Charlie Arnot
Jana McGuire

The Center for Food Integrity
“I will NOT eat meat. I’ve seen how animals are treated on those factory farms. It’s all about fattening them up and shipping them off to market.”
What Do You Say?

“This is scary. I just saw a study posted on Facebook that says eating hot dogs during pregnancy can increase the risk of brain tumors in babies.”
What Do You Say?

“I won’t eat anything but organic and locally produced food. Slow food is safe food.”
What Do You Say?

Today

- Why Values Matter
- Animal Agriculture and Today’s Farms
- Make the Media Work for You
- You – in the Hot Seat!
- Are you Social Media Savvy?
- Presentations with Impact
- Practice Makes Perfect
- How’d You Do? Media Feedback
Know Your Neighbor?

Commonalities!
Create a list – the more unique the better!

*Eldest sibling, never had a broken bone, Nicholas Cage impersonators, collect rocks*

- Any attribute shared with the other group at your table must be crossed off your list.
- The group with the longest list at your table wins!
Goals

- Increase your confidence and ability as an advocate for your industry
- Understand why values work
- Use values-based messages to bridge a growing information gap
- Be inspired!
What the Heck?

Why the disconnect?
What the Heck?

• Most consumers don’t understand how you do it, what you do – or WHY you do it

• The public senses a change in the way food is produced but doesn’t understand
What the Heck?

Farms don’t look like they used to
What the Heck?
What the Heck?
What the Heck?
Consumers are **disinterested and uninformed**

- "Give me safe food, and I will trust you to give me safe food. I will trust you until you do something to break that trust."

  - Connie, Nashville focus group
Lack of understanding creates an opportunity for activists and detractors

How do we reconnect?

VALUES
Silence is No Longer An Option!

Why Values Matter

If WE don’t tell our story… someone else will.
Why Values Matter

• Values
  – What’s most important to you?
  – What are you passionate about?
  – How can you use that passion?

• Values drive every action
• Should drive your conversations
Why Values Matter

What Drives You?
Why Values Matter

What Drives You?
Choose 10 core values – then narrow to 5

<table>
<thead>
<tr>
<th>Peace</th>
<th>Wisdom</th>
<th>Status</th>
<th>Family</th>
</tr>
</thead>
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<tr>
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<td>Wealth</td>
<td>Power</td>
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<td>Success</td>
<td>Integrity</td>
<td>Love</td>
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<td>Justice</td>
<td>Influence</td>
<td>Happiness</td>
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<tr>
<td>Truth</td>
<td>Kindness</td>
<td>God/Spirituality</td>
<td>Loyalty</td>
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<td>Knowledge</td>
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<tr>
<td>Teamwork</td>
<td>Competitiveness</td>
<td>Commitment</td>
<td>Creativity</td>
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<td>Generosity</td>
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<tr>
<td>Optimism</td>
<td>Compassion</td>
<td>Responsibility</td>
<td></td>
</tr>
</tbody>
</table>
Why Values Matter

- Ag industry only tells the “what” and “how”

“Science!”

“Economics!”
Why Values Matter

- Consumers want to “feel” good about what you’re doing and “believe” you’re doing the right things for the right reasons
- That your activities are consistent with social expectations and the values of the community
- Don’t want to be an antagonist unless they feel they need to
Why Values Matter

Who’s doing a great job of connecting with values?

THE HUMANE SOCIETY
OF THE UNITED STATES
Why Values Matter

Channeling Passion

• One in 28 Americans is a member of HSUS
• 75% of their members are women
• The 10th strongest brand among U.S. charities (Cone Research)
• Main stream messages – Not PETA

Wayne Pacelle, CEO HSUS
Universal Values

- **Compassion:** “Be kind to animals”
- **Responsibility:** “Stop animal abuse”
- **Respect:** “Protect the environment”
- **Fairness:** “Balance the needs of people, animals and the planet”
- **Truth:** “Be honest with me”
Kohlberg’s Moral Hierarchy
Kohlberg’s Moral Hierarchy

Universal ethical principle orientation

- Non-profits NGOs
- Farmers/Producers

Principle-driven

The “law & order” orientation

- Farmers/Producers

Societal expectations

Personal rewards orientation

- Farmers/Producers

Direct impact on me
Why Values Matter

You are here

Antagonists

Reasonable majority is here

Antagonists are there
Balance for Success

**Economically Viable**
- ROI
- Demand
- Cost Control
- Productivity
- Efficiency
- Profitability

**Scientifically Verified**
- Data Driven
- Repeatable
- Measurable
- Specific
- Objectivity

**Ethically Grounded**
- Compassion
- Responsibility
- Respect
- Fairness
- Truth
- Value Similarity

**Knowledge & Information**

**Feelings & Belief**

**Sustainable Systems**
Shared values are 3-5X more important to build trust than technical skills
Why Values Matter

• Historically
  – Research proves it’s ok to do this… (science)
  – Financially, it’s in our best interest… (economics)

• We need to SHIFT
  – It sounds like food safety is important to you; I can assure you that it is my top priority… (values)
95% of those who “opted in” for more information on Farmers Feed US agreed with the following statement when surveyed:

“I found the farmers knowledgeable, approachable and the kind of people I want producing my food.”
Why Values Matter

What’s your VALUES message?

• Food Safety
• Animal Well-Being
• Neighbors/Community
• Environment
• Modern Agriculture
• Economics
• Antibiotics
Why Values Matter

Values: “We drink the same water and breathe the same air as our neighbors. I want to protect the environment for my family, my community and for future generations so they have it as good, or better, than I do.”

Science: We use environmental practices on our farm that are based on research from land grant universities across the country. I also make sure I’m up to date by taking advantage of the latest training and certification programs.

Economics: Because the market prices farmers receive haven’t kept up with inflation, farms are bigger than they were just a few decades ago. Like most farmers, I’ve changed my operation in order to keep my farm profitable and provide for my family.
Why Values Matter

Values: “Taking great care of our animals is very important to me. My family and I have an ethical obligation to make sure the animals on our farm are well cared for.”

Science: That’s why we use the latest technology on the farm to house our animals in a climate-controlled environment where they are protected from disease, predators and the elements, and fed a well-balanced diet for optimal health.

Economics: Treating my animals with the best care allows my family and me to help provide consumers with abundant, safe and affordable food, and allows me to make a living so I can provide for my family.
Why Values Matter

Write a VALUES message!

- Food Safety
- Animal Well-Being
- Neighbors/Community
- Environment
- Modern Agriculture
- Economics
- Antibiotics
Why Values Matter

Faith
Family
Honesty

Teamwork
Integrity

Wealth
Passion
Creativity

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Critical Conversations
Why Values Matter

Reliability
Family
Faith
Commitment
Honesty

Competitiveness
Fame
Influence
Status
Power
1. Be Principle-Driven!

Know what is important to you and why it’s important to you.

- Clarify your values before entering the critical conversation
Six Steps to Engaging

2. **Listen - Don’t Judge**

Are you listening?
Don’t judge; actively listen

First step in…
- Building trust
- Showing you care
- Finding shared values
- Bridging the gap
Six Steps to Engaging

3. Ask Questions, Invite Dialogue

“Tell me what you mean by ‘factory farm.’”

“Why do you feel that way?”

“Why is being a vegetarian important to you?”

Identify what is Important and why
Six Steps to Engaging

3. Ask Questions, Invite Dialogue

“Why do you believe GM foods are dangerous?”

“What does ‘organic’ mean to you?”

“That’s interesting. Where did you learn about that?”

Identify what is Important and why
Six Steps to Engaging

4. **Identify Common Values**

“It’s obvious the environment is very important to you; it’s important to me too …”

Listen for shared values – Not just information
Six Steps to Engaging

4. Identify Common Values

“I understand what you’re saying; all animals should be treated humanely at all times …”

Listen for shared values – Not just information
4. **Identify Common Values**

“We have a lot in common; food safety is a priority for me and my family, too…”

Listen for shared values – Not just information
Six Steps to Engaging

5. Control Your Emotions

Recognize your emotions and maintain control…

Fight or flight response?
- Keep an open mind
- Take a deep breath
- Relax
- Shift body position

Evaluate your options
6. Define the Outcome

How do you want this to end?

- Move it forward?
- Walk away?

Fundamental question: “Do you recognize my right to exist as a supporter of agriculture?”
6. Define the Outcome

“It’s been a pleasure chatting with you. Let’s stay in touch.”

“Shoot me some of those website you were talking about. I’ll forward you some info I think you might be interested in.”

“I’d be happy to give you a tour of my farm (or my workplace) and show you what we do.”

“I respect your opinion and appreciate your time, but it looks like we’ll just have to agree to disagree.”
Six Steps to Connecting

Let’s Review!

1. Be purpose-driven – know your values
2. Listen – don’t judge
3. Ask questions and invite dialogue
4. Identify common values
5. Control your emotions
6. Define the conversation outcome
Today’s Animal Ag
Today’s Animal Ag

- Like everything – food production is changing
- Specialization:
  - Allows producers to “plug in” in ways that work for their farms
  - Allows producers to use technology to maximize efficiencies and meet consumer demand in a more socially responsible manner
Today’s Animal Ag

As global demand for meat increases, so will pressure on…
Today’s Animal Ag

Trends
1. Expanding Production
2. Fewer and Bigger Operations
3. Specialized Farms
4. Contracting
5. Increased Efficiency
6. Consumer Demand
Today’s Animal Ag

1. Expanding Production

Compared to 1950…we produce:

- 81%↑ chicken per bird
- 176%↑ pork per sow with 44% fewer sows
- 173%↑ beef with only 21% more cattle
- 53%↑ eggs with 3% fewer hens
- 11x↑ soybeans on 5x the acreage
- 333%↑ corn on 11% more acres
Today’s Animal Ag

Why is Production Expanding?

- Population
- Consumption
- Exports
Today’s Animal Ag

Why is Production Expanding?

In 2007, the average American consumed 60 pounds more meat (34%) than in 1960.
Today’s Animal Ag

2. Fewer and Bigger Operations

Why?

- Deflating Livestock Prices
- Economies of Scale
- Labor Utilization
Today’s Animal Ag

2. Fewer and Bigger Operations

Deflating Livestock Prices
1960 to 2009
Cattle – 56%
Hogs – 69%
Eggs – 68%
Turkeys – 74%
Today’s Animal Ag

2. Fewer and Bigger Operations

Result? Three choices:

1. Live on less money
2. Raise more animals
3. Leave the industry
2. Fewer and Bigger Operations

Economies of Scale

<table>
<thead>
<tr>
<th>Herd Size</th>
<th>Pigs Per Litter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-99</td>
<td>7.53</td>
</tr>
<tr>
<td>500-999</td>
<td>8.45</td>
</tr>
<tr>
<td>2000-4999</td>
<td>8.98</td>
</tr>
<tr>
<td>5000+</td>
<td>9.08</td>
</tr>
</tbody>
</table>
2. Fewer and Bigger Operations

Labor Utilization

“$8 an hour jobs and $80 an hour jobs – on small farms the owner does both.”

- Ron Plain, University of Missouri Ag Economist
## Today’s Animal Ag

### 3. Specialized Farms
Farms with Livestock

<table>
<thead>
<tr>
<th></th>
<th>1950</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheep</td>
<td>6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Beef</td>
<td>75.5%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Hogs</td>
<td>56%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Dairy</td>
<td>67.8%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Chicken</td>
<td>78.3%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

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Today’s Animal Ag

3. Specialized Farms
Farms with Livestock

“You can’t learn to do 50 things as well as you can learn to do 10 things.”

- Ron Plain, University of Missouri Ag Economist
4. Contracting

Production contracts allow self-employed farmers to make a living raising livestock and poultry without having to own livestock and poultry.

– 46% of U.S. hogs are raised by farmers who own no hogs
– 90% of U.S. chickens are raised by farmers who own no chickens
– 75% of U.S. turkeys are raised by farmers who own no turkeys
Today’s Animal Ag

4. Increased Efficiency

U.S Beef and Veal Production per Cow

- 350 Pounds in 1960
- 600 Pounds in 2009

U.S Pork Production Per Sow

- 1450 Pounds in 1960
- 4100 Pounds in 2009
Today’s Animal Ag

4. Increased Efficiency

Why?

Knowledge Accumulates
New Technology
5. Consumer Demand

From 1960 to 2009, deflated average retail price of…

- Beef decreased by 27%
- Pork decreased by 31%
- Chicken decreased by 58%
- Turkey decreased by 65%
5. Consumer Demand

Higher Food Costs – Why?
• Long-term factors
  – World population growth
  – Recovery in income and growth
  – Bioenergy mandates

Questions about impact of renewable fuels and mandates on food costs will continue
5. Consumer Demand

- Consumption in emerging countries is rapidly expanding
- As global population increases – so does number of people who can afford more – and better – food
- India and China (approximately 1/3 of the world’s people) have seen per capita meat consumption more than double since 1980
Today’s Animal Ag

China consumes 60 million tons of meat a year. That’s…

240 million cows
Or
60 million pigs
Or
24 billion chickens
Today’s Animal Ag

Animal Agriculture Matters

• Average U.S. farmer raises enough food to feed 155 people. In 1950, it was 30.
• Americans spend only 10% of disposable income on food.
  – Italy? 23%
  – Japan? 26%
  – India? 50%
Animal Agriculture Matters

- Net earnings from animal agriculture are more than $73 billion a year
- Animal agriculture employs more than 2.5 million Americans
- Animal agriculture in the U.S. accounts for more than $16 billion in income and sales tax
Today’s Animal Ag

Environment

• Growing mainstream awareness
Today’s Animal Ag

Environment

• Who’s driving the issue?

Rural activists, environmental groups use issue of environmental degradation to pursue other agendas

Many reports lack perspective – are one-sided, inflammatory and driven by concerns unrelated to the environment

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Today’s Animal Ag

Animal Well-Being

What would YOU do with $100,000 to donate to charity? America would…

1. Food/shelter for needy
2. Research to cure cancer
3. Disaster relief
4. **Animal welfare**
5. Youth programs
6. Poverty relief
7. Education
8. Church
9. Environment
10. Public Health
Make the Media Work for You
“It is always a risk to speak to the press; They are likely to report what you say.”

- Hubert H. Humphrey
“In an average day, seven minutes of news happens. Yet, there are currently three full-time, 24-hour news networks.”

- John Stewart
Today’s Media

- 24/7
- Highly competitive
- Television news dominates
- Newspapers struggle – still viable
- Online sources rapidly growing
- Unprecedented rate of change
Today’s Media

• Average sound bite from 1960’s: 60 seconds
• Average sound bite today: 7 seconds

“McNugget News”
Fast and tasty, but not very satisfying
FOURSCORE AND SEVEN YEARS AGO, OUR FOREFATHERS BROUGHT FORTH ON THIS CONTINENT A NEW NATION, CONCEIVED IN LIBERTY, AND DEDICATED TO THE PROPOSITION THAT ALL MEN ARE CREATED EQUAL.
READ MY LIPS: NO SLAVES.
• Big events get the spotlight (Hurricane Sandy, “pink slime”)
• Only a headline for so long; post-event story lines are ignored or quickly dropped (clean-up efforts, complex food safety issues)
• Cable news, talk radio seize and amplify polarizing stories
• Reporting resources continue to shrink
• Agenda of U.S. news media continues to narrow
• Issues that received less than 1% of coverage:
  Education, Race, Religion, Abortion
  Social Security, Aging, Labor
Like you, reporters have a job to perform.
Controversy and change are their fuel.
Will be focused on their story. If you aren’t focused, they will be in control.
Won’t fully understand your business.
Make the Media Work for You

• Every interview is an opportunity to deliver your key message.
• Your job is to stay in control, address concerns and deliver facts
• Your participation will help keep stories balanced

If you don’t participate... someone else will.
The Role of Message Points
What IS a message?

- The most important point(s) you want your audience to hear and remember
- One of the most effective ways to build awareness about your issue
- Being most effective in communicating so your viewpoint is correctly reported.
Think like a consumer

Words are the tools we use to shape perception

- Farms, not operations or facilities
- Natural nutrients, not animal waste
- Farmers, not producers
- Value-added, not processed
Two Points to Remember

1. Your job is not to answer questions. It’s to address topics and deliver values and information via your messages.

2. Message points must be written down and practiced.
Who is your audience?

- Not the media – they are the conduit
- Not activists – you’re not likely to move them
- Consumers
- Anyone interested in food or agriculture
- Opinion Leaders
Message Test – The “Three Cs”

1. **Clear** You can deliver the message to someone who doesn’t understand the issue

2. **Concise** 10 seconds or less

3. **Compelling** Brings empathy to the subject
Interview Best Practices

- Ask the reporter about the story, who else is being interviewed, his/her deadline, etc.
- Know your messages – practice!
- Lead with your main message – conclusion
- Illustrate your points with examples or anecdotes:

  “Deciding your future based only on the past is like trying to drive your car looking only in the rearview mirror”
Interview Best Practices

• Do repeat your messages
• Do not repeat negative language
• Be ready to respond to other viewpoints
• Do not speak for the other side
• Call a time out if you need to
• “Is there anything else you want to add?”
“Does anyone have any questions for my answers?”

-Henry Kissinger
What is it?

The use of smooth connecting phrases to move the conversation from an unproductive, hostile or irrelevant area back to your message points.
Block and Bridging

Question

Block and Bridge

Animal-specific, values-based message
- Point #1
- Point #2
- Point #3

Food Safety-specific, values-based message
- Point #1
- Point #2
- Point #3

Nutrition-specific, values-based message
- Point #1
- Point #2
- Point #3
• That’s a good question. It’s important to remember…

• As a student in the field of meat science, I view the issue this way…

• That’s a popular misconception. The fact is…

• I understand and share your concern. That’s why I’ve dedicated my life to researching it…
• Another thing to remember…
• Another way to think about it is…
• I think what you’re really asking is…
• That’s not my area of expertise, but what I can speak to is…