



2021 IMPACT REPORT

Animal Ag Allies Agriculture Engagement Development Program



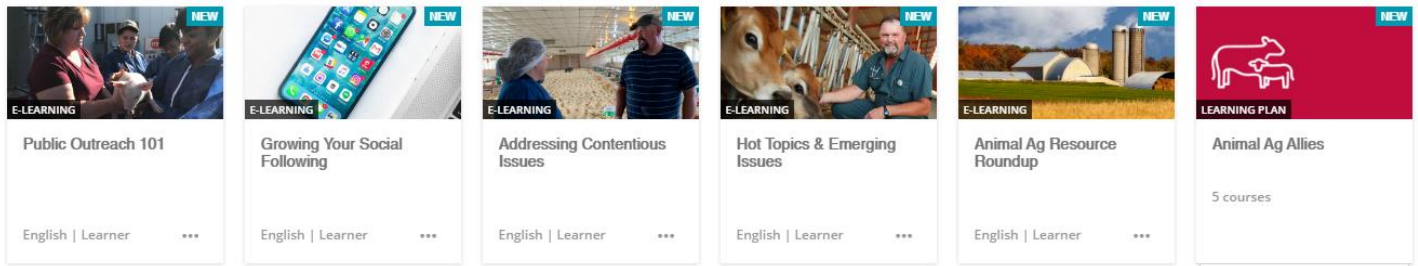
ABOUT ANIMAL AG ALLIES

Animal Ag Allies is an initiative of the Animal Agriculture Alliance, a nonprofit working to safeguard the future of animal agriculture. The program empowers farmers, ranchers and veterinarians to be outspoken advocates for agriculture online and within their communities. Through the Allies program, the Alliance is working to find emerging voices in the dialog around modern animal agriculture and connect them with one another as well as industry experts. We provide opportunities for networking, training and continuous development of issue expertise and communications skills. The Animal Ag Allies are on the front lines of responding to emerging issues and sharing positive content about animal agriculture. Thanks to the Alliance's training program, Allies are well-equipped to represent the industry online, in the media and various other venues.

The Animal Ag Allies program consists of two phases: online communications training and a private forum to discuss engagement strategies and emerging issues. Each participant in the program is asked to complete a set of five interactive online modules before they will be invited to join a private networking group. The modules are all available online and may be completed at the participant's own pace.

Modules include:

- Animal Ag Resource Roundup – an overview of nine sectors of the animal agriculture community: dairy, beef, veal, pork, chicken, turkey, egg, sheep and aquaculture. Participants are given resources to learn more about each commodity.
- Hot Topics & Emerging Issues – updates on the latest developments in key issues facing animal agriculture, including animal welfare, sustainability and antibiotic use.
- Addressing Contentious Issues – advice for how to successfully engage in conversations about controversial issues.
- Growing Your Social Following & Reaching Outside of the Choir - tips for increasing follower and engagement rates, and making sure you're reaching the right people.
- Public Outreach 101 – an introduction to public speaking, developing key messages and working with media, including engagement strategies and interview suggestions.



Following the completion of the training modules, participants are invited to a private online networking group where they have the ability to interact with one another as well as industry professionals from the Animal Ag Alliance and other select organizations, including program sponsors. Participants are encouraged to use the group to get advice on growing their online following, engaging on certain issues, responding to comments and messages, and any other relevant topics.

The Alliance team fosters discussion by regularly posting questions and discussion prompts. Quarterly learning opportunities are also offered in the private group. These sessions cover emerging issues, new resources to share, tips from farmers and veterinarians who are already social media rockstars and more.

Katherine Peper
November 11 at 11:42 AM · 🌐

Hi Everyone! I'm joining a fitness challenge at my local gym and have issue with one thing: buy organic, free-range whenever possible. Does anyone have any data/research handy that I can share with them to counter that? Like your meat and eggs don't have antibiotics? Thanks!

4 Buy organic whenever possible.
Specifically look for organic free-range poultry, meat, & eggs. If you're unable to buy organic, at least try to purchase antibiotic and hormone-free products. I understand budgets; so don't fret. Do your best and normal is fine!

5 Buy local, organic fruits & vegetables whenever possible.
This is most important for fruits and veggies exposed to pesticides and sprays right on the surface like apples, peaches, grapes, strawberries, etc. Again, if the budget doesn't allow, normal will do; clean it well!

👍 2 12 Comments Seen by 90

👍 Like 💬 Comment

View 6 more answers All Comments ▾

Katherine Peper
Thank you! Do you know if there is anything on cage free/free range vs conventional?

Like · Reply · 1w

👉 Jennie Hodgen replied · 3 Replies

Farm Babe shared a post.
September 19 · 🌐

Is anyone free to help in the comment section here? This had been a popular post and I just don't have time to respond to everything! Thank you!

If you think this is real...
...then you probably think this is real.

Farm Babe · September 19 · 🌐

Hormones and steroids haven't been used in the poultry industry since the 1950's.

Chickens today grow larger naturally thanks to improvements in genetics, heal... See more

👍 Hannah Thompson-Weeman and 4 others Seen by 77

Emily Solis created a poll.
Admin · June 17 · 🌐

Which hot topic do you get the most questions about?

- Added by Emily Solis: Animal Welfare (14 votes)
- Added by Emily Solis: Antibiotics (4 votes)
- Added by Emily Solis: Sustainability (4 votes)
- Added by Emily Solis: Nutrition

👍 3 3 Comments Seen by 83

👍 Like 💬 Comment

All Comments ▾

Brandi Buzzard Frobose
It's an unfortunate tie between animal welfare and sustainability for me

Like · Reply · 22w

👉 Tara Vander Dussen replied · 1 Reply

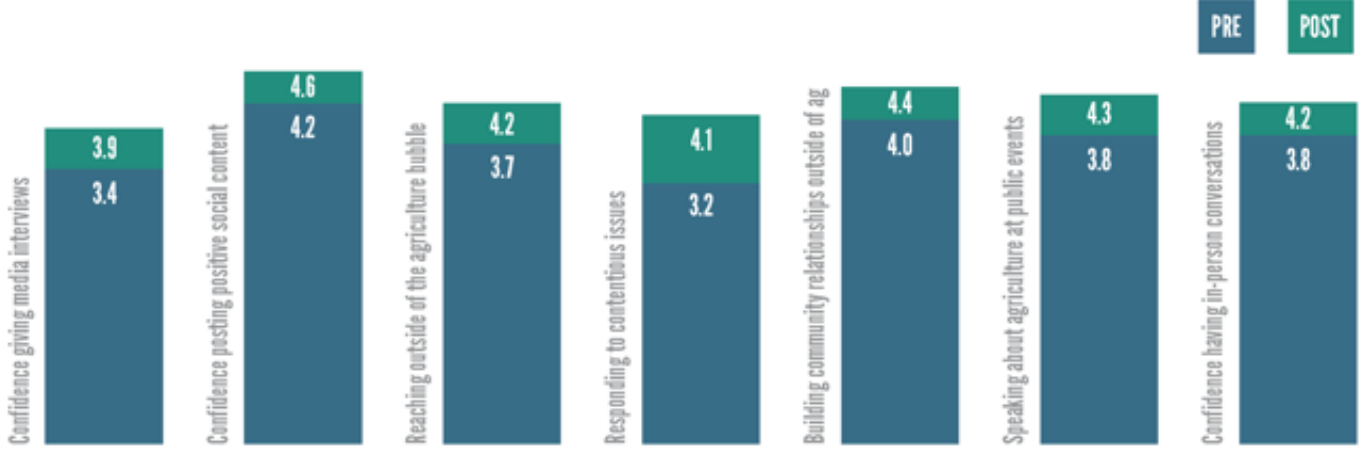
2021 ANIMAL AG ALLIES PARTICIPATION

Goal
The Alliance's goal was to host four classes of Animal Ag Allies and have 60 participants complete the training modules and join the private networking group between January - December 2021. The Alliance aimed to attract a diverse group of participants in terms of roles (farmers, ranchers, veterinarians) and sectors of the animal agriculture community represented. By the end of 2021, we endeavored to have at least 100 active participants in the private networking group.

Outcome
We exceeded our goal with a total of 67 farmers, ranchers, practicing veterinarians and industry professionals successfully completing the Animal Ag Allies program and being added to the private networking group this year. A total of 107 participants are now in the private Facebook group.

We surveyed participants to judge the effectiveness of the modules and the value of the program. Survey participants rated the overall value of the modules in terms of providing new information and useful resources for future use as a **4.6 out of 5**. Most survey participants responded positively about the value of the Allies modules to their engagement efforts and that their efforts had increased since completing the training.

Confidence levels in seven key skills increased after participants completed the modules:



PARTICIPANT TESTIMONIALS

- Overall, really great program! Lots of important information from every part of the animal industry! Very comprehensive and concise.
- The training that I received in Animal Ag Allies made me feel more comfortable telling the story of American animal agriculture. This program taught me invaluable skills that I can use in my everyday life!
- As a long time agvocate both in person and on social media the information provided within this program was very reassuring and informative. There is always more to be learned even by the most active producer, educator and agricultural enthusiast. Programs like Animal Ag Allies is what keeps the door of communication open between the producer and the consumer. Additionally, it provides comfort and confidence amongst the "boots on the ground" who do not typically have the time to sit down and practice these conversations.
- I am thankful for this program opening my eyes to other sectors of agriculture and how I can still play a role in promoting them although I am not directly involved.
- For me one thing that keeps me from sharing my story is the fear of attacks from those who see ag in a negative light and fight us on topics. The modules not only gave me the tools to handle that but gave me the confidence in standing up for what I do and sharing the story with the population of people who are listening!
- Overall, I thought the course was great. I feel more confident now that I have resources to fall back on when a contentious issue arises. I hope I can put what I learned to good use on social media and in person. I would recommend this course to anyone looking to improve their agriculture advocacy skills.

CONTINUING EDUCATION OPPORTUNITIES

This year, the Alliance hosted four “continuing education” webinars for participants:

- **Media Relations with Cindy Cunningham, Woodruff**
 - Cindy Cunningham, media expert, principal at Cindy A. Cunningham Communications and former assistant vice president of communications at the National Pork Board provided tips on building media networks, attracting positive media attention, and how to participate in a media interview.
- **Engaging in the U.N. Food Systems Summit with Tara Vander Dussen, dairy farmer and environmental scientist**
 - Allies joined Hannah Thompson-Weeman, the Alliance's vice president, strategic engagement, and Tara Vander Dussen (aka New Mexico Milkmaid), dairy farmer and environmental scientist, for an overview of the United Nations Food Systems Summit (FSS)! Hannah and Tara shared what you need to know about the FSS and how you can engage in conversations around sustainability.
- **Addressing Misinformation with Jason Menke, National Pork Board**
 - Jason Menke, director of consumer public relations at National Pork Board, shared some of his biggest tips for addressing misinformation about animal agriculture and how to effectively engage with comments and questions on social platforms. He also highlighted a new myth busting video campaign from National Pork Board featuring Eric Stonestreet - also known as Cam from the Modern Family television series!
- **Building Trust Through Words and Images with Beth Meyer, American Dairy Association North East**
 - Allies learned what words and terminology you should be using when discussing animal agriculture and how to carefully select images that properly convey the message you're trying to send.

MEDIA MENTIONS

In 2021, Animal Ag Allies has been mentioned 17 times in the media, including:

- <https://www.farmprogress.com/livestock/animal-ag-alliance-abounds-opportunities>
- <https://hoards.com/blog-30566-make-your-voice-heard-for-agriculture.html>
- <https://www.lajuntatribunedemocrat.com/story/news/2021/05/19/ag-advocates-gain-influence-refining-message-more-open-and-understanding/5167696001/>
- <https://www.progressivedairy.com/news/industry-news/how-to-prepare-for-june-dairy-month>

FUTURE PLANS

The Alliance is currently in the process of updating the online modules for the 2022 classes to make them even more interactive. We will also plan for long-term adjustments to the program based on survey results and feedback.

Registered dietitians are increasingly getting questions about animal welfare, sustainability and other hot topics from their clients. The Alliance has partnered with Build Up Dietitians to encourage registered dietitians, dietetic interns, and/or nutrition students to participate in Animal Ag Allies. After the first group of registered dietitians completes the online modules, their feedback will be used to create a tailored version of the program specifically for participants in the dietetics field. So far, 60 registered dietitians have completed an interest form!