



**Be Informed. Be Ready. Be Here.**

## **2022 Stakeholders Summit Highlights Report**

May 11-12, 2022 | Kansas City, Missouri



## Preconference Webinar Series: April 6 – May 4, 2022

### **“Be Informed: Current Trends In Animal Welfare And Responsible Antibiotic Use”**

#### **Speakers:**

- Mandi McLoed, Systems Insight Ltd.
- Angela Baysinger, DVM, Animal Welfare Lead, North America, Merck Animal Health
- Rick Sibbel, DVM, President & Owner, Executive Veterinary & Health Solutions LLC

#### **Quotes:**

- “The latest National Beef Quality audit data shows an increase in awareness of animal well-being throughout the supply chain.” – *McLoed*
- “When metrics and animal welfare standards focus on management and resource, not on the animal, [it] promotes what I call ‘welfare washing.’” – *McLoed*
- “‘Welfare washing’ is defined by me as programs or policies in play that do not improve the lives of the animals on the ground. Its increased reliance on textbook audits is seen as more economical but don’t deliver on animal welfare outcomes and runs the risk of alienating consumers when exposed.” – *McLoed*
- “The goal of the animal health and welfare scheme should also be to create a positive animal health and welfare culture, not just a program.” – *McLoed*
- “Ultimately, improving animal welfare is a win-win for everyone, especially the animals and those who care for them.” – *McLoed*
- “Animal mortality, or loss, has a significant impact on sustainability: loss of the food or nutrients that were intended for the human population, loss of inputs used to create and grow that animal and the impact on the producer because of the loss of revenue from the sale of that animal.” – *Baysinger*
- “Animal health is a key determinant of sustainability.” – *Baysinger*
- “Measure of animal welfare is evolving to better measure the continuous changing state of the animal.” – *Baysinger*
- “The data says that more than 50% of the time when we have an ailment that needs some kind of management process, antibiotics are not needed.” – *Sibbel*
- “We’ve done a tremendous job in animal agriculture, especially in North America, over the last several years in figuring out how to use less antibiotics in the production of animals for protein.” – *Sibbel*

#### **Key Messages:**

- We need to integrate animal health and welfare into corporate sustainability and acknowledge that animal health and welfare is a “team sport” that requires participation throughout the supply chain.
- Prevention, monitoring, rapid diagnosis and treatment are all part of food animal production practices that impact food security globally.
- The Five Freedoms are aspirational targets of animal welfare, while the Five Domains make up a contemporary conceptual framework with actionable components that allow consumers to better understand how we measure welfare.

- The innovation of finding new antibiotics has slowed. Therefore, the antibiotic tools we have today must be used judiciously and responsibly to safeguard the future of human and animal medicine.
- Metrics for antibiotic resistance across human and animal medicine are not consistent, leading to “apples to oranges” comparisons between sectors.
- It is vital to give farmers and ranchers a “seat at the table” when discussing production practices that encompass animal welfare and responsible antibiotic use with consumers.

## “Sustainability: Where Are We Going and How Can We All Help Get There?”

### Speakers:

- Sara Reichelt, DVM, Director of Animal Welfare and Sustainability, Aviagen North America
- Sara Crawford, PhD, Vice President, Sustainability, National Pork Board
- Sara Place, PhD, Chief Sustainability Officer, Elanco Animal Health

### Quotes:

- “Costumers and consumers, as we all know, are more focused on sustainability than they ever have been.” – *Reichelt*
- “As we think about creating a path to more sustainable animal agriculture, it does take all of us together.” – *Crawford*
- “U.S. animal agriculture overall is positioned to be part of the solution. We know that our pig farmers have a low impact on the environment that improves soil health and provides lean, quality, affordable protein.” – *Crawford*
- “As we look at pork production in the last six decades, we have decreased our land footprint by 75%... We also reduced our water use by 25%, used 7% less energy and had 8% fewer carbon emissions.” – *Crawford*
- “Agriculture and forestry are definitely a key to carbon sequestration.” – *Crawford*
- “It is really important that we have outcome-based measures and that we can talk about progress over time and be transparent and science-based.” – *Place*
- “The argument that we are going to eat our way out of climate change is not going to happen... because we know that demand is actually growing, so how do we make the production side better?” – *Place*

### Key Messages:

- There are three pillars of sustainability to consider: environmental, economic, and social. The environmental pillar is easily the most recognizable to consumers, but the economic stability and ethics of a company are equally as important to its sustainability.
- To get started in reporting sustainability in your company, it is important to set clear objectives, assess the environmental impact of the product’s lifecycle, track progress with tangible measurements and release an impact report populated with real data from farms.
- Provide continuous education and training opportunities and build a culture of employee wellness to maximize retainment.
- Developing industry-wide goals and metrics should be farmer-led and released as a unified voice of the industry across the supply chain.

- The pork community and Elanco use a widely sourced variety of farm data to develop actionable insights, assess sustainability and provide individual recommendations for sustainability improvements.

## “Using Technology to Support Food Chain Sustainability”

### Moderator:

- Christi Calhoun, Head of Food Chain Relations, Zoetis

### Speakers:

- Joan Ruskamp, Owner/Operator, J&S Feedlot
- Scott Eilert, PhD, Customer Technical Lead, Cargill Protein North America
- Justin Sexten, PhD, Head, Industry and Network Partnerships, Precision Animal Health, Zoetis

### Quotes:

- “With more attention on sustainable practices throughout agriculture, including livestock production, technology is increasingly becoming synonymous with sustainability.” – *Calhoun*
- “One study showed that 42% of consumers desire transparency to make better informed purchase decisions because they believe their food decision can impact the environment.” – *Calhoun*
- “What we in the animal production world can define as sustainability can sometimes seem as the exact opposite to a group of consumers.” – *Eilert*
- “We are obligated to make the least impact on the environment, and it doesn’t matter whether it is conventionally raised animals, whether it’s more minimally processed lower intensity animals... doesn’t matter whether it’s aquaculture, plant-based protein alternatives, or in the future, cellular based protein.” – *Eilert*
- “One of the most fundamental technologies available today is genetic improvement. As we think about the opportunity for brands to make claims around sustainability, genetic improvement is one that very few consumers can object against ... It’s a technology that has been used for generations to make improvements in the supply chain around sustainability” – *Sexten*
- “Getting the most out of an animal’s genetic potential is really, I would argue, one of the great definitions of sustainability.” – *Sexten*
- “Our nutritionist in the center of Nebraska can be in his home office and watching through the app on his iPad what we’re doing. Having access to the cloud and internet capabilities help us measure exactly what cattle are being fed and the exact nutrients that are going into that ration.” – *Ruskamp*
- “I think one other technology that we really believe in is the hormone implant. We can say pretty confidently that we are saving 15% of the resources needed to produce beef by using an implant. And we can also produce more beef because the animal will get bigger versus no implant.” – *Ruskamp*
- “Our job is to make sure that we protect every ounce possible of the food that comes from that animal and then we put that to use.” – *Eilert*
- “We are data rich and information poor.” – *Sexten*

- “Ultimately as we go forward, the ability to wrangle these sustainability solutions will be the opportunity that technology provides to gather all of the data that we have residing on paper, on our desktop computers and in information management systems today into a method that we can communicate that to the next segment of the supply chain.” – *Sexten*
- “The ability to connect the info that went into the production of that animal protein is ultimately what the consumer is asking about, and our ability to make use of that data is ultimately how we’ll deliver it.” – *Sexten*

### Key Messages:

- It is our responsibility to enable consumer choice and ensure that the food was produced with minimal environmental impact.
- Farmers are now more than ever utilizing on-farm data to make better management decisions for improved sustainability.
- Maximizing genetic potential of an animal will minimize inputs and improve sustainability on an individual scale.
- Consumer perception of sustainability is often the antithesis of true sustainability.
- We can reduce waste in the food supply chain by utilizing proper inventory management practices and effectively communicating and anticipating order needs.
- Some examples of modern technologies being utilized in animal agriculture include feedyard holding ponds, hormone implants, data-collecting and analytics applications, and genetics.
- Farmers and ranchers are continuously finding new ways to incorporate technologies into their businesses that reduce environmental footprint.

## “Coming Together Along the Food Chain: Opportunities for Enhanced Collaboration”

### Speakers:

- Karen Christensen, PhD, Senior Director, Animal Well-Being, Tyson Foods, Inc.
- Banks Baker, Director, New Product Marketing, Genus PIC
- Dallas Hockman, Vice President, Industry Relations, National Pork Producers Council

### Quotes:

- “Consumers are more interested but at the same time less connected to where their food comes from than ever before.” – *Christensen*
- “Consumers really want to know that their values are represented in the values of the food company or the finished products that they are purchasing and engaged with.” – *Christensen*
- “Welfare is not an isolated issue. We really have to take the holistic approach to this very complicated subject.” – *Christensen*
- “Support for shareholder proposals on greenhouse gas emissions rose to an average of around 59% last year and compared to 25% in 2017, according to the Sustainable Investments Institute.” – *Baker*
- “I feel that carbon markets could help incentivize the change to more climate-positive agricultural production.” – *Baker*
- “Principles, practices, [and] proof generates trust.” – *Hockman*

- “We are at this intersection of technology and a focus on sustainability.” – *Hockman*

### Key Messages:

- Pressure to ensure proper animal welfare is coming from many sources, primarily animal rights extremist groups that are using consumer interest to drive their agenda of removing animal protein from consumers’ plates.
- Key Welfare Indicators (KWIs) focus on outcomes that can be measured and managed. They are already being adopted across the poultry community to ensure birds are thriving in their environments.
- Livestock production and climate change are two of the biggest issues restaurant, retail and foodservice brands are being targeted for by extremist organizations.
- The U.S. pork community committed to reducing greenhouse gas emissions by 40% by 2030, the U.S. beef community committed to reach carbon neutrality by 2040, and the U.S. dairy community committed to reach greenhouse gas neutrality by 2050.
- Shareholder proposals that include greenhouse gas emissions are increasingly growing in popularity.
- Companies are already feeling the pressure that climate change is placing on their sourcing policies and production practices.
- Crisis preparation is equally, if not more, important as crisis management.
- Regarding sustainability goals, we cannot solely focus on one aspect without considering the negligent impact on the others.
- Just because meat, milk, poultry, or eggs have a special label on it does not make it better than others on store shelves.

## “Be Ready for What's Coming Next: Innovation in Animal Ag”

### Speakers:

- J.J. Jones, Executive Director, National Institute for Animal Agriculture
- Amy te Plate-Church, Engagement Specialist, The Center for Food Integrity

### Quotes:

- “We see other alternative proteins coming to the market that, I would argue, have a very compelling B.H.A.G... you can start to see a uniform message in terms of a big, hairy, audacious goal.” – *Jones*
- “It’s good for us to always be thinking about what is the latest innovation, and how are we disrupting ourselves so that animal agriculture continues to be the protein of choice in consumers’ diets and on their plate.” – *Jones*
- “At the end of 2021, we could identify over \$51 billion invested in the food and agri-tech space. Since 2019, venture capitalist interest in food and agri-tech have exponentially increased.” – *Jones*
- “Ultimately for acceptance [of food technologies], the perceived benefits must outweigh or at least be equal to those perceived risks.” – *te Plate-Church*
- “It was early adopters that significantly showed the most positive impression of technology used to grow food in the U.S... As we deploy strategies to increase acceptance, early adopters

are really the trusted sources—they are opinion leaders. Early adopters play a real key role in paving the way and influencing their peers for broader societal acceptance.” – *te Plate-Church*

- “Farmers, industry, researchers, [and] scientists are continually finding new ways to use innovation and produce crops and animal proteins that are increasingly sustainable.” – *te Plate-Church*
- “When we transparently present the societal benefits, safety, and responsible use of ag technology, we help consumers appreciate the great value and potential of innovation.” – *te Plate-Church*

### **Key Messages:**

- Alternative protein companies have a clear “big, hairy, audacious goal” (B.H.A.G) to replace animal agriculture with plant-based meat alternatives. The animal agriculture community similarly needs to set a B.H.A.G to work towards consistently and proactively.
- If we’re going to garner a greater percentage of funding and other resources flowing into the food and agri-tech space, we need to find new ways to “disrupt” ourselves by reinventing and innovating to remain relevant to consumers.
- The six factors venture capital seeks in new innovations within the food and agri-tech space include:
  - Character
  - Capacity
  - Creativity
  - Community
  - Sustainability
  - Financial Outlook
- According to Google trends, “alternative protein” interest has changed from 18% in 2004 to 76% in 2022. However, “meat” interest has also raised significantly from 24% in 2004 to 73% in 2022!
- In 2021, 9 out of the 10 top food and agri-tech investments were in alternative protein companies.
- Millennials and “early adopters” have the most positive impression of technology used to grow food.
- The foundation of consumer acceptance to technology is ready access to information, positive perceptions that the edible product is safe for consumers to ingest, and that the product is natural.
- When consumers believe an innovation in food and agri-tech is profit-based, they are more likely to assume food safety was compromised.
- We need to be more proactive than reactive in engaging ourselves in discussions regarding innovation and technology in agriculture.

## Summit Day 1: May 11, 2022

### “Can Animal Agriculture Come Together to Save the Planet?”

#### Speaker:

- Jack Bobo, CEO, Futurity

#### Quotes:

- “If the food system is broken, when was it not broken?” – *Bobo*
- “Things are not bad and getting worse, things are good and getting better – just not fast enough.” – *Bobo*
- “People love innovation almost as much as they despise change.” – *Bobo*
- “Science tells us what we can do, but it’s the public who tells us what we should do.” – *Bobo*
- “If we don’t begin to sort of try to understand our own biases, it’s really hard to talk to other people about theirs.” – *Bobo*
- “We need more than one solution. We need all of the solutions.” – *Bobo*
- “If consumers are less confident in our food system, none of us benefit.” – *Bobo*
- “How we communicate is critically important to if people will listen to us or believe us.” – *Bobo*
- “We need to build trust before we can talk about science.” – *Bobo*
- “If we get it right, agriculture can, in fact, save the planet.” – *Bobo*

#### Key Messages:

- 9 million people die every year from hunger, causing many people to think the food system is broken. The truth is, less people are undernourished and dying from hunger than ever before.
- Agriculture is more sustainable than ever before. Most negative impacts we’re seeing are because of increased demand, not because things are being done in a worse way.
- Innovations in agriculture have led to increased efficiency and increased sustainability.
- Consumers care greatly about how their food is produced, but don’t know understand how its produced. This causes a great perception of risk relating to agriculture and sustainability.
- Looking forward, we will accomplish two-thirds of our sustainability goals without making any changes to what we are doing now.
- We need to work on how we communicate with others about agriculture. Here are some tips:
  - Go from “should” to “could” - it’s not what we “should” do, it’s what we “could” do.
  - There are no perfect solutions, only tradeoffs.
  - Things are getting better, just not fast enough.
  - Tell your story and you will build trust.

### “Be Informed: Understanding Consumer Trends”

#### Speakers:

- Danette Amstein, Managing Principal, Midan Marketing
- Maeve Webster, President, Menu Matters



## Quotes:

- “How do we move forward to make sure that animal protein stays on the plate?” – *Amstein*
- “Consumers want to know that animals are well cared for.” – *Amstein*
- “If we can inspire them, educate them, keep their confidence up, then we will continue to reach consumers.” – *Amstein*
- “Our products have nutrition, and we often don’t shout that from the rooftops as much as we should.” – *Amstein*
- “Get protein on the front of packages. Make sure people know that the original protein, the best source of protein, comes from animal products.” – *Amstein*
- “Taste will always rule in what you're eating, but 52% of people are willing to start making some personal sacrifices to stand behind products, brand, and categories that are making change.” – *Webster*
- “The vast majority of consumers are not looking to stop eating meat of any kind.” – *Webster*
- “You’re not at war with plant-based. It’s trying to find that truce, that alliance with plants to create a solution that consumers will really understand and embrace.” – *Webster*

## Key Messages:

- Today 82% of consumers are concerned about inflation, leading 78% of people to eat less meat due to rising prices.
- People want to know that their meat, milk, poultry, and eggs comes from animals that are well cared for, so finding shared connections will be key to teaching people about meat.
- Animal welfare is what we need to be leading communications with right now, especially when it comes to teaching people about sustainability in meat production.
- We also need to highlight the nutrition, protein content, value and stability of meat.
- Consumers find alternative protein sources less scary now than ever before, but they still have concerns over transparency of ingredients and sustainability.
- People are willing to sacrifice taste in order to support issues that are important to them.
- Consumers' decisions to change their meat consumption are recent (most within the last two years) and are driven mostly by climate change and health concerns.
- Despite a high trial rate of alternative proteins, few people are willing to completely eliminate animal proteins from their diet.
- Even in people who are reducing their meat consumption, animal proteins have their place in things like blended burgers, which is a mixture of animal and plant-based proteins.
- To continue telling the story of meat, we should:
  - Talk about sustainability.
  - Explain how animal proteins deliver on sustainability and health without sacrificing taste.
  - Be transparent.
  - Reference studies on the health benefits of meat and explain how meat fits with current interests and concerns.

## “Interactive Workshop: Be Here to Take Action for Animal Agriculture”

### Facilitator:

- Steve Olson, Owner, Steve Olson Consulting LLC

### Key Messages:

- We can all learn from each other, so making connections and interacting will help us all to learn.
- Your mission equals your purpose. Your mission should answer the question, “Why does this organization exist?”
- Your values are principles that guide your organization’s decision-making.
- Within one hour, people forget 50% of the information you’ve presented, within 24 hours they forget an average of 70% of the information, and within one week 90% of the information is forgotten. To combat the forgetting curve, review any notes you made and schedule a meeting to share what you’ve learned within 24 hours.

## “Changing of the [Cattle] Guard: How Advocates Can Adapt to Be Effective”

### Speakers:

- Brandi Buzzard, Owner, High Bar Cattle Company
- Debbie Lyons Blythe, Rancher, Blythe Family Farms
- Carrie Mess, Dairy Farmer and Owner, Dairy Carrie

### Quotes:

- “You have to create content with that specific audience in mind.” – *Buzzard*
- “We have poised ourselves with, ‘here are the good farmers and ranchers, and here are the bad farmers and ranchers.’” – *Lyons Blythe on the struggle she sees with sustainability conversations today*
- “If you boycott every company that makes a decision or says something that you don’t agree with, you will have nowhere to shop or eat.” – *Lyons Blythe*
- “Be empathetic and understand that not everyone comes from our background.” – *Buzzard*
- “We don’t want to come across as the angry farmer.” – *Lyons Blythe*
- “There is no one right way to do advocacy.” – *Buzzard*
- “We all are working to try to do better for our industry.” – *Mess*
- “Take care of the land, take care of the animals, take care of the people, and make money.” – *Lyons Blythe on how she defines sustainability*
- “Stop educating people. Just have conversations.” – *Mess*
- “We have to quit educating and start influencing.” – *Mess*

### Key Messages:

- Farmers and ranchers can be so busy working that they do not take the time to share about how food is raised, even with the people closest to them.
- When creating content, be sure to have a specific target audience in mind.

- It is easier to connect with people in your demographic or generation because you can relate to them and know where they're receiving information from (such as Facebook or Tik Tok).
- Boycotting and bashing companies only hurts your chances of your voice being brought to the table because companies will not want to work with you. Communicating and working in coordination with food brands is more effective than being angry at them and hurting lines of communication.
- We need to stop trying to "educate" people. No one wants to be educated, so agriculture needs to start influencing people and having conversations instead.
- Farmers and ranchers are accustomed to competing with each other to market and differentiate their products, but it turns consumers off to those products as a whole.
- There is no single "right" way to advocate for agriculture. Don't be afraid to try new things and do it your own way.

## **"Interactive Workshop: Influencing the Influencers"**

### **Facilitator:**

- Steve Lerch, President, Story Arc Consulting

### **Key Messages:**

- People and their preferences are changing every day. We shouldn't judge people by their cultures and new preferences.
- The death of innovation is coming up with ideas by ourselves and not using collaboration to build the idea.
- In order to influence people, we have to determine who our target audience is and who we want to influence.
- If you aren't front and center on the platforms consumers care about, they will find a new source of information (for example, the first page on Google).
- We need to pay attention to what our target audience is paying attention to. By capitalizing on trends, we can bring a lot more attention to issues by reaching more people.
- We are all influencers of someone, so when finding influencers to tell your story, first match the influencer with your target audience and then tailor it to your brand.

## **"Dishing on Sustainable Meat: How to Communicate the Nutrition, Sustainability and Food Equity Issues of the Anti-Meat Narrative"**

### **Speaker:**

- Diana Rodgers, RD, Executive Director, Global Food Justice Alliance

### **Quotes:**

- "Meat is not the problem." – Rodgers

- “It’s really important that people who are representing meat understand nutrition, environmental sustainability, and ethics and are really fully armed with those three categories.” – *Rodgers*
- “If you take the animals off the land that doesn’t mean that it frees it up for more cropping. People don’t know that and this is, I think, the biggest story you can get across, or at least to open the door.” – *Rodgers*
- “We are not overweight and obese because of meat consumption.” – *Rodgers*
- “It’s not okay to take meat away from food-insecure kids.” – *Rodgers on NYC Mayor Adams’ vegan Friday’s resolution.*
- “Meat is incredibly nutrient-dense, and most people are not getting enough, in my opinion.” – *Rodgers*
- “You cannot have an intelligent, ethical debate about meat without understanding nutrition and the environment.” – *Rodgers*
- “I think we all need to work to improve this system. We also need to work to improve access to nutrients.” – *Rodgers*
- “If we cut out all animal sourced foods from our entire food system, it would only reduce greenhouse gas emissions by 2.6%... but we’d have a rise in overall calorie intake and a rise in overall carbohydrate intake, and we’d have a rise in nutrient deficiencies.” – *Rodgers*
- “Not everyone has the privilege to push away nutrient dense food like animal sourced foods. Most people in the world would actually welcome more animal sourced food.” – *Rodgers*

### **Key Messages:**

- The anti-meat agenda says that meat is unhealthy, unsustainable, and unethical. There have even been “Meatless Mondays” and “Vegan Fridays” implemented at schools that have students who are food insecure. Sometimes schools are the only place they receive a nutritious meal.
- The United States’ increase in calories and ultra-processed foods are the reason for increased obesity rates, not meat. 57% of calories consumed in the U.S. come from ultra-processed foods.
- Meat is an incredibly nutrient-dense food and is a top source of commonly lacking nutrients.
- People can reach their protein requirements without consuming meat, but they struggle to reach micronutrient requirements due to the consumption of lower-quality protein sources compared to meat consumption.
- Removing meat production does not free up more land to raise crops because much of the land food animals are raised on is too rocky, steep, or arid to produce crops.
- There are many opportunities to share the story of meat including engaging with social media influencers and using short videos.

## Summit Day 2: May 12, 2022

### “Be Ready to Secure the Future of Animal Ag: Understanding Activist Threats”

#### Speakers:

- Hannah Thompson-Weeman, President and CEO, Animal Agriculture Alliance
- Rebecca Morgan, Deputy Assistant Director, National Counterintelligence and Security Center and Deputy Director, National Insider Threat Task Force, Office of the Director of National Intelligence
- Andrew Rose, Strategic Advisor and Consultant

#### Quotes:

- “It's not about animal welfare, not about how the animals are raised, how they're treated if at the end of the day we're using them for any purpose, regardless of how we're doing that. They don't believe there's any way for that to be done ethically and responsibly.” – *Thompson-Weeman on animal rights extremists' true agenda*
- “These individuals are capturing veterinary supported, scientifically sound practices that they take out of context and make look nefarious to someone who's not sure what they're looking at. Or in some instances, they might be witnessing actual mishandling or concerning incidents but choosing not to report them. Sometimes it's their job to prevent them, but they're choosing not to do that so they can capture things that they can go back and use for these broader campaigns.” – *Thompson-Weeman on animal rights extremists' commonly used “undercover” employment tactics to obtain video footage*
- “An ounce of prevention is worth a pound of cure.” – *Morgan*
- “The most effective measures are sometimes the simplest and least expensive.” – *Morgan*
- “One of the most critical factors we see is also workplace culture and organizational trust. Organizations that take the time to support their staff to create a culture of transparency and fairness have much better outcomes. We know that they have increased engagement, increased loyalty, lower turnover, and fewer negative workplace events.” – *Morgan on insider threats*
- “All those risks that you're facing today in the food and agriculture sector can be exponentially mitigated when you start a program that starts with the humans that work for you.” – *Morgan*
- “[W]e kind of pigeonhole people into their appearances, and we tail those people that looked a certain way, and those are the ones we went after, unfortunately. Those other insiders who had some sort of inducement, whether it was financial, academic or otherwise, they slipped through the cracks.” – *Rose*
- “There's a lot of ways and means for folks to get into these organizations and businesses, including yours, and sometimes it's just a dollar amount to get in there.” – *Rose*
- “When the internet was created, it wasn't created for security. It was created for interoperability. It was created for us to have a flow of information to communicate.” – *Rose on the importance of implementing cybersecurity protocols*

#### Key Messages:

- Many activist organizations are connected through funding, campaigns, or personnel.

- Activists will gain access to farms by going undercover or targeting current employees.
- Some farm security basics include:
  - Locking buildings.
  - Accounting for your employees.
  - Using motion sensor lights.
  - Having a good relationship with law enforcement.
  - Using signage.
- Insider threats are threats from someone who has access to your organization (employees, suppliers, etc.).
- It is helpful for farms to engage in insider risk program management to prevent future threats.
- Ransomware and cybersecurity attacks are happening more often to agricultural operations. It is important to know how to prevent these attacks.
- Most cybersecurity attacks are employed by using catfishing, insider threats, and open doors.
- Using things like multi-factor authentication, changing the password of your router, not waiting for automatic updates, and keeping insurance documents off-line will make you a harder target of a cybersecurity attack.
- Using simulations and exercises is helpful because even the best and most well-thought-out plans will have holes in them.

## “Safeguarding the Future: Update on Legal and Legislative Issues”

### Speakers:

- John Dillard, Principal, OFW Law
- Brianna Schroeder, Partner, Janzen Schroeder Agricultural Law

### Quotes:

- “[California Proposition 12] is really trying to make a fundamental change at the farm level and not just in California.” – *Dillard*
- “We still don’t have the regulations [for Proposition 12], and when those are finally released, we will have at least 180 days to kind of get acclimated to what’s involved.” – *Dillard*
- “California is going to have to send agents outside of its borders to enforce [Proposition 12].” – *Dillard*
- “California’s law is going to extend well beyond the borders of California itself and apply to people that had no say in setting the standards.” – *Dillard*
- “What’s happening on the west coast moves east.” – *Schroeder*
- “Stay active and stay in communication with your local legislators.” – *Schroeder*
- “A lot of times here what we’re seeing are states that don’t produce a lot of eggs come up with the most restrictive schemes [on eggs].” – *Schroeder*
- “An egg law in Arizona or Michigan or California or Massachusetts impacts you, even though you had nothing to do with the passage of that law and you have no voice in that state’s legislature, so that is why it is so critical to pay attention to these laws that reach outside of their state borders.” – *Schroeder*

## **Key Messages:**

- California's Proposition 12 requires minimum pen sizes for veal calves, egg laying hens and breeding pigs. On February 2, 2022, a court order delayed enforcement of Proposition 12 regulations until 180 days after final regulations are enacted. The final regulations have not been released yet. Compliance will be enforced by California Department of Food and Agriculture agents.
- Any producers that want to sell into California must register and be compliant with Proposition 12. The Proposition 12 restrictions will almost exclusively apply to out-of-state producers.
- The Commerce Clause prohibits states from passing legislation that discriminates against or excessively burdens interstate commerce. Courts will look at whether the law applies equally to in-state and out-of-state entities. The Court will also look at whether there are legitimate local interests to apply Proposition 12.
- On March 28, 2022, the Supreme Court granted a writ of certiorari to hear the Proposition 12 case. The hearing is scheduled for fall 2022.
- There is proposed legislation relating to animal agriculture across the country. Colorado Initiative 16 was proposed and would have criminalized standard breeding practices, set a "natural" lifespan for animals and said they must live at least 25% of that "natural" lifespan before processing, and amend animal cruelty laws. This proposal was struck down by the Colorado Supreme Court. Another proposal, Oregon Initiative 13, would have criminalized harvesting animals, hunting, fishing, common breeding practices, traditional rodeos, pest control, and scientific research. This was also struck down.
- There are egg laws in ten states requiring minimum sizes of housing for egg laying hens and veal calves and there are bans on gestation stalls in various states.

## **"Interactive Workshop: Coming Together to Manage a Crisis"**

### **Facilitator:**

- Tricia Sheehan, Vice President, Farmer Communications, Crisis and Issues Planning, Dairy Management Inc.

### **Key Messages:**

- Today's crisis environment is changing. The impact of digital channels has changed the way issues are formed, spread, and sustained.
- You need to have a crisis plan ready in case you are confronted with any variety of crisis scenarios.
- There is no one singular top industry threat, such as activist activity, food safety crises, cybersecurity attacks, undercover videos, digital/social media attack, or employee sabotage.
- There are so many different audiences we feel we need to communicate with that it's a challenge to communicate with all of them well during a crisis; this is another reason a plan is important.
- As a part of your crisis plan, you should establish your crisis team, timelines, key audiences, and tracking/measurement tools.

- When experiencing a crisis, remember that you are not alone, you can always reach out to the Animal Agriculture Alliance or another association.

## “Now What? Moving Forward with ‘Mindset Relationship’”

### Speaker:

- Aaron Putze, Senior Director, Information & Education, Iowa Soybean Association

### Quotes:

- “How often are we prone to be judgmental, especially in those first interactions we have with people?” – *Putze*
- “Instead, approaching those conversations and those interactions with a focus on being courteous, treating others with dignity, and by all means, treating others with respect.” – *Putze*
- “What we do matters, but more importantly, it’s how we do it that matters.” – *Putze*
- “Relationships are the driver; relationships make things happen.” – *Putze*
- “We all need encouragement.” – *Putze*
- “We are all influencers. We all have the power to lead and engage.” – *Putze*
- “Big moments can be had in the everyday moments.” – *Putze*
- “We’re often so concerned with what’s urgent that we too frequently miss what’s important.” – *Putze*
- “Attitude is the greatest determinant of one’s future.” – *Putze*
- “Relationships are difference makers.” – *Putze*
- “A mindset focused on relationships makes great things happen.” – *Putze*
- “People who make a difference are not the ones with the most credentials. They are often simply the people who care the most.” – *Putze*

### Key Messages:

- Relationships are the key to engaging with and influencing others.
- Because relationships drive everything, it is important to switch to a “mindset relationship” where you are always thinking about how to develop relationships.
- We can’t control what happens to us, but we can choose our perspective and attitude.
- One of the simplest and best ways to connect with others is to encourage them.
- Don’t be so concerned with what’s urgent that you miss what’s important.

# SAVE THE DATE FOR 2023!

May 4-5, 2023 | Arlington, Virginia