

2025



**IMPACT  
REPORT**

**AGRICULTURE ENGAGEMENT DEVELOPMENT PROGRAM**




## ABOUT ANIMAL AG ALLIES

Animal Ag Allies is an initiative of the Animal Agriculture Alliance, a nonprofit organization working to safeguard the future of animal agriculture. The program empowers farmers, ranchers, veterinarians, as well as other industry and food 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 program participants 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 and factual content about animal agriculture. Thanks to the Alliance's training program, Allies are well-equipped to represent the agriculture community online, in the media and various other venues.

The Animal Ag Allies program consists of two phases: online communications training and a private forum sharing opportunities for webinar events focused on engagement strategies and emerging issues. Each participant in the program is asked to complete a set of five interactive online modules and then are invited to join a private networking group. The modules are all available online via the Alliance's website and may be completed at the participant's own pace.

**Welcome to Animal Ag Allies!**



The Animal Ag Allies modules are your home for articles and videos, practice scenarios, and practical tools to help you grow as an Animal Ag Ally. You will be able to **bookmark links**, **download resources**, and **track your progress** as you uncover new ways to engage. We know you already bring a lot to the table – knowledge, experience, community, passion, and so much more. Are you ready to broaden your view and tackle some tough topics? Then you're in the right place. **Let's get started!**

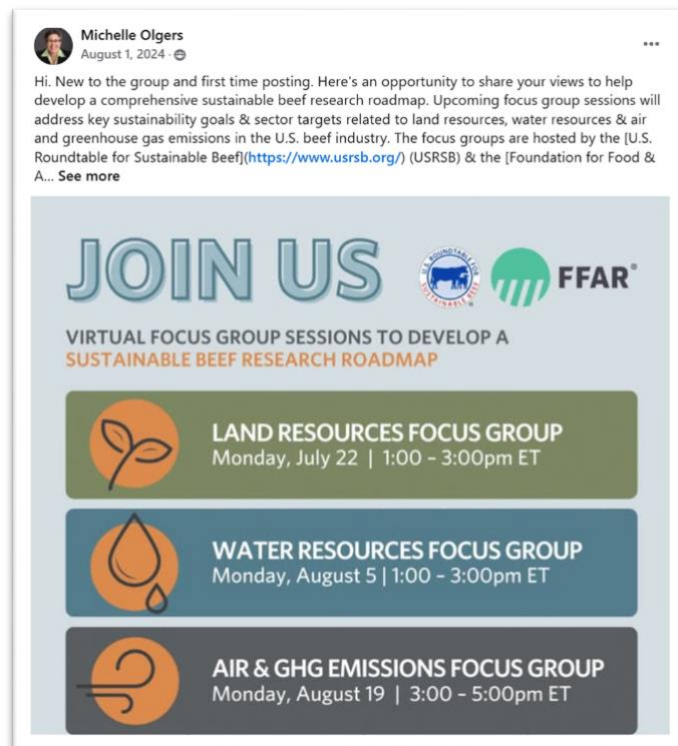
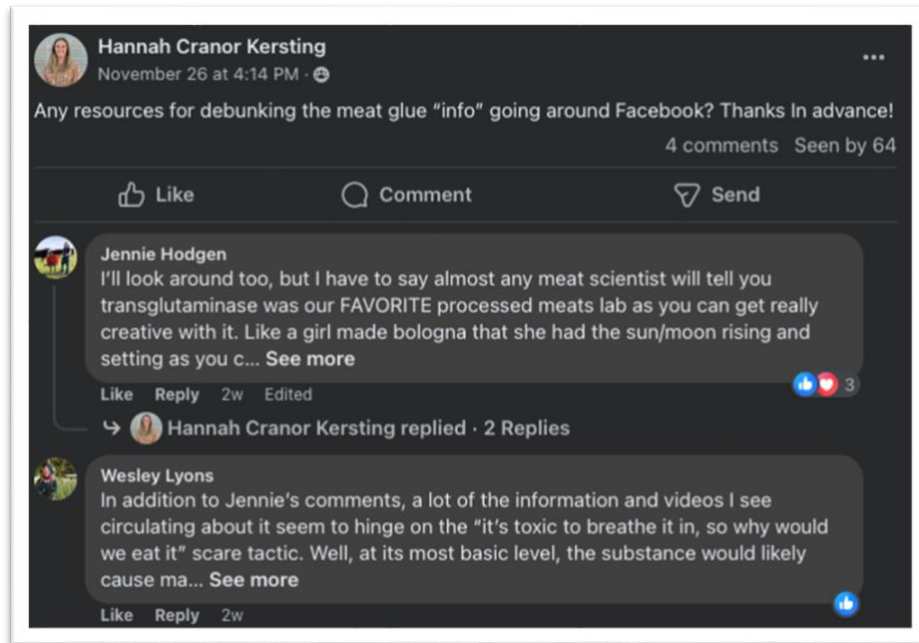
[CLICK HERE TO BEGIN!](#)

Modules include:

- Animal Ag Resource Roundup – an overview of ten sectors of the animal agriculture community: dairy, beef, veal, pork, chicken, turkey, egg, sheep, aquaculture, and animal feed. 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 can interact with other program graduates, Animal Ag Alliance staff, 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. This is also a platform where the Alliance will share upcoming webinars and continuing education opportunities for graduates to keep honing their skills. These webinars and related discussions cover emerging and hot topics issues, new resources to share, and tips from farmers and veterinarians who are already social media rockstars.



# 2025 ANIMAL AG ALLIES PARTICIPATION

## Goal

The Alliance's goal for 2025 was to host two class of Animal Ag Allies with at least 15 participants per class. The Alliance aimed to attract a diverse group of participants in terms of roles (farmers, ranchers, veterinarians, industry professionals) and sectors of the animal agriculture community represented. By the end of 2025, we endeavored to have at least 160 total graduates that had completed the program and progressed to our private networking group.

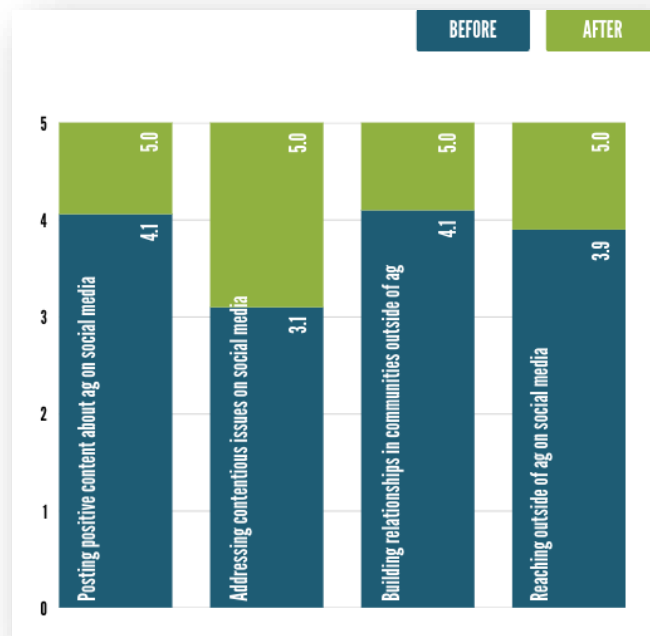
## Outcome

We hosted two bi-annual classes and had 39 total participating farmers, ranchers, practicing veterinarians, and industry professionals enroll in the Animal Ag Allies program this year – a very high enrollment year for Allies! After wrapping up the final class of 2025, the total number of program graduates is now 169 and exceeded our goal of 160 total program graduates.

In 2025, we worked to facilitate more conversations about the Allies program at trade shows (such as the American Farm Bureau Federation's Annual Convention and the International Production and Processing Expo) and speaking engagements. These valuable conversations paid off with the Alliance having 39 individuals sign up to participate in the program in 2025. The Alliance has also prioritized promoting the waived participation fees associated with certain membership levels. This tactic to drive participation has continued to be a success with 9 out of the 10 most recent participants from Class 20 utilizing sponsorship or membership waived benefits. In one great match making event, the Alliance was able to work with a generous member that had multiple waived spots available and partnered them with a non-member ag communications professional to cover her participation in the program! The Alliance will be looking for other similar opportunities in the future to help facilitate participation from key targets for this program, specifically farmers and ranchers.

The Alliance asks participants to complete a survey after finishing the required program material to judge the effectiveness of the modules and the value of the program. Since the beginning of the program, surveyed participants have rated the overall value of the modules in terms of providing new information and useful resources for future use as a **5 out of 6**. 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 several key skills areas increased after participants completed the modules as compared to pre-survey results:



## PARTICIPANT TESTIMONIALS

- “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!”
- "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.”
- “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 its people. I would recommend this course to anyone looking to improve their agriculture advocacy skills.”
- “Very comprehensive training and materials. I learned quite a bit, especially in areas outside of my expertise. I'm very excited to move forward!”
- “I am so grateful that I was able to be a part 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!”
- “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.”
- “I downloaded all the resources and put them in a folder on my desktop. I foresee them being very useful in future communications I need to craft for my job.”

## CONTINUING EDUCATION OPPORTUNITIES

This year, the Alliance hosted one “continuing education” webinars for participants.

- **Championing Animal Agriculture – Turning Advocacy into Action**
  - Lucy Russell from the National Pork Producers Council explored the latest legislative developments impacting animal agriculture and share strategies to effectively communicate with policymakers. Whether you're new to advocacy or a seasoned communicator, this conversation was created to equip you to confidently represent animal agriculture's story.

## FUTURE PLANS

The Alliance experienced a successful year of recruiting and is now turning to look at how can we continue to foster engagement within the group, encouraging participants with busy schedules to finish the program and stay up-to-date with our resources. We will continue to keep a strong focus on bringing new users to the program. As the Alliance participates in various trade shows and conferences throughout the year, Animal Ag Allies will continue to be one of our top speaking points to engage with new potential participants.

The Alliance has long-term plans to explore partnerships with similar continuing education programs such as National Cattlemen's Beef Association's Masters of Beef Advocacy to draw in other industry professionals and be a “next step” for others completing similar industry programs. These industry leaders and allied partners are often facing questions from the modern consumer regarding animal welfare, sustainability, and other hot topics surrounding animal agriculture. We have also identified opportunities to create more areas of active social media engagement during the program, encouraging participants to post during their training, tag the Alliance, and foster connection with other participants.

We will also plan for other long-term adjustments to the program based on survey results and feedback. Recent participants have noted that there could be more focus put on the media training and public speaking components of the program. We will explore including more content and potentially hosting more webinars or an in-person event related to these topics to increase confidence in these areas. As part of our website maintenance work, the Alliance has invested in more automated e-mail communication software to nudge participants throughout the program and remind them to submit feedback and survey results once they complete the program. This was fully implemented in 2025 and we hope to see the benefits moving forward.