



**For Immediate Release**  
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## **[yellow tail] Shows Support for Farmers and Ranchers**

ARLINGTON, VA – The Animal Agriculture Alliance would like to commend Casella Wines, the Australian producers of [yellow tail], for its recent show of support for farmers and ranchers.

“The people at [yellow tail] have worked with us over the past week in what we believe is a genuine effort to repair ill feelings caused by the sponsorship of the Humane Society of the United States. We are satisfied the controversy and anxiety it caused was unintentional,” said Kay Johnson Smith, Executive Vice President. “They have committed to in the future only supporting welfare organizations with a sole commitment to animal care. As farmers themselves, they’re dedicated to supporting agriculture, as evidenced by their annual upcoming barbeque promotion.”

When [yellow tail] announced its partnership with HSUS in January, hundreds of farmers, ranchers, outdoor enthusiasts, and pet owners contacted the company to express concern over the organization’s political agenda. The wine company has since stated that it will use future financial contributions to support organizations that are focused on hands-on animal care only.

“We have invited the people at [yellow tail] to work closely with the Alliance, an offer that is open to wine makers around the world. As we all know, meat, cheeses and wine are natural partners,” Johnson Smith said.

The Alliance is impressed with the agriculture community’s use of social media and encourages farmers and ranchers to use the momentum to continue to educate the public about the importance of American agriculture on Facebook and Twitter. Producers who are interested in learning more about using social media tools to advocate for agriculture should contact the Alliance’s Communications Coordinator, Sarah Hubbard, at [shubbart@animalagalliance.org](mailto:shubbart@animalagalliance.org).

The Animal Agriculture Alliance, a 501(c) (3) non-profit organization, is a broad-based coalition of individual farmers, ranchers, producer organizations, suppliers, packer-processors, private industry scientists, veterinarians and retailers. The Alliance’s mission is to communicate the important role of animal agriculture to our nation’s economy, productivity, vitality and security and that animal well-being is central to producing safe, high-quality, affordable food and other products essential to our daily lives.

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