

Animal Agriculture Alliance
ANNUAL REPORT

A
2015



LETTER FROM SHERRIE WEBB FY 2016-2017 CHAIRMAN OF THE BOARD

Dear Alliance member,

I am excited to work with our board and the Alliance staff to execute the mission of bridging the communication gap between farm and fork. Each day it becomes more critical for the animal agriculture industry to come together to collaboratively address the challenges facing all of us. I'm happy to have this leadership role to help the Alliance meet its mission and objectives.

I have served on the Alliance Board of Directors since 2008 and have seen growth and accomplishments over these years. Dedication to continuous improvement of animal care has always been my main objective in my role with the National Pork Board, and I see participation in the Alliance as an extension of that mission as I work with others across all of animal agriculture.

"The Journey to Extraordinary" was a very fitting theme for the 2015 Summit and I look forward to continuing to work forward extraordinary with the Alliance staff and members.

Sincerely,
Sherrie

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

FY 2014-2015 Chair: Paul Pressley,
U.S. Poultry & Egg Association

FY 2016-2017 Chair: Sherrie Webb, National Pork Board
Treasurer: Dr. Jamie Jonker,

National Milk Producers Federation

Pete Block, Hy-Line North America, LLC

Joel Brandenberger, National Turkey Federation

Don Butler, Smithfield Foods, Inc.

Jeff Cannon, Diamond V

Dr. Kathy Simmons, National Cattlemen's Beef Association

Donna Stephens, Bayer HealthCare

Dr. Christopher Ashworth, Elanco Animal Health, Ex-Officio

BOARD MEMBERS

Manoella Alves, Alltech, Inc.

Dr. Adnan Aydin, American Veal Association

Dr. Angela Baysinger, Genus/PIC

Delbert Christensen, United Soybean Board

Rebecca Cisek, Zoetis

John Graettinger, Merck Animal Health

Chad Gregory, United Egg Producers

Dr. Robert Hagevoort, New Mexico State University

Dallas Hockman, National Pork Producers Council

Kimberly Keller, Charleston I Orwig

Matt Morgan, Vance Publishing Co.

Ann Nogan, American National Cattlewomen, Inc.

Sarah Novak, American Feed Industry Association

Peter Orwick, American Sheep Industry Association

Aaron Putze, Iowa Soybean Association

Adam Proctor, Potash Corp.

Dr. Dave Sjeklocha, Cattle Empire

Tom Super, National Chicken Council

Mary Kay Thatcher, American Farm Bureau Federation

Terry Wehrkamp, Cooper Farms

Josh Winegarner, Texas Cattle Feeders Association

Derek Yancey, Morning Fresh Farms, Inc.

LETTER FROM PAUL PRESSLEY, FY 2014-2015 CHAIRMAN OF THE BOARD

Dear Alliance member,

Thank you for your membership and your commitment to the future of animal agriculture! As the chair of the Animal Agriculture Alliance Board of Directors over the past two years, I have seen the Alliance grow, strengthen and excel at providing a positive, united voice on behalf of all of animal agriculture.

I hope you enjoy reading about the accomplishments the Alliance had during the 2015 fiscal year. The Alliance has exciting plans for 2016, and I'm anticipating continued success. I look forward to continuing to serve the Alliance as a member of the board's executive committee.

Sincerely,
Paul

LETTER FROM KAY JOHNSON SMITH, PRESIDENT AND CEO

Dear Alliance member,

Fiscal year 2015 (May 1, 2014- April 30, 2015) was a successful year for the Animal Agriculture Alliance! Thank you for your support and engagement. Our members are vital to our success in connecting, engaging, and working to protect the animal agriculture industry.

Our small, but mighty team here at the Alliance has some new faces! We welcomed communications director Hannah Thompson, membership and marketing manager Allyson Jones-Brimmer and communications coordinator Casey Whitaker to the staff this year. Morgan Hawley continues providing support for special projects including College Aggies Online and our Stakeholders Summit. Each member of our team brings a unique perspective and a passion for animal agriculture. It has been exciting to combine my years of experience with the Alliance with their fresh ideas to take our mission of CONNECT, ENGAGE, PROTECT to new heights.

In addition, we updated our look over the past year. Our marketing materials now have a fresh new appearance to strengthen the Alliance's brand and stakeholder understanding of our mission. We also have new resources to support member engagement with consumers and influencers, such as infographics on the use of antibiotics and sustainability.

We are committed to bringing everyone across the food chain to the table for good. Our membership is a diverse mix of individuals, corporations and associations representing producers, processors, suppliers, scientists, veterinarians and more. We were successful in retaining 95 percent of our members in 2015 and adding several new members. I look forward to working with you - our members, our Board of Directors and staff to continue this positive growth in the organization and continue doing meaningful work on behalf of animal agriculture.

Sincerely,
Kay

MEET THE STAFF

Kay Johnson Smith, President and CEO, is the chief spokesperson, and oversees the Alliance's many programs and outreach initiatives, as well as the business operations. Smith also leads the Alliance's international and channel supply engagement efforts. She has been with the Alliance since 1994, and was the executive director of its predecessor association. She has a BS in political science/public administration along with a minor in business from James Madison University in Harrisonburg, VA.



Hannah Thompson, Director of Communications, develops and implements the communications strategy for the Alliance. In this role, Thompson monitors and responds to misinformation about food production and reaches out to influencers with accurate, science-based resources about modern animal agriculture through traditional and social media. Thompson holds a BS in agricultural communication and an MS in agricultural and extension education from The Ohio State University in Columbus, OH.



Allyson Jones-Brimmer, Membership and Marketing Manager, is responsible for membership engagement and outreach. She works to build relationships with current and prospective members, improve membership communication and process day-to-day membership affairs. Previously, Jones-Brimmer worked in a sales and customer service role as a crop insurance agent with Farm Credit East. She has a BS in animal science and agricultural science education along with an MA in teaching from Cornell University.



Casey Whitaker, Communications Coordinator, 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. Previously, she interned at the Alabama Cooperative Extension System writing news stories and managing social media. Whitaker holds a BS in agricultural communication from Auburn University and is from Centreville, Virginia.



Morgan Hawley, Special Projects Manager, manages the College Aggies Online Scholarship Competition and assists with other special projects and events such as the Stakeholders Summit. Previously she worked in the Animal Health Division at the Missouri Department of Agriculture. She has a BS in animal science and agricultural economics from the University of Missouri.



ALLIANCE AWARDS AND APPOINTMENTS

- Merit Award in the "Tactics Division – Collateral/Literature"

The Animal Agriculture Alliance won the Merit Award in the Tactics: Collateral Literature category at the Agriculture Relations Council (ARC) annual awards ceremony in June 2014. The award honored excellence for Alliance's coordinated response to the Center for a Livable Future Report Card on the Pew Commission.

The Alliance coordinated the various protein groups and their development of a counter report titled, "Advances in Animal Agriculture: What the Center for a Livable Future, Pew Commission and Others Aren't Telling You about Food Production". We also hosted our own press conference immediately following the CLF/Pew Press Conference that day – resulting in very balanced and positive media coverage, and ultimately deflating the entire Pew agenda!

This report was updated in 2015 and distributed in meetings with a number of major food, retail and restaurant companies, as well as provided to members. It outlines advances in animal care, continuous improvement, responsible antibiotic usage, food safety and sustainability. This coordinated response campaign is a great example of the value of the Alliance, and we're always looking for other opportunities to organize broad engagement strategies to issues impacting our members.

- Alliance Communications Director, Emily Meredith, recognized in October 2014 by PR News as a PR Rising Star in the 30 and under category for "making tremendous strides in their communications efforts."
- Alliance President and CEO appointed by the Virginia Governor to the Virginia Board of Agriculture and Consumer Services in December 2014.

DID YOU KNOW?

Alliance staff delivered more than 25 presentations, including on Capitol Hill and internationally. Interested in having the Alliance present at your next conference, customer event, or board, management team or sales meeting? Contact us for more information.



2015 STAKEHOLDERS SUMMIT: "THE JOURNEY TO EXTRAORDINARY!"

More than 200 industry stakeholders gathered in Kansas City, Missouri for networking and thought-provoking presentations at the 2015 Stakeholders Summit. It was the first Summit held outside of the Washington, D.C. area, and more than 50 percent of participants were first-time attendees!

Leaders across the food chain explored animal agriculture's commitment to sustainability, the importance of embracing technologies to feed a growing population and innovative ways of engaging consumers, among other topics.

We highlighted farms that are going outside of their comfort zone to engage consumers by welcoming the public, influential bloggers and television crews to their farms, demonstrating agriculture's commitment to radical transparency.

SAVE THE DATE!
2016 ANNUAL
STAKEHOLDERS
SUMMIT:
MAY 5-6, 2016
IN ARLINGTON,
VIRGINIA

COLLEGE AGGIES ONLINE SCHOLARSHIP COMPETITION

Our College Aggies Online (CAO) 6th annual competition had 1,200 students participating in fall 2014. Students were able to learn from industry experts and put their skills to the test by engaging on social media and other challenges to connect with non-ag students on their campuses. The winners were awarded a total of \$16,000 in scholarships, thanks to our CAO sponsors, and were recognized at the Alliance's Stakeholders Summit. In conjunction



with the competition, Tyson Foods, Inc. donated 30,400 pounds of protein to the Food Bank of North East Georgia. The donation was made in honor of the University of Georgia Dairy Science Club as a result of collecting the most food during the CAO food drive competition.

In summer 2015, the Alliance will launch the CAO Ambassador Program to help promote the scholarship competition to current college students. The Ambassadors' role is to share information about the program, visit clubs and publicize CAO via social media. Ambassadors can be undergraduate, graduate students or alumni. The Ambassador that signs up the most individuals and club participants will win \$500.

The 7th Annual College Aggies Online Scholarship Competition will kick off September 28, 2015. More sponsors are welcome!

COMMITTEE INVOLVEMENT

Committees are one way the Alliance helps connect stakeholders across the food chain. Our Issues Management Committee (IMC) met monthly by conference calls to discuss emerging trends and issues and provide direction for Alliance strategies. Our Restaurant/Retail Subcommittee met quarterly to ensure that sector of our industry had resources on issues most impacting them. Our Membership Advisory Committee provided guidance on the rebranding of our marketing materials and membership value. Combining the collective resources of our members helps strengthen our voice.

If you're a member of an Alliance committee, we need your thoughts. Be sure to stay involved!

Issues Management Committee

- The Alliance's Issues Management Committee (IMC) works to develop unified and coordinated response strategies for emerging issues facing the industry. The IMC offers members an opportunity to share resources and work together to collaboratively address challenges.

Supply Channel Subcommittee (new)

- Food retailers, distributors and restaurants are immensely influential to consumers. Developing proactive, effective outreach strategies to engage this audience in conversations about animal agriculture is critical. Our Supply Channel Subcommittee brings together industry representatives handling supply

chain relationships to most effectively reach these key influencers.

Restaurant/Retailer Subcommittee

- This subcommittee of our IMC connects industry representatives with organizations representing restaurants and food retailers. Representatives from grocery, manufacturing and restaurant associations are able to get their questions about animal

agriculture answered directly from the source through this committee.

Membership Advisory Committee

- Without active and engaged members, none of the Alliance's work would be possible. This committee helps us to engage and serve our members most effectively, along with helping spread the word about the Alliance so we can continue to grow.



#FARMTOPORK TOUR

The Alliance, along with National Pork Board, National Pork Producers Council and the North Carolina Pork Council, spearheaded a “#FarmtoPork” tour for 12 influential 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. Thank you to Smithfield Foods and Prestage Farms for opening your barn doors to the bloggers!

Want to host a blogger tour utilizing the experience and expertise of the Alliance? Contact Hannah Thompson at hthompson@animalagalliance.org!



MEMBER RESOURCES

New infographics on sustainability and antibiotics were created and are available on the Alliance website. We will continue to develop new resources going forward, such as updated materials to counter the Meatless Mondays campaign, resources recognizing the nutritional importance of animal protein and talking points on hot button issues.

A journey, not a destination.
Sustainability means using natural resources efficiently, caring for the land, air, water and wildlife, and producing safe, abundant food to nourish a growing population.

Continuous Improvement

- Poultry:** In the 1940s, a chicken required approximately 16 pounds of feed to achieve a four-pound weight. Today, that amount of feed has been cut in half all without the use of growth hormones or steroids.
- Swine:** In 1950, it took eight pigs—including breeding stock—to produce 1,000 pounds of pork. Today, it takes just five pigs. And hog farmers use 41 percent less land and 41 percent less water than they did 50 years ago.
- Cattle:** U.S. farmers and ranchers raise 27 percent of the world's beef supply with just 7 percent of the world's cattle. The best cornment percent improvement in environment from 2005 to 2011.

Less than 2% of Americans feed the rest of the world. Livestock production provides a way of life for future generations for a hungry world.

The 2050 Global Food Crisis

Over 70% more food to produce
The world's population is predicted to INCREASE from 7bn in 2013 to 9bn in 2050.

So you've heard a lot about antibiotics?
SALES DATA DOES NOT TELL THE WHOLE STORY

ANTIBIOTIC: (an-ti-bi-oh-ly-ik) noun
a naturally occurring, semi-synthetic or synthetic substance that combats bacterial growth (i.e., kills or inhibits the growth of bacteria).

HUMANS
When a patient is getting their teeth clean, a dentist can prescribe antibiotic in order to help to reduce mouth pain from developing an infection.

LIVESTOCK
Turkeys and chickens are given antibiotics to prevent serious and fatal bacterial intestinal infection.

When a college student is diagnosed with meningitis, a doctor can prescribe antibiotic to help the student stay in school and prevent a short-term and long-term disability.

One animal becomes clinically ill and the entire herd will be given an antibiotic to stop the disease from spreading to other animals.

Children develop ear infections and are given antibiotics to fight the infection.

A pig may have contracted a respiratory infection and is treated.

TYPES OF ANTIBIOTICS USED:

GROWTH PROMOTION:
Currently, livestock producers can use antibiotics—as approved by FDA—to allow animals to grow more efficiently using less feed. However, these drugs—called growth promotants—are being eliminated by FDA with the cooperation of the agricultural community.

UNITED STATES FOOD AND DRUG (FDA) GUIDANCE
Under a new FDA policy, antibiotics used in human medicine will not be used for growth promotion. This policy, being implemented with the cooperation of the agricultural community, will phase out the use of medically important antibiotics for growth promotion and phase in veterinary oversight for all remaining uses of antibiotics in food animals. It is anticipated that by December 2016, all uses of these antibiotics in farm animals will only be to prevent disease and treat sick animals, under the care and prescription of a licensed veterinarian.

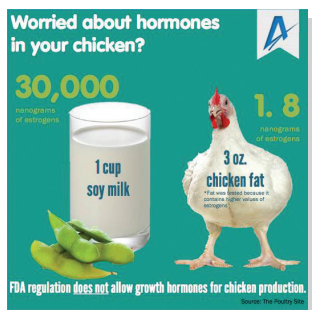
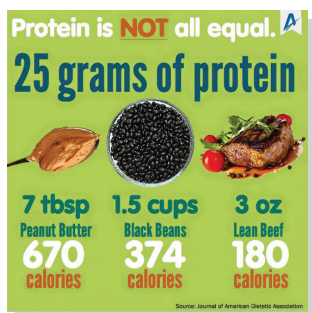
Piktochart

SOCIAL MEDIA ENGAGEMENT

The Alliance hit 15,000 followers on Twitter with our Myth Busting 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.

Our social media content is stored in our online resource library for you to use and share: www.animalagalliance.org/resourcelibrary
Follow us! Share our posts!



Animal Agriculture Alliance



@animalag



@animalagalliance



Animal Agriculture Alliance



Animal Agriculture Alliance
Members Only Group:
Animal Ag Aware



Real Farmers Real Food Blog
www.realfarmersrealfood.wordpress.com

ENGAGING WITH MEDIA

Alliance staff were interviewed or published in more than 500 stories. Some of the publications include: Washington Post, AgriPulse, Bloomberg, Meetingplace, CountryGuide (Canada), Northwest Ag Information Network and Oklahoma Farm Radio, Drivers, Dairy Herd Management, Pork Network, San Francisco Chronicle, Poultry International, Feed International, Huffington Post, Financial Times, Food Safety News, AgriTalk radio and many more.

When you are contacted by media for animal agriculture and animal care topics, refer them to Hannah Thompson at hthompson@animalagalliance.org!

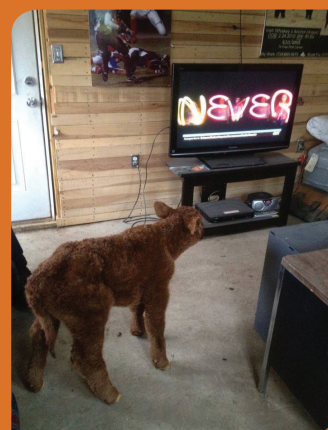
CHECK OUT WHAT THE ALLIANCE WAS SHARING ON FACEBOOK ON FEBRUARY 18!

In these cold winter months farmers many times find themselves bringing newborn critters into their homes to warm up like this little guy here! Photo credit: Billy Work Show Cattle, Uniontown, PA.

79,136 people reached

355 shares

168 likes



INTERNATIONAL AND GOVERNMENT ENGAGEMENT

For 10 years, the Alliance has coordinated broad industry input to USDA in response to the OIE's development of international farm animal welfare guidelines. Comments were provided this year on dairy cattle and broiler chickens. The Alliance also serves as a resource to agriculture committee legislators and agriculture commissioners on farm animal welfare and activist issues and participated in their meetings.





GETTING THE INSIDE SCOOP: ANIMAL RIGHTS CONFERENCES

Our staff attended the 2014 Animal Rights National Conference, hosted by the Farm Animal Rights Movement, and the Humane Society of the United States' Taking Action for Animals conference. Comprehensive reports were provided to Alliance members and can be accessed on our website using your member password.

ACTION ALERTS

Among several action alerts sent, one in particular helped farm owners identify an activist actively seeking employment on numerous farms – thus he was unsuccessful in finding employment. Another was identified while working on a farm and was terminated immediately, fortunately before he was provided access to the animals.

MEMBERS ONLY RESOURCES

Our animal rights activist group profile reports were updated and made available to Alliance members to help demonstrate these groups' true agenda. Presentations on activists' tactics and impact, as well as our farm security recommendations and undercover activist profiles are also available in our Resource Library.

Members have access to many password-protected resources on our website www.animalagalliance.org. New materials will include environmental group profiles, hot topic talking points and reviews of relevant books, movies and other media.

Want to join the Alliance, have questions on these materials or forgot your password? Contact Allyson Jones-Brimmer at ajonesbrimmer@animalagalliance.org.

REACH OUT TO US FOR SUPPORT

With decades of experience in monitoring activists and coordinating strategic responses to campaigns such as Meatless Mondays, the Pew Commission and undercover videos, the Alliance has assisted many members in managing crises impacting consumer trust. For support and resources, contact Kay Johnson Smith at KJohnson@animalagalliance.org.

COMING SOON: FARM SECURITY MOBILE APP

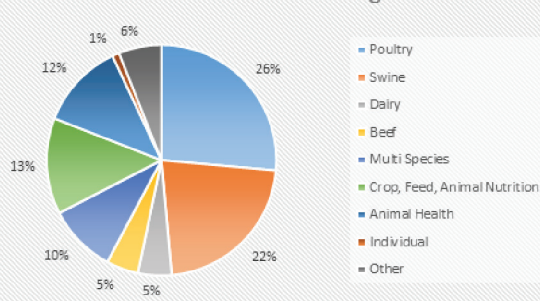
The Alliance is creating a Farm Security Mobile App, which will allow farmers, ranchers and food companies to have security resources and alerts readily available at their fingertips.

Once the app has been tested, we will announce its availability and provide instructions for accessing. We look forward to providing this valuable resource to our members at the \$500 level and above!



FINANCIALS

Breakdown of Funding



Breakdown of Expenses

