



2022 IMPACT REPORT

Animal Ag Allies Agriculture Engagement Development Program



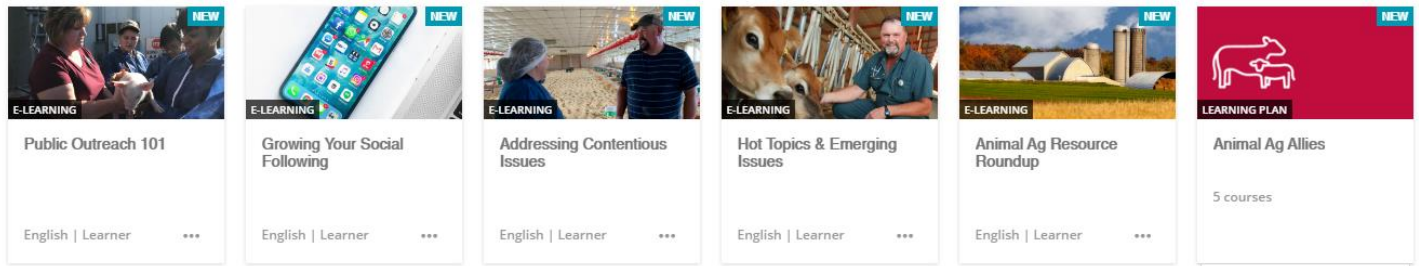
ABOUT ANIMAL AG ALLIES

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, veterinarians, and industry professionals 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 dialogue 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.

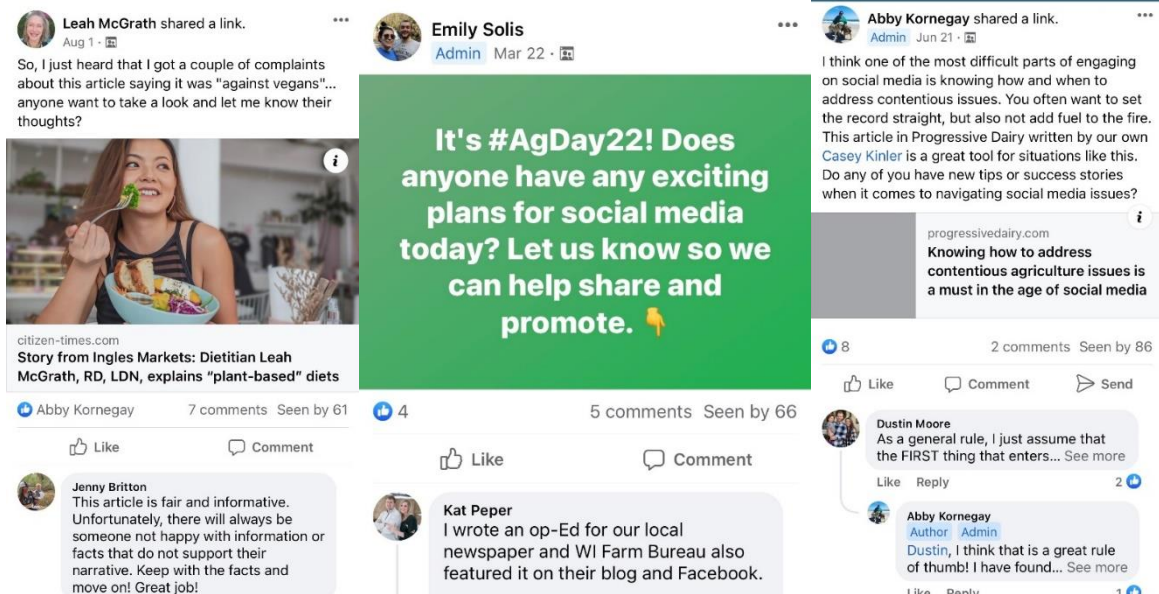
Modules include:

- 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, as well as 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.



2022 ANIMAL AG ALLIES PARTICIPATION

Goal

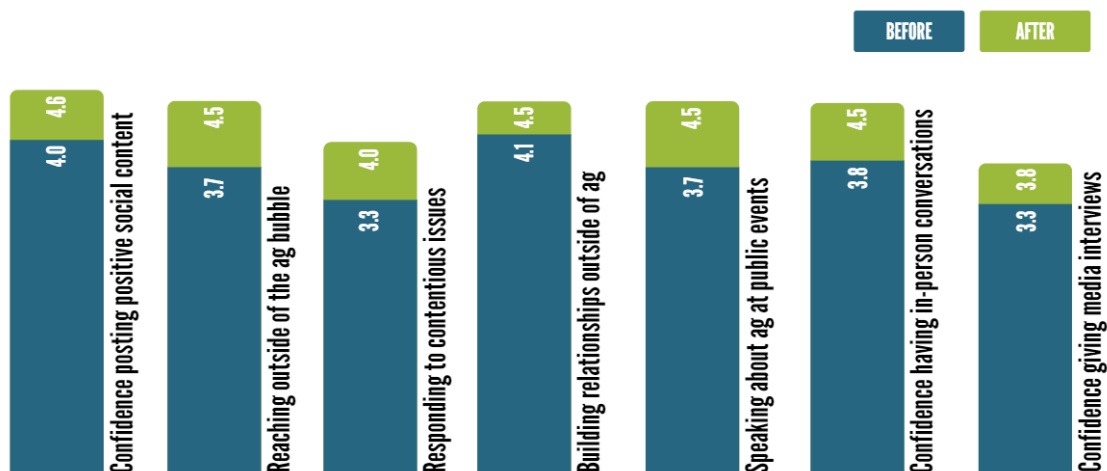
The Alliance's goal was to host four classes of Animal Ag Allies and have 60 participants complete the training modules and join the private networking group between January - December 2022. The Alliance aimed to attract a diverse group of participants in terms of roles (farmers, ranchers, veterinarians) and sectors of the animal agriculture community represented. By the end of 2022, we endeavored to have at least 160 active participants in the private networking group.

Outcome

We hosted four classes and had 30 total farmers, ranchers, practicing veterinarians and industry professionals successfully complete the Animal Ag Allies program and were added to the private networking group this year. A total of 151 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 **4.7 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

- “I found this very useful in thinking about increasing my online presence and what content I want to support.”
- "Appreciate the connection between ag and health/nutrition professionals. Thanks for doing this - we are all connecting to the same audiences who need understandable answers about complex topics. Working together will help successfully answer those questions and reconnect people to the food supply chain in an authentic and useful manner in a way that keeps people, animals, and planet top of mind.”
- “Thank you for providing this type of program/content and being an extra resource!”
- “I am so grateful that I was able to be a part of class 9 of the Animal Ag Allies program! Even though I work in the cattle business every day with my own farm, the information I learned through these sessions will be invaluable as I move through my professional career.”
- “I love learning about other livestock sectors, it makes it easier to speak with other individuals who work in the agriculture industry, and more importantly with consumers who have questions. Thank you again to the Animal Ag Alliance for the opportunity, I look forward to staying in touch with the organization!”

CONTINUING EDUCATION OPPORTUNITIES

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

- **Eating Beyond the Headlines: Sorting Evidence from Emotion with Neva Cochran, MS, RDN, LD, FAND**
 - Neva Cochran, registered dietitian and nutrition communications consultant, identified the scientific facts behind popular misconceptions about nutrition in the media, recognized the consequences of omitting foods from the diet that have been vilified in the media and gave tips on how to communicate effectively with audiences to dispel food myths and fears.
- **Building the Protein Pact Story with the Animal Agriculture Alliance**
 - Allies joined Eric Mittenthal, Chief Strategy Officer at the North American Meat Institute and previous vice president of public affairs and vice president of sustainability, for an overview of the Meat Institute’s Protein PACT strategy. Mittenthal shared the Protein PACT’s focus on implementing a framework for continuous improvement throughout the industry and a commitment to greater transparency to meet consumer and customer expectations. Protein PACT has a strong social media presence and is a great partner for engagement within the industry.

MEDIA MENTIONS

In 2022, Animal Ag Allies has been mentioned 10 times in the media, including:

- <https://www.westernagreporter.com/articles/fighting-nutritional-misinformation-with-facts/>
- <https://www.agproud.com/articles/54379-knowing-how-to-address-contentious-agriculture-issues-is-a-must-in-the-age-of-social-media>
- <http://www.ohioagconnection.com/story-state.php?Id=629&yr=2022>
- http://oklahomafarmreport.com/wire/beefbuzz/2022/04/00840_BeefBuzz04012022_161033.php

FUTURE PLANS

The Alliance is currently in the process of updating the online modules for the 2023 classes to make them even more user-friendly for our audience. We will also plan for long-term adjustments to the program based on survey results and feedback.

“Ag influencers” are engaging with unique audiences of followers that historically haven’t been reached by the animal ag community. These virtual leaders are quickly becoming the modern consumer’s source of information regarding animal welfare, sustainability and other hot topics surrounding animal agriculture. In the spirit of continuous development, the Alliance aims to offer more webinars and find new and exciting ways for this emerging group of allies to get involved in next year’s classes! To foster more opportunities for networking and dialog within the graduating classes, the Alliance also plan to host an optional in-person event for Allies participants in 2023.