



**Animal Agriculture Alliance**  
Connect | Engage | Protect



- The Alliance promoted animal agriculture and “agvocacy.” Via our [College Aggies Online](#) scholarship competition, the Alliance empowers college students to become proactive, positive and confident communicators and advocates for agriculture. The program launched for the fifth year in September 2013 with record participation. The Alliance hopes to expand this in 2014.
- The Alliance wrote a [letter](#) to Panera expressing concern over their “EZ Chicken” campaign which disparaged farmers and ranchers who use antibiotics on their farm. This letter was signed by over 1,500 farmers and ranchers. The Alliance is fully engaged in a series of discussions with Panera to help them better understand this, and other issues of importance which affect animal agriculture.
- The Alliance’s 2014 Stakeholders Summit, themed “Marketing to Millennials,” brought together industry leaders across the food chain to address top emerging issues impacting animal agriculture.
- In 2013, the Alliance appeared on: CNN Morning News, Al-Jazeera, Democracy Now!, The Daily Show with Jon Stewart, NPR and National Geographic and was interviewed on numerous radio shows, quoted in countless newspaper articles and blogs. Further, the Alliance has more proactively engaged with consumers using social media. In September, we reached 10,000 followers on Twitter!
- In 2013, the Alliance produced a farm animal care brochure showcasing the animal care guidelines for all livestock and poultry species. The pamphlet is an important tool used by Alliance members to converse with various audiences about the ethically and scientifically-sound practices used in modern farming and ranching. The brochure is available [here](#).
- The Alliance launched a new website showcasing a completely new look and easier access to the Alliance’s resources such as a legislative tracking, activist profiles, undercover video reporting and much more.
- The Alliance attended the 2013 Animal Rights National Conference: hosted by the Farm Animal Rights Movement and attended by extreme animal rights groups including Mercy for Animals, PETA, and HSUS. The Alliance then produced a comprehensive report detailing activists' strategies, activities and campaigns. Learn more about the comprehensive report [here](#).
- The Alliance exposed Meatless Monday campaign for being dishonest about their participation levels. The Alliance individually surveyed each participating organization listed on the Meatless Monday campaign website. Based on this survey, the Alliance determined that the Meatless Monday participation levels are dwindling. Read more [here](#).
- In response to the Center for a Livable Future issuing an update of the 2008 Pew Commission on Industrial Farming Report, the Alliance coordinated an industry-wide response which included a counter-report, press conference, and social media outreach leading to very balanced and fair media coverage for agriculture. Read the Alliance’s report [here](#).