

ANNUAL REPORT

May 1, 2016 – April 30, 2017



30th Anniversary

Animal Agriculture Alliance

Connect | Engage | Protect



LETTER FROM SHERRIE WEBB, CHAIRPERSON OF THE BOARD



Dear fellow advocates for animal agriculture,
Thank you for your support of the Animal Agriculture Alliance and our mission to bridge the communication gap between farm and fork! As the chair of the Alliance over the past two years, I have seen the Alliance team and membership grow and strengthen.

As the Alliance sets forward on the third and final year of its current strategic plan, I am confident in the Alliance's direction. Throughout this annual report, you will see the progress toward the goals set in the strategic plan. You will read about how the organization is providing value to you as a member and animal agriculture as a whole. I hope you enjoy reading about these accomplishments and continue to support the Alliance going forward.

Sincerely,
Sherrie

LETTER FROM TERRY WEHRKAMP, INCOMING CHAIRPERSON OF THE BOARD



Dear producers, professionals in agriculture, food company leaders and other Alliance supporters,
I am excited to serve the Animal Agriculture Alliance – and you – as the chairperson over the next two years. I value the Alliance because its mission is truly unique and focuses on connecting consumers and farmers in a way that no other organization quite achieves.

In my role as the director of live production at Cooper Farms, animal care is my top priority and my involvement with the Alliance helps connect me with others in the industry who have the same passion. The Alliance gives me tools to engage food chain influencers and communicate about animal care while ultimately protecting animal agriculture and consumer choice.

I look forward to working with the Alliance's staff and members to continue to advance the organization.

Thank you for your support,
Terry

LETTER FROM KAY JOHNSON SMITH, PRESIDENT AND CEO



Dear Alliance member,
The Animal Agriculture Alliance is celebrating our 30th year of working to bridge the communication gap between farm and fork. We were honored to be the cover story in *The National Provisioner* magazine in April 2017 in celebration of the anniversary. Our small and mighty team has taken time to investigate our 30 years of history and reflect on how animal agriculture and communications have evolved and innovated over that time. You'll see some milestones and accomplishments throughout the timeline at the bottom of each page of this report.

As we reflect on our past, we are also invigorated for our future. In order to receive more in-depth strategic input from key stakeholders, we formed an Issues Management and Communications Steering Committee. The committee met in person for the first time in July 2016 to reexamine the Alliance's focus. The committee identified our key target audiences as consumer influencers (bloggers, social media users, chefs, dietitians and others driving conversations about food), mainstream media, and associations representing restaurant, retail and foodservice brands, reconfirming our goals outlined in our strategic plan. The steering committee also prioritized the Alliance's key issues as animal welfare, animal rights activism, sustainability and nutrition.

We've pulled together some of the key highlights of how we have worked to engage on these important topics during our 2017 fiscal year for this Annual Report, which I hope you enjoy reading more about. We look forward to being laser-focused on our goals over the next year and making it the strongest year yet for the Alliance!

Kind regards,
Kay

MISSION

The Animal Agriculture Alliance is an industry united, non-profit organization working to bridge the communication gap between farm and fork. The Alliance's role is to connect key industry stakeholders to arm them with responses to emerging issues, to engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture and to protect animal agriculture by exposing those who threaten our nation's food supply with damaging misinformation. Formed in 1987, the Alliance is based in the Washington, DC area and works to provide a united voice for animal agriculture nationwide.



ANIMAL AGRICULTURE ALLIANCE ACCOMPLISHMENTS

1987

ANIMAL INDUSTRY
FOUNDATION STARTED

1987

LAUNCHED ANIMAL
AG: MYTHS & FACTS
SERIES

1996

PRODUCED FIRST
NATIONAL TV AND
RADIO PSA PROMOTING
ANIMAL AG

1998

INTERNSHIP
PROGRAM BEGAN

1999

CREATED FIRST TEACHER
RESOURCE GUIDE TO
ANIMAL AG & ADOPT-A-
TEACHER PROGRAM

BOARD OF DIRECTORS

(MAY 2016 – APRIL 2017)

EXECUTIVE COMMITTEE

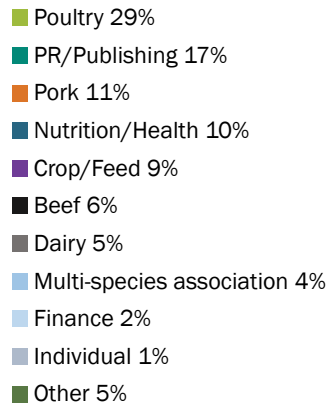
Chairperson: Sherrie Webb, National Pork Board
Chair-elect: Terry Wehrkamp, Cooper Farms
Treasurer: Joel Brandenberger, National Turkey Federation
Sarah Novak, American Feed Industry Association
Kimber Ward, Bayer HealthCare
Jeff Cannon, Diamond V
Ed Frank, National Cattlemen's Beef Association
Dallas Hockman, National Pork Producers Council
Ashley DeDecker, PhD, Smithfield Hog Production

BOARD MEMBERS

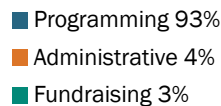
Suniti Mujumdar, Alltech, Inc.
Katelyn McCulloch, American Farm Bureau Federation
Ann Nogan, American National CattleWomen Inc.
Chase Adams, American Sheep Industry Association
Adnan Aydin, PhD, American Veal Association
David Sjeklocha, DVM, Cattle Empire, LLC
Marcy Tessmann, Charleston | Orwig
Rex Martin, Dairy Management Inc.
Colleen Parr Dekker, Elanco Animal Health
Cliff Becker, Farm Journal Media
Jer Geiger, DVM, Genus-PIC USA
Pete Block, Hy-Line North America, LLC
Aaron Putze, Iowa Soybean Association
Judson Vasconcelos, DVM, PhD, Merck Animal Health
Derek Yancey, Morning Fresh Farms, Inc.
Tom Super, National Chicken Council
Robert Hagevoort, PhD, New Mexico State University
Janet Riley, North American Meat Institute
Adam Proctor, Potash Corp.
Josh Winegarner, Texas Cattle Feeders Association
Chad Gregory, United Egg Producers
C.D. Simmons III, United Soybean Board
Paul Pressley, U.S. Poultry & Egg Association
Christina Lood, Zoetis

FINANCIALS

BREAKDOWN OF FUNDING



BREAKDOWN OF SPENDING



MEET THE SMALL & MIGHTY TEAM

The Alliance's small and mighty team is pictured here from left to right: Kay Johnson Smith, president and CEO; Hannah Thompson-Weeman, vice president of communications; Casey Whitaker, communications manager and Allyson Jones-Brimmer, director of membership. Additionally, the Alliance has welcomed Naajiya Williams to the team as administrative assistant.

The Alliance also has contracted service providers who are vital to the team: Morgan Hawley, special projects; Amin Shaheen, accounting and Macky Hall, website services.

Alliance staff delivered **46 presentations** across the United States and Canada, more than double the previous fiscal year. Interested in having the Alliance present at your next conference, board meeting, team meeting or customer engagement? Contact us at info@animalagalliance.org!

Photo by The National Provisioner



FOLLOW US AND SHARE OUR POSTS!



Snapchat: AnimalAg



Facebook: Animal Agriculture Alliance



Twitter: @AnimalAg



Instagram: @AnimalAgAlliance



Pinterest: Animal Agriculture Alliance



LinkedIn: Animal Agriculture Alliance, Member Only Group: Animal Ag Aware



Blog: Animal Ag Engage, www.animalagengage.wordpress.com

TACKLING EMERGING ISSUES

KEY ISSUES:

- **ANIMAL WELFARE.** Farm families take the ethical obligation of providing the best quality care to their animals very seriously and although farm size and type of production practices may vary, one thing farmers and ranchers have in common is the commitment to caring for their animals. We help farmers, ranchers and others in the industry communicate about continuous improvements made in animal welfare.
- **NUTRITION.** Farmers and ranchers raise livestock and poultry to provide nutritious, affordable protein for families across the nation. The meat, dairy, eggs and poultry that animal agriculture provides help individuals of all ages build muscle and maintain energy for a healthy lifestyle. The Alliance has a Meat Matters campaign, which includes graphics, white papers and a social media pledge, to explain the value of animal protein in a balanced diet.
- **SUSTAINABILITY.** Given the increased interest in food production by consumers globally, animal agriculture's impact on the environment is under increased scrutiny. We help producers understand how to communicate the social side of sustainability.
- **ANIMAL RIGHTS ACTIVISM.** Protests, demonstrations and incidents of activists breaking into farms are on the rise. The use of "undercover" videos is still a tactic. Animal rights activists continue to work to mislead consumers who have never been to a farm about how livestock and poultry are raised. We identify emerging threats and provide insightful resources on animal rights and other activist groups by attending their events, monitoring traditional and social media and engaging our national and global network.



ANIMALS & RELIGION

The Alliance has been researching animal rights activist groups' efforts to use religion to support their anti-animal agriculture messaging, a trend that has been developing for over a decade. Our research has found they are cherry-picking phrases or deliberately misinterpreting text in an attempt to convince consumers to stop eating dairy, meat and eggs.

We invited religious scholars to present at our 2016 Stakeholders Summit and formed a working group to develop a plan for engagement on this issue. After conducting a literature review and consumer focus groups, we have developed a tool kit that can be used at the grassroots level. The resources will be distributed to farmers and ranchers to help them feel prepared to discuss this issue locally.

OUTREACH TO COMPANIES

The Alliance reaches out to companies and institutions who partner or work with animal rights activist organizations to help them understand the activists' true mission of eliminating animal ag and suggest where they can find accurate, balanced information. In December 2016, the Indianapolis City-County Council passed a resolution in support of "Meatless Mondays." The Alliance reached out with a letter, co-signed by Indiana-based businesses and organizations, to express concern and explain the activists behind the campaign. The council president responded and participated in a phone call with the Alliance. She expressed that the resolution was not an attempt to formalize any policy around eating meat and apologized that the decision caused any stress within the ag industry.

As part of Tito's Vodka 20th anniversary celebration, the company was promoting donations to HSUS. The Alliance reached out with a letter and notified our contacts in Texas and the corn industry. Through the team effort, the company removed promotions of HSUS and changed the charity it was supporting. These are just a couple of examples of the Alliance's many outreach efforts. Members can find more information about our outreach campaigns on our website in the Resource Library.

A FEW SPECIFIC EXAMPLES:

ADVANCES IN ANIMAL AG REPORT

The Alliance's *Advances in Animal Agriculture* report details what each sector of animal agriculture does to ensure continuous improvement in key areas including animal care, responsible antibiotic use, food safety and sustainability. The report was updated in June 2016, and will continue to be updated annually. Access this report on our website to help answer questions about what the animal agriculture industry as a whole and each sector are doing to address current and emerging issues. This is a great resource to share with key influencers such as journalists, retail/restaurant/foodservice brand leaders and legislators.

ANIMAL AGRICULTURE ALLIANCE ACCOMPLISHMENTS

2001

CHANGED NAME TO ANIMAL AGRICULTURE ALLIANCE

2002

ESTABLISHED FIRST NATIONAL ANIMAL CARE PRINCIPLES & GUIDELINES

2002

FIRST STAKEHOLDERS SUMMIT HELD

2008

COORDINATED SUCCESSFUL, UNIFIED RESPONSE TO PEW COMMISSION

2009

JOINED FACEBOOK AND TWITTER

ENGAGING KEY AUDIENCES

CONSUMER INFLUENCERS

In order to maximize our members' investment, we focus our efforts on the influencers who are gatekeepers of information and opinions, such as dietitians, bloggers and social media users. By reaching the thought leaders who are influencing their online and in-person networks with opinions on food production, we can make a larger impact.

To help build relationships with dietitians, the Alliance sponsored and attended the Build Up Dietitians (an organization encouraging dietitians to rely on science in making recommendations) networking event at the 2016 Food and Nutrition Conference and Expo. It gave us the opportunity to answer the attendees' questions regarding animal agriculture and share where to find more information.

Social media has an immense influence on public opinion so it is an area of emphasis for the Alliance. Overall, the Alliance increased followers across all of our social media channels by 30 percent this fiscal year, exceeding our annual goal of 10 percent. Our focus is now on increasing engagement with those followers. One strategy to increase engagement is through campaigns, such as the #WhyIThankAg campaign in November which earned 6,500 engagements on Facebook and Twitter.


We added a *Get Social with Animal Ag* email once or twice per month to coordinate with social media staff of member organizations. This helps us work collaboratively, share similar themes and amplify each other's messages. We post all of our social media content in our online Resource Library so it can be accessed by our members and shared at any time.

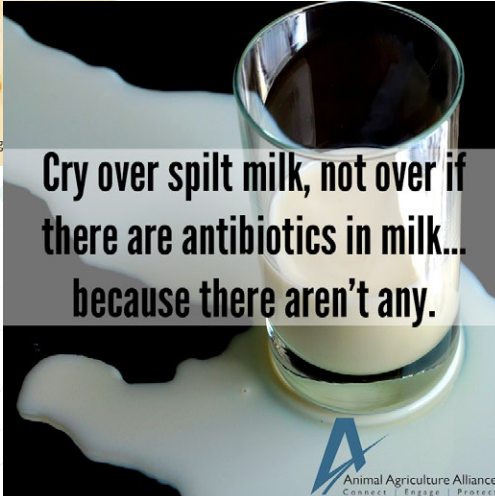
We have amped up our use of Snapchat over the last year. Staff members use it while traveling to industry events and on farm tours. We have also invited several of our members to take over the account and share with our followers.




Myth:
Laying hens are given growth hormones to make them produce more eggs.

Fact:
All hens are raised without added hormones. Added hormones and steroids are illegal in all poultry production.

 Animal Agriculture Alliance
Connect | Engage | Protect



Cry over spilt milk, not over if there are antibiotics in milk... because there aren't any.

 Animal Agriculture Alliance
Connect | Engage | Protect

MAINSTREAM & TRADE MEDIA

Between May 1, 2016 and April 30, 2017, the Alliance was mentioned in more than 760 articles – more than twice the coverage during the previous fiscal year. The Alliance issued 31 press releases during this time frame.

A few examples of the Alliance's media outreach include:

- Attending the *Wall Street Journal* Global Food Forum.
- Writing an editorial in *The Hill* on how animal rights activists were spreading misinformation on the use of antibiotics.
- Organizing a response to the Pew Charitable Trusts' report on antibiotic labeling, which was featured in *STAT*, *Food Safety News*, *POLITICO* and other publications.
- Inviting Luke Runyon, Harvest Public Media reporter and NPR contributor, to speak at the 2017 Stakeholders Summit.
- Building a relationship with a *Mic* food reporter so she reaches out to us regarding issues related to animal agriculture.

The Alliance communications team plans to continue working to build relationships with mainstream journalists who report on agriculture and food topics.

RESTAURANT, RETAILER & FOODSERVICE ASSOCIATIONS

In January, the Alliance launched a series of Lunch and Learns for DC-area restaurant, retailer and foodservice associations. The purpose of engaging this audience is to build relationships and provide resources to restaurants and food retailers through their associations. Attendees have included representatives from the Food Marketing Institute, National Grocers Association, National Restaurant Association, National Council of Chain Restaurants and several ag organizations.

The events have been well received by the audience and many participants would like future engagement through additional lunch and learn events, farm tours, conference calls and issue updates by email. The lunch and learns have resulted in the attending organizations inviting ag industry leaders to present to their members.

The Alliance continues to send a quarterly e-newsletter to state associations to offer updates on issues in food and agriculture. The newsletters help position the Alliance as the go-to resource on animal agriculture.

FISCAL YEAR 2017 BY THE NUMBERS:

-  **760** media mentions
-  Earned **8 million** impressions on Facebook
-  Reached **2 million** impressions on Twitter
-  Achieved **91% growth** in followers on Instagram
-  Earned **76,000 views** on the Animal Ag Engage Blog

INFORMING & ARMING MEMBERS

ANIMAL RIGHTS CONFERENCE REPORTS

Some of the Alliance's most highly sought after resources are our detailed reports on national animal rights conferences. In summer 2016, the Alliance sent representatives to be our eyes and ears inside the annual Animal Rights National Conference hosted by the Farm Animal Rights Movement (FARM) and the HSUS Taking Action for Animals Conference. The reports include summaries of each session attended along with direct quotes from the leaders of the animal rights groups.

GROUP PROFILES

Group profiles are one-page overviews of animal rights, environmental, consumer, antibiotics and alternative "meat" extremist groups. Each profile contains background information about the group, key staff, key programs against animal agriculture and quotes from their leaders revealing anti-animal agriculture or vegan agendas. The Alliance has more than 70 group profiles available to members.



FARM SECURITY MOBILE APP

The Alliance's Farm Security Mobile App is designed to place the most up-to-date security and crisis management advice and resources right at your fingertips. The app has hiring tips, security advice and crisis management resources. It allows us to send users text and email alerts regarding activist activity. We published 18 alerts in the app during fiscal year 2017, keeping users informed of activists attempting to gain employment and using other tactics to obtain entry to facilities.

TRUTH, LIES AND VIDEOTAPE REPORT

The *Truth, Lies and Videotape Report* is continuously updated to track the undercover videos released by animal rights extremist groups in the past 20 years. The report and database include who was targeted, when, by which animal rights group, how the video was used, if any criminal charges/convictions resulted and the targeted company's response.



Go to animalagalliance.org/member to sign in and access our member-only resources.

Not a member? Visit animalagalliance.org/join!

BOOK AND MOVIE ALERTS

As new books and movies about animal agriculture debut, traditional and social media attention surrounding the issues addressed in the books and movies increases. Our alerts include a detailed summary, background information, links to share and engagement recommendations from the Alliance. To date, the Alliance has alerts on 21 books and movies.



LEGISLATIVE TRACKING

The Alliance closely monitors legislation that may impact animal agriculture at the state and federal levels. We revamped the legislation section on our website to include a new interactive map, current issues and legislative trends. The map shows pending and passed legislation for each state and is divided into categories: antibiotics, farm protection, production practices and right to farm. The Current Issues section details which pieces of legislation people should have on their radar. The Legislative Trends section includes ballot initiatives, activist activity, types of legislation and other trends we've seen over the years.

RESTAURANT & RETAILER POLICY DATABASE

The Alliance created a database of animal care policies and implementation deadlines of restaurants, retailers, food brands, hospitality companies, foodservice brands and producers. It includes each company's policies on animal production practices or antibiotics, along with activist group influence or response. We will continue to update the database as new policies are announced. We also created graphics to visually display the announcements and trends.

ANIMAL AGRICULTURE ALLIANCE ACCOMPLISHMENTS

2009

LAUNCHED COLLEGE AGGIES ONLINE

2010

CREATED A WEB GRAPHIC DEMONSTRATING ACTIVIST GROUPS' CONNECTIONS

2014

REBRANDED AND CHANGED 'EDUCATE' TO 'ENGAGE' IN MOTTO

2016

LAUNCHED MEAT MATTERS CAMPAIGN

HERE'S TO ANOTHER 30 SUCCESSFUL YEARS!

ALLIANCE PROGRAMS

2017 STAKEHOLDERS SUMMIT: “CONNECT TO PROTECT ANIMAL AG: #ACTIONPLEASE2017”

The overarching message of speakers at the 2017 Stakeholders Summit on how the animal agriculture community can protect the livelihoods of farmers, ranchers, veterinarians and industry professionals is to engage and change the perception of the industry. A record-setting 276 people attended the Summit, held in Kansas City, MO, May 3 and 4.

The highest rated speaker of the event was Diane Sullivan, an affordable food and anti-poverty advocate who defended low-income consumers against the 2016 ballot initiative in Massachusetts addressing animal housing.

She shared why taking action and protecting animal agriculture matters. “I know that productive agriculture is among the very best friends that struggling people have,” said Sullivan. “We must have the voice of the victims join with those who produce” and “protect our dinner plates from the self-appointed food police.”

Another highly rated presentation discussed how to respond to activist investors. Tim McIntyre, executive vice president of communication, investor relations and legislative affairs with Domino’s Pizza, shared that the company supports farmers and ranchers and will never cave to supply chain demands made by animal rights extremists.

The reach of Summit has gone well beyond those in attendance. Twenty-two representatives from media outlets attended and many have published stories about the event. The live streamed and recorded sessions have been viewed more than 600 times. Go to <http://agtoday.us/2017-aaa-summit> to see the recordings.

SAVE THE DATE: MAY 3–4, 2018 IN ARLINGTON, VA

“This was an extremely informative and eye-opening conference.”
– Acacia Hagan, pork producer



COLLEGE AGGIES ONLINE



College Aggies Online was launched in 2009 in order to develop life-long advocates for agriculture. We provide students with industry mentors, training and give them challenges to step outside their comfort zone to engage their peers and community about modern agriculture.

The 2016 College Aggies Online program had 344 participants from 70 different universities in the individual division – the highest number of individual competitors yet. In the club division, 31 agricultural clubs participated. These students represented 36 different states. Over the course of the competition, students generated more than 1,880 social media posts reaching 2.3 million people. There were also 56 campus and community activities reaching 15,000 people. Thanks to our sponsors, more than \$12,500 in scholarships were awarded.



LOOKING TO THE FUTURE

Looking forward, the Alliance will continue working toward the goals set in our strategic plan:

- To increase the Alliance’s brand and value among agriculture and food industry stakeholders.
 - Ensure at least 95% member retention rate.
 - Increase Stakeholders Summit attendance, reach, impact and profitability.
 - Ensure financial stability.
- To ensure balance to news stories and issues presented in public venues by providing a unified voice.
 - Increase traditional media interactions/media presence by 10% each year.
 - Maintain growth on social media platforms with a 10% increase overall each year.
- To ensure a proactive, unified and strategic approach to engagement on relevant issues.
 - Strengthen and expand issues management efforts, recognition in issue expertise and engagement of stakeholders.
 - Grow the Alliance’s College Aggies Online Program by increasing participation by 10% each year and evaluating effectiveness.

