

ANIMAL AGRICULTURE ALLIANCE SPEAKERS BUREAU



About the Alliance

The Animal Agriculture Alliance is an industry-united, nonprofit organization that helps bridge the communication gap between farm and fork. We CONNECT key food industry stakeholders to arm them with responses to emerging issues. We ENGAGE food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We PROTECT by exposing those who threaten our nation's food security with damaging misinformation.

Presentation Topics

The Alliance is experienced with presenting on the topics of:

- Animal rights activists and their tactics, such as “undercover” videos, faith-based outreach, pressuring restaurants and retailers, targeting investors and more
- Farm and facility security
- Crisis management
- Communicating about current issues in animal agriculture such as animal care and sustainability
- Social media- how it can be used for proactive communication, examples of using it to promote agriculture and workshops on how to set up and utilize the different social media platforms

Meet the Presenters



Kay Johnson Smith, president and CEO, has worked professionally with agriculture promotion and education for more than 20 years. She is a leading spokesperson on farm animal welfare issues and animal rights campaigns in the U.S. and has provided hundreds of presentations and media interviews on related matters. She has worked with numerous stakeholders to help them strategically manage activist campaigns targeting their businesses.

Hannah Thompson-Weeman, vice president of communications, develops and implements the communications strategy for the Animal Agriculture Alliance. Thompson monitors and responds to misinformation about food production and reaches out to the media with accurate, science-based resources about modern animal agriculture. She completed a thesis focused on crisis communications and planning within the dairy industry.



Allyson Jones-Brimmer, director of membership, fosters relationships with current and prospective members and donors of the Alliance. Jones-Brimmer works to get the Alliance's resources in the hands of the farmers, ranchers and industry professionals. She communicates with the industry about activist strategy and what the Alliance is doing along with what the industry can do to provide a counter voice to activists.

Casey Whitaker, communications manager, is a social media guru. She develops and distributes both written and graphic content for the Alliance. Whitaker tracks media engagement, provides special reports for members and manages the Alliance website. In her role, Whitaker utilizes traditional, digital and social media to help connect consumers with factual information about modern food production.



Contact Allyson at AJonesBrimmer@AnimalAgAlliance.org for rates and availability.

