahoma



Named in a March 13, 2008, *USA Today* article, he is responsible for the infamous video of mistreatment at the Chino, CA plant of Hallmark/Westland. He has also been named as the activist responsible for a video taken in January 2011 at a Prestage Farms facility in Oklahoma. While the latter video did not depict any mistreatment by employees, HSUS attempted to use

## "Arturo Garcia"

### COMPANIES TARGETED:

Weise Brothers Dairy, Hudson  
Valley Farms

### ORGANIZATION:

Mercy for Animals

### STATES:

New York, Wisconsin



Hired at Hudson Valley Foie Gras in the spring of 2013, was in hindsight, too good to be true. He was bilingual, personable, would show up early for work and stay late. "Arturo" started asking to venture into areas of the farm beyond his purview, so the owners then checked his references and discovered they were dummy telephone numbers. Arturo disappeared from the farm that afternoon. A month later, MFA released a video entitled "[Amazon Cruelty](#)" with footage from HVFG. The video was meant to urge the retailer to discontinue allowing foie gras to be sold on its website.

In the fall of 2013, "Arturo" was hired by Weise Bros. Dairy in



# MONITOR & REPORT SUSPICIOUS ACTIVITIES & PEOPLE

## Farm Security Mobile App for Members

- Interview questions
- Red Flags
- Activists Profiles
- Crisis Management
- Daily News Clips
- Push Notifications that will serve as Alerts with new information





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

# 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

# PROACTIVE COMMUNICATIONS

## Build Relationships Before You Need Them

- *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*

# 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*

# PROACTIVELY SHARE YOUR STORY

## *Put A Face On Ag*

**LAND O' LAKES**

Home Recipes Test Kitchen Products Offers **Our Story**

Enter recipe **YouTube** Browse Movies

**Our Story** It Starts In Iowa

IowaSoybeanAssn **+** Subscribe 48 videos

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

Do you know butter comes from a cow?

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.](#)

**Contact Us**  
**Know Your Beef**  
**Beef Bundles**

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**

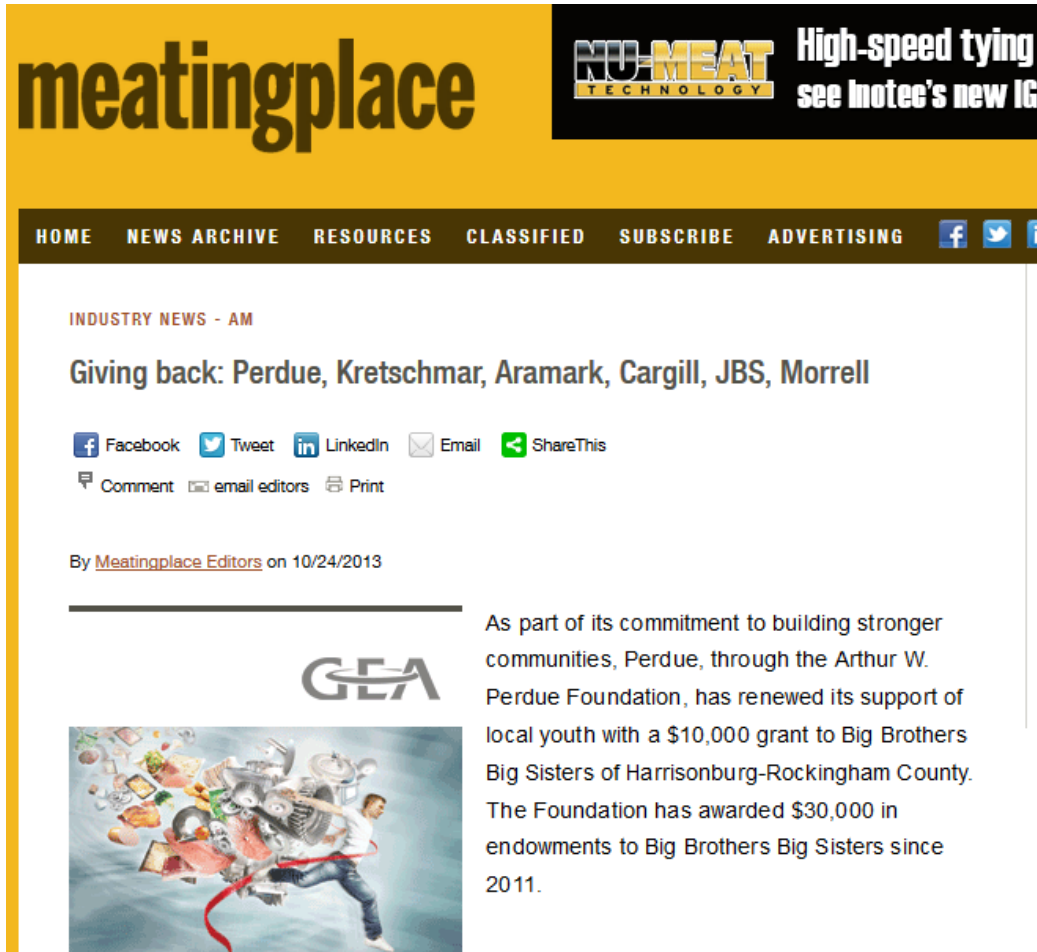
**Our Products** **About the Farm** **Family History**

info@sieversfamilyfarms.com

0:02 / 0:15

# SHARE YOUR STORY

## *PUT A FACE ON AG*



The screenshot shows the Meatingplace website with a yellow header. The main article is titled "Giving back: Perdue, Kretschmar, Aramark, Cargill, JBS, Morrell" and is dated 10/24/2013. It features a GEA logo and a photo of a person holding a large red ribbon. The article text describes the Arthur W. Perdue Foundation's support for Big Brothers Big Sisters of Harrisonburg-Rockingham County.

**meatingplace**

**NU-MEAT TECHNOLOGY** High-speed tying see Inotec's new IG

HOME NEWS ARCHIVE RESOURCES CLASSIFIED SUBSCRIBE ADVERTISING

INDUSTRY NEWS - AM

**Giving back: Perdue, Kretschmar, Aramark, Cargill, JBS, Morrell**

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Comment email editors Print

By [Meatingplace Editors](#) on 10/24/2013

**GEA**

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.

Utilize Social Media to  
Share Positive Stories





# 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

[ADVENTURES](#)[SHOP & DINE](#)[THINGS TO EXPLORE](#)[PLAN YOUR VISIT](#)

## 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.

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 remember.

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!

The Pig Adventure at  
**FAIR OAKS**  
FARMS™





# 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](http://www.AnimalAgAlliance.org)

