



Animal Agriculture Alliance
Connect | Engage | Protect



- The Alliance's 2015 Stakeholders Summit, themed "The Journey to Extraordinary," brought together industry leaders across the food chain to explore animal agriculture's continuous efforts to embrace new technologies that will help feed a growing population while measuring sustainability, engaging consumers in innovative ways to bridge the knowledge gap, and highlighting initiatives that demonstrate agriculture's commitment to transparency. It was the first Summit held outside of the Washington, D.C. area and more than 50 percent of the attendees' first Summit.
- The Alliance worked with Tyson Foods, Inc. to donate 30,400 pounds of protein to the Food Bank of North East Georgia this spring. The donation was made in honor of the University of Georgia Dairy Science Club through our College Aggies Online Scholarship Competition, which had a record number of nearly 1,200 participants.



- The Alliance, along with National Pork Board, National Pork Producers Council and the North Carolina Pork Council, spearheaded a "#FarmtoPork" tour for 12 influential food bloggers to learn about swine production and the pork industry. The content generated during the tour, including blogs, photos, Facebook posts and tweets, earned over 20 million online impressions.
- The Alliance hit 15,000 followers on Twitter with our Mythbusting Monday, Trivia Tuesday and Throwback Thursday content. Each week, we post eye-catching graphics with factual, science-based information about animal agriculture and protein consumption.
- Our 'Real Farmers, Real Food' blog, updated weekly, has already received about 18,000 views this year. One post on the truth behind undercover videos earned 15,428 views and 23 comments.
- Alliance staff were interviewed or published in more than 500 stories. Some of the publications include: Washington Post, AgriPulse, Bloomberg, Meatingplace, CountryGuide (Canada), Northwest Ag Information Network and Oklahoma Farm Radio, Drivers, Dairy Herd Management, San Francisco Chronicle, Poultry International, Feed International, Huffington Post, Financial Times, Food Safety News, AgriTalk radio and many more.



- The Alliance's Farm Security Mobile App is well-underway, and will be ready to launch summer 2015. Content from the Alliance's farm security recommendations, developed in conjunction with law enforcement and anti-terrorism specialists, as well as crisis management, employer resources, action alerts and much more will be readily available at your fingertips. Alliance members only.
- Our staff attended the 2014 Animal Rights National Conference, and HSUS' Taking Action for Animals conference were provided to members detailing activists' strategies, activities and campaigns.
- Alliance Action Alerts led to preventing the hiring of at least one "undercover" activist and the identification of another already hired before being able to produce an illicit video.
- Activist profile reports were updated to more accurately reflect these groups' true animal rights/vegan agenda.



- In addition to the Issues Management Committee Meeting each month, the Alliance launched a new Retailer/Restaurant Issues Management Subcommittee to identify emerging issues directly impacting the food sector and coordinate management strategies throughout the food chain.
- Our 'Animal Ag Aware' members-only LinkedIn has doubled in membership this year. We provide members with activist monitoring materials, presentation slides on animal agriculture topics and issues and reports from Issues Management Committee calls, meetings and events.
- Alliance membership and marketing materials were updated with a fresh new look to accurately reflect the Alliance's motto: Connect. Engage. Protect. These new resources have already helped strengthen the Alliance's brand and stakeholder understanding of our Mission.
- Alliance membership retention in FYE 4/30/2015 was 95%. Sixteen new members joined, new special project sponsors.
- The Alliance's *Advances in Animal Agriculture* report, outlining advances in animal care, continuous improvement, responsible antibiotic usage, food safety and sustainability was updated and distributed in meetings with a number of major food, retail and restaurant companies, as well as provided to members.
- New resources were created to support member engagement, such as infographics on the use of antibiotics and sustainability.
- Alliance letters were sent to many food companies targeted by activist organizations, with positive responses expressing appreciation for Alliance resources and information.
- The Alliance continued working with USDA to distribute the OIE's farm animal care reports and coordinate stakeholder input back on the species-specific reports to aid in USDA's development of the U.S. position back to the OIE.
- Alliance staff served as resources to policy makers and government officials on farm animal care issues through participation in conferences of the State Agriculture and Leadership (SARL), National Association of State Departments of Agriculture (NASDA) and appointment to the Virginia Board of Agriculture and Consumer Services.
- An Alliance staff member was honored by *PR News* as a PR Rising Star in the 30 and under category for "making tremendous strides in their communications efforts."
- Alliance staff delivered 26 presentations including on Capital Hill and internationally in Canada and Chile.