



July 27, 2017

Mr. Mark Zuckerberg  
Co-Founder and CEO  
Facebook Inc.  
1 Hacker Way  
Menlo Park, CA 94025

Dear Mr. Zuckerberg,

America's farmers and ranchers – and those of us in the agriculture industry who have the pleasure of working with them – are committed to bridging the communication gap between farm and fork. We are excited to see you joining us as you visit farm families across the country and share their stories on Facebook.

There is a lot of misinformation being shared online about how our food is produced – often with and by people generations removed from agriculture. We appreciate you sharing how much hard work, dedication and passion farmers and ranchers have for raising livestock while feeding a growing population.

We know that your social media posts are receiving negative comments from groups that are opposed to animal agriculture, and that standing strong in the face of their tactics is not always easy. The companies and regional, state and national groups that make up the Alliance and those who have signed this letter represent America's farmers and ranchers and the industries that serve and rely upon them. We want you to know how much your recognition and appreciation of farmers, ranchers and food producers means to each of us.

We sincerely thank you for being a supportive advocate of the agriculture community. If our organizations can support you in any way moving forward, please let us know by contacting Kay Johnson Smith, president and CEO of the Animal Agriculture Alliance, at 703-562-5160 or [kjohnson@animalagalliance.org](mailto:kjohnson@animalagalliance.org).

Sincerely,

Kay Johnson Smith  
President and CEO

**Signing Organizations & Companies**

*National Organizations*

American Farm Bureau Federation  
American Feed Industry Association  
American National CattleWomen, Inc.  
Animal Health Institute  
Dairy Management Inc.  
International Association of Fairs and Expositions



Livestock Marketing Association  
National Chicken Council  
National Pork Board  
National Pork Producers Council  
National Turkey Federation  
Protect the Harvest  
State Agriculture & Rural Leaders  
U.S. Poultry and Egg Association  
United Soybean Board

*State/Regional Organizations*

American Dairy Association North East  
Chicken & Egg Association of Minnesota  
Dairy Business Milk Marketing Cooperative  
Farm Animal Care Coalition of Tennessee  
Grain and Feed Association of Illinois  
Illinois Farm Bureau  
Iowa Egg Council  
Iowa Poultry Association  
Michigan Pork Producers Association  
Midwest Poultry Federation  
Minnesota Turkey Growers Association  
Nebraska Farm Bureau  
New York Animal Agriculture Coalition

*Companies*

Cabot Creamery Cooperative  
Charleston | Orwig  
Christensen Farms  
Fesko Farms  
Great Plains Livestock Consulting  
On the Farm Videos  
On the Farm Discovery Center  
Rose Acre Farms  
Strassburger Steaks  
Zoetis

