FARM SECURITY AND CRISIS MANAGEMENT: DOS AND DON’TS IN HIRING

Presenter:
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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.
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

You are here

Reasonable majority is here

Antagonists

Antagonists are there

Animal Agriculture Alliance
animalagalliance.org
“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.”

- Patrice Jones, Vine Sanctuary
2013 Animal Rights Conference
ACTIVIST RIGHTS IN THE USA – TODAY

$400+ Million Annually

Activist Web

Animal rights organizations are bound together in many ways, including shared staff and financial support.

Names listed represent individuals collaborating with two or more activist groups.

$$=$$ Financial assistance

Prepared by:

animalagalliance.org
PRIMARY ACTIVIST TACTIC

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

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.
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
NEW “UNDERCOVER” TACTICS

Smartphone App Launched to Catch Animal Abusers

October 21, 2014

ICE BlackBox, a new smartphone app designed to catch animal abusers, will allow animal owners to securely report abuse and even watch the perpetrator the moment they use the app.

John Thompson, executive director of the Humane Society of the United States, says, "With ICE BlackBox, owners can report incidents of animal cruelty using the latest in technology, ensuring the abuser is caught in the act."

Thompson added, "With ICE BlackBox, owners can take action to help end animal abuse. This app is an important tool in our ongoing efforts to end cruelty to animals."

Whistleblower Reward Program, Tip Line Launched for Factory Farm Workers

October 24, 2014

A hotline for reporting animal cruelty at factory farms, slaughterhouses and livestock auctions has been launched.

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WHY UNDERCOVER VIDEOS
**Drive State Legislation**

**Legislation Alert**

**GM0 Legislation**

**MN SF2855** 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: 5/3/2014 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.

**Nebraska Legislation**

**L3377**: Change provisions and procedures relating to the disposition, care, custody, and costs associated with the impoundment of dogs or cats. Status: Introduced 1/10/15. Pending: Legislature Agriculture Committee. Notice of hearing for 2/17/15.


**Legislation Blog**

Myth Busting Monday: GMO, Why Does It Matter?

For a comprehensive overview of past legislative measures in Nebraska, click here.
Panera details animal welfare plans

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.

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

Sodexo Canada is sourcing shell egg from cage-free system

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INFLUENCE BUSINESS

100% Traceable Down

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

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.

Per the padding of most of our winter jackets, on the other hand, we use only synthetic materials such as cotton wool flocke (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.
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.
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, Compropa 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 HVFs. 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
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

MONITOR & REPORT SUSPICIOUS ACTIVITIES & PEOPLE
ANIMAL CARE TRAINING, CRISIS MANAGEMENT, COMMUNICATIONS, ADVOCACY MUST BECOME PART OF YOUR BUSINESS PLAN
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**

**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

Dry Aged Iowa Farm Raised Beef
From Our Family to Yours

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
SHARE YOUR STORY
PUT A FACE ON AG

Utilize Social Media to Share Positive Stories

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

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.
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.

Animal Care
Since 1938 Cooper Farms has taken the lead in creating safe and humane environments for our animals. Over the years, Cooper Farms has grown and diversified. From raising only a few 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 continues to strive for better, more sustainable production practices and constant improvements for the utmost care of our animals.

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

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.

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

Dairy Adventure at Fair Oaks Farms

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. Abound the farming lifestyle of one of our modern working dairy farms while riding in our cow bus.

Your Pig Adventure Starts Here...

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

Step inside our modern pig barn 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 new on the mind.

Dairy Adventure at Fair Oaks Farms
“By implementing out-of-the-box ideas, we engage with influencers and shield our members from the blows of misinformation.”

www.AnimalAgAlliance.org

Join Us!  

www.AnimalAgAlliance.org