

# **What Do We Do Now?**

**Janet M. Riley**

**Senior Vice President**

**Public Affairs and Member Services**

**American Meat Institute**

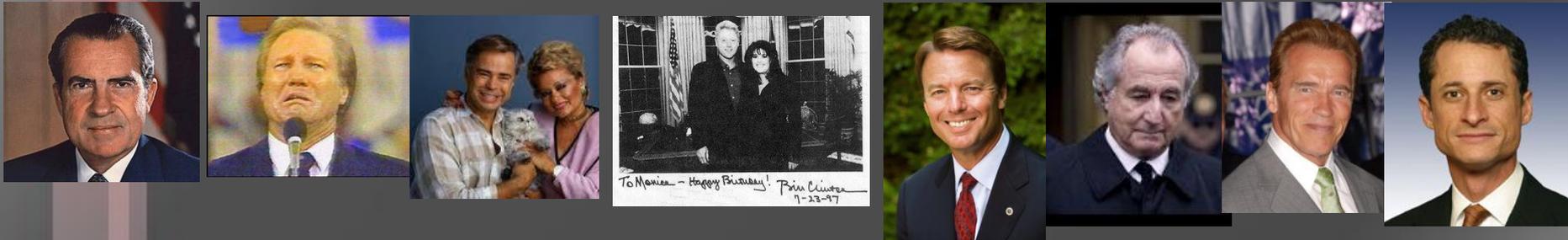
# Declining Trust

- Do you believe most Americans can be trusted or you can't be too careful in dealing with people?
- 1960: 60 percent trust most people
- 1970s: below 50 percent
- 1990: 40 percent trust most people
- 2006: just 32 percent trust most people

Source: *True Enough*, by Farhad Manjoo

# Why do people trust each other less?

- Interact less with one another
- Watch TV more and reality is distorted
- Many feel that those in whom they've placed trust – corporations, churches and government – have proved unworthy



- Shifting from generalized trust (trust of people broadly) to particularized trust (where we only trust people like ourselves). Particularized destroys generalized.

Source: *True Enough*, by Farhad Manjoo

# Books, Films and Events About Meat and the Meat Industry

- *Fast Food Nation (Chew on This)*
- *Eating Animals*
- *Omnivore's Dilemma (And the Youth edition)*
- *Supersize Me*
- *Food Inc.*
- *Pig Business*
- *Forks Over Knives*
- *Food Day October 24*

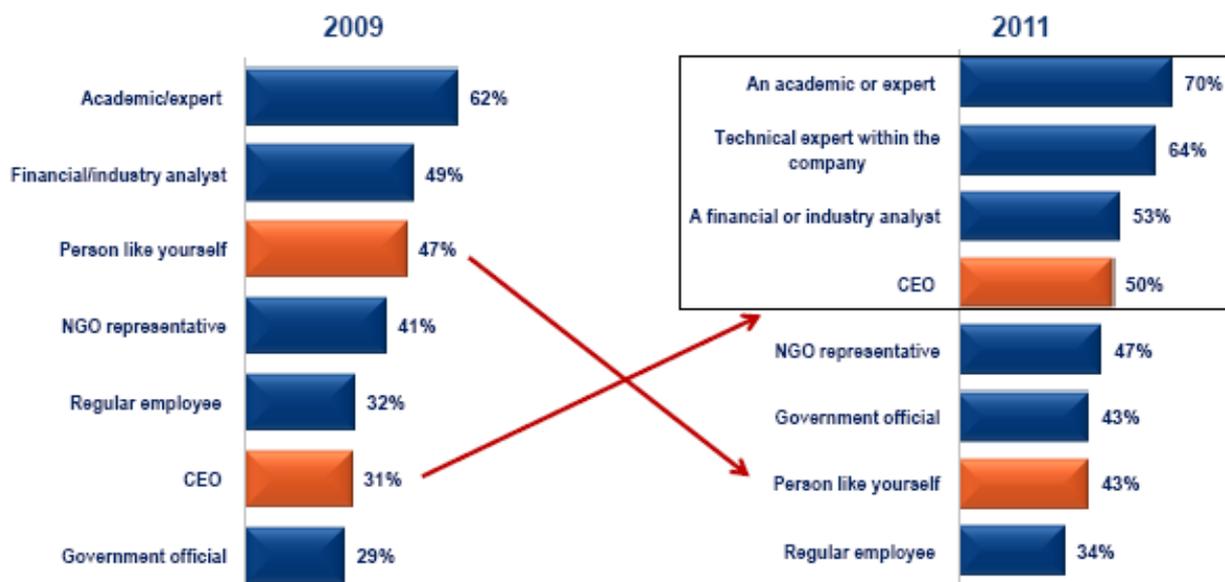
# **Good News and Bad News**



# Good News

CEOs lead rise in trust in authority, but “person like me” drops amid flight to credentialed spokespeople

If you heard information about a company from one of these people, how credible would that information be?



Responses “Extremely credible” and “very credible”; Informed publics ages 25 to 64

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# Bad News

- With that trust comes responsibility.
- And I know you didn't have enough responsibility.

# Who do food activists want Americans to believe we are?



**“I don’t want to signify that  
with a response.”**



# Information + Connection = Success

**Meat Safety  
and  
Nutrition:  
The Facts**

**American  
Meat Science  
Association**



# How many of you...

- Have your master's?
- Have your Ph.D.?
- Are Moms?
- Are Dads?
- Are Grandparents?
- Feed your family the same food that your company or your industry produces?

You  
Are  
**DRAFTED!**

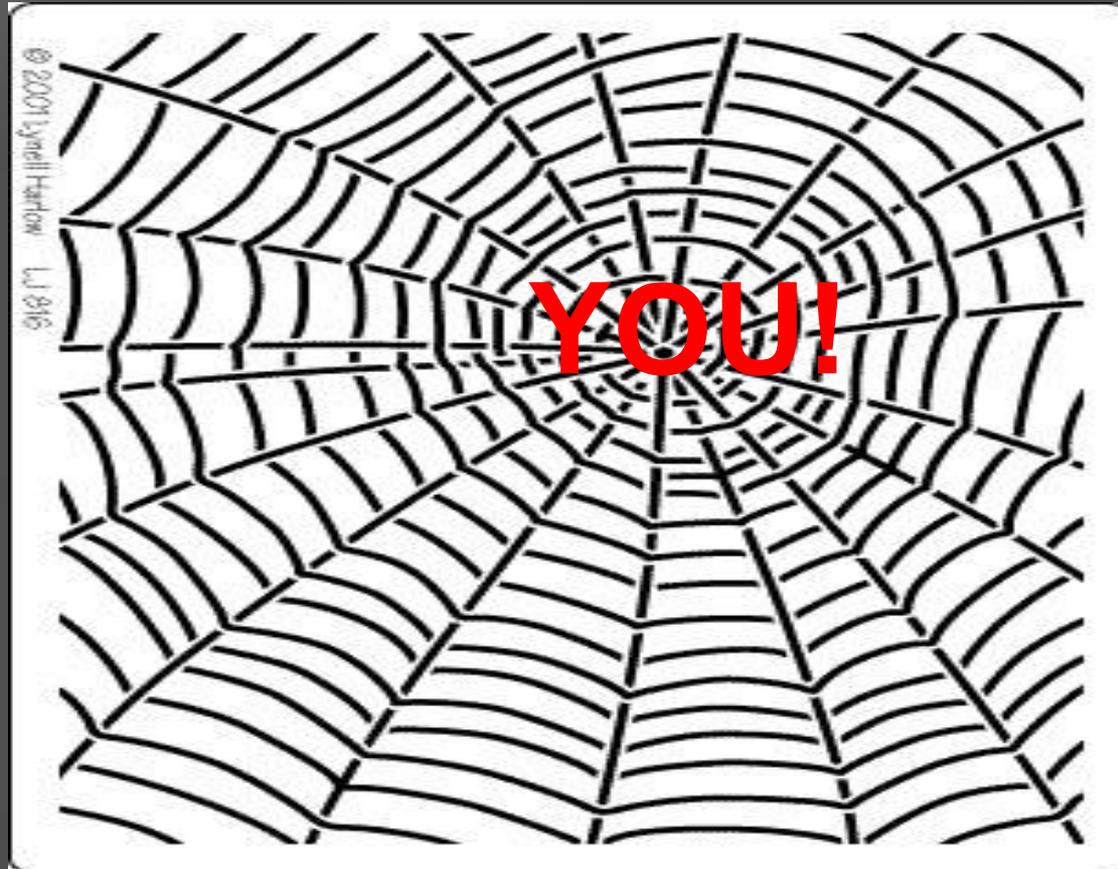
**Your Mission:**

**Become a  
Meat Warrior!**

# How many of you...

- Belong to a civic group like Kiwanis or Lion's?
- Lead a youth group like the Boy Scouts or Girl Scouts?
- Belong to a church, mosque or synagogue?
- Have children in schools?
- Live in a community where civic groups exist?
- Live in a community where youth groups exist?
- Live in a community where schools exist?

# Communications Web



# Americans and Food

- **Less connected to ag**
  - Fewer than five percent on farms
  - Separated by generations
- **Have basic knowledge void that many will readily admit**
  - Some of our biggest challenges are educated adults who “think” they know...
  - I was where they are 20 years ago!
- **Knowledge void is an opportunity for industry – and activists**

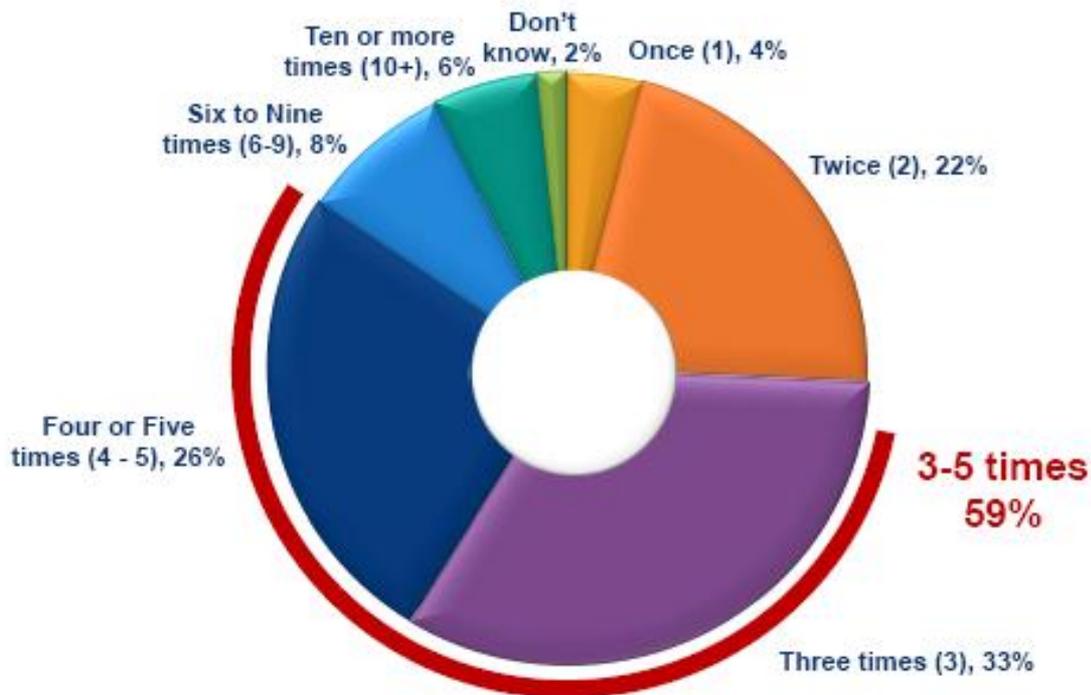
# **What's the real significance of these trends?**

*"A lie gets halfway around the world before the truth has a chance to get its pants on."*

**– Winston Churchill**

## Repetition enhances believability

How many times in general do you need to hear something about a specific company to believe that information is likely to be true?



Informed publics ages 25 to 64

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# How We Acquire Information

- **Learning styles**
  - Audio
  - Visual
  - Tactile
  - Experiential
- **Delivery Mechanisms**
  - Newspapers
  - TV and Radio
  - YouTube
  - Facebook and Twitter
  - Speeches
  - Workshops
  - Tours

**Let's Talk Tactics and Tools**

AMM

meatup



# Myths and Facts About Meat and Poultry



*With Appreciation  
to the*

# American Meat Science Association

*For their technical contributions  
and expert review*

The logo for 'meatup' features the word 'meatup' in a lowercase, sans-serif font. The 'meat' portion is in a dark red color, and the 'up' portion is in a light blue color. A thin, light blue curved line arches underneath the text.

meatup

# U.S. Meat and Poultry Production System

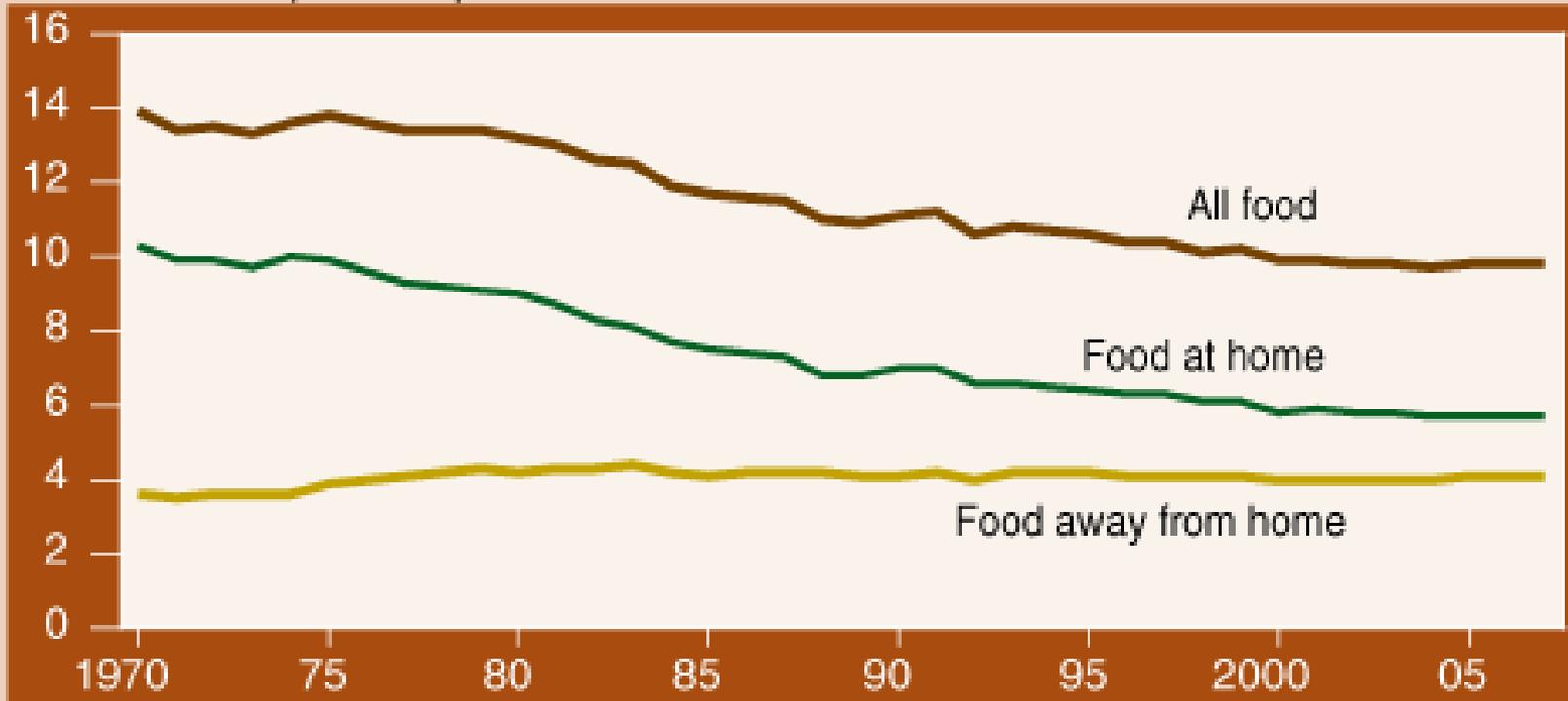
- Most well-developed in world
- Meat and poultry plants are more heavily regulated and inspected than any other industry in the nation besides nuclear industry
- Export huge amounts of food
- Benefit from a varied and affordable meat case

# Bountiful, Varied Supply = Choices that Reflect Taste, Needs, Values

- Organic
- Natural
- Grass-fed
- Certified Angus Beef
- Certified Humane
- American Humane Certified
- Free Range
- Raised without added hormones
- Raised without antibiotics
- American Heart Association certified
- Local
- Danish, Australian, New Zealand

## Percent of income spent on food has been constant in recent years

Percent of disposable personal income



Source: USDA, Economic Research Service analysis of U.S. Department of Commerce, Bureau of Economic Analysis data.

# Spending By Country

<u>Country</u>	<u>Percent Disposable Income Spent on Food</u>
U.S.	5.6
Ireland	7.5
Canada	9.1
France	13.6
Argentina	20.3
Mexico	24.1
China	33.9
Pakistan	45.6

**Source: USDA/ERS, Food CPI and Expenditures: 2008 Table 97**

# Consumer Polling

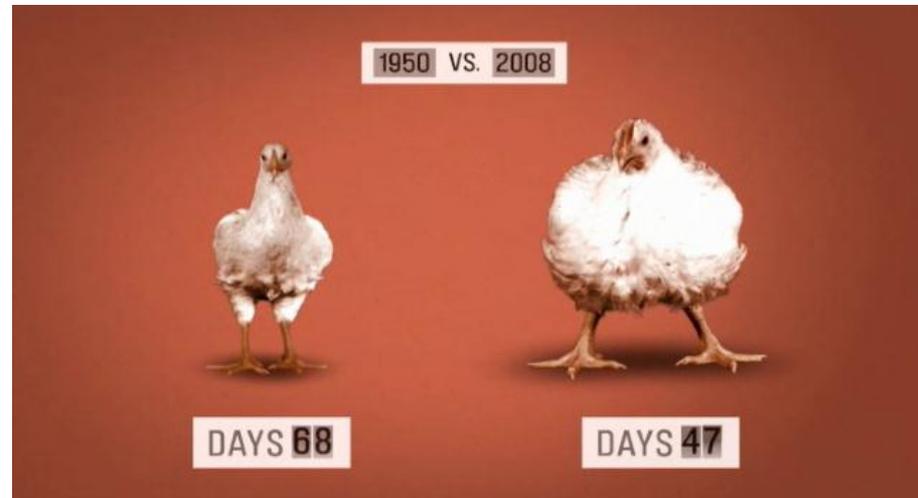
- 2,100 Americans polled online
- March 2010
- Indicated agreement with a series of myths reported in media, films, books and movies
- Posed some of the myths to leading experts from universities nationwide

# Myth #1: Hormones in Poultry

- What may you have read or seen:

*“Beef do get the growth hormones, and I think chicken and pigs do too... this stimulates their growth.” -- wrong*  
– Michael Pollan, author, *Omnivore’s Dilemma* in UC Berkeley News.

***Image at right is  
from the film  
Food, Inc.***



# The Facts

- All multi-cellular organisms contain hormones.
- Livestock and poultry can be produced without added hormones
- But no meat, poultry, vegetable or bean is “hormone free.” *It's impossible!*
- By federal law, hormones cannot be used in poultry production.
- Poultry size has increased due to breeding, genetics.

# Myth #2: Hormones in Pork

- What you may have heard or seen:

*“All of our animals are hormone, antibiotic, and stress free,” New York pork producer’s website*

# The Facts

- By federal law, hormones cannot be used in pig production.
- Between 1980-2005, changes in genetics and feeding programs have reduced days to harvest by 15 percent and increased lean muscle by 45 percent.\*
  - *Translation: pigs today grow bigger faster thanks to genetics and nutrition.*

\*Source: Differences in lean growth performance of pigs sampled from 1980 and 2005 commercial swine fed 1980 and 2005 representative feeding programs, *Livestock Science*, Volume 128, Issues 1-3, March 2010, Pages 108-114, J.S. Fix, J.P. Cassady, E. van Heugten, D.J. Hanson, M.T. See

# Myth #3: Hormones in Beef

- What you may have seen or heard:
  - “Hormone free” beef is safer – *incorrect.*
  - Beef from cattle treated with hormones will increase hormone levels in beef eaters – *incorrect.*
  - That added hormones in beef can increase the risk of diseases like cancer – *incorrect.*

# The Facts

## Estrogenic Activity in Food (*nanograms per pound of food*)

---

Soybean oil	908,000
Cabbage	10,986
Eggs	15,890
Milk	59
Beef from pregnant cow	636
Beef from implanted cattle	10
Beef non-implanted cattle	7

Source: Adapted from Preston, 1997/Meat is Neat by Chris Raines, Ph.D.

# Estrogen Produced In Nanograms Per Day

Estrogen levels in Item  
(nanograms per day )

---

Pregnant women	90,000,000
Non-pregnant women	5,000,000
Adult men	100,000
Pre-pubertal Children	40,000
3 oz. beef from implanted cattle	1.9

Source: Adapted from Preston, 1997/Meat is Neat by Chris Raines, Ph.D.

# Myth #6: Sodium Nitrite Sources

- What you may have heard:
  - Sodium nitrate and/or sodium nitrite come from cured meats – *partially true*
  - The majority of the nitrite people consume comes from cured meats – *wrong*

# The Facts

- 93 percent of nitrite intake comes from nitrate-containing vegetables.
  - Spinach, beets, cabbage, celery, lettuce, pomegranate contain highest amounts
- Nitrate becomes nitrite in the mouth.
- Less than five percent of daily nitrite intake comes from cured meats





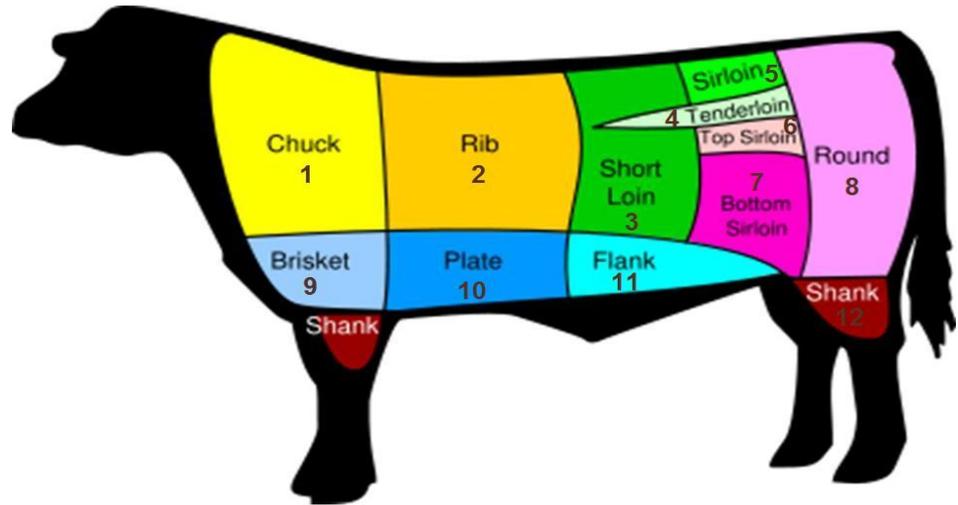
# Animal Science Merit Badge Program

Based Upon  
Boy Scouts of America  
Merit Badge Series



# Beef Cattle

- People don't eat grass, hay or coarse vegetation
- Cattle do – and they can convert grass and roughages into meat, milk and usable by-products



*Cattle are most efficient means to derive food from wooded and mountainous lands unsuited for crops*

# Hog Breeds

## American Landrace

From Landrace stock from Denmark and other European countries. Long body size and large litters.



## Berkshire

English breed; oldest improved swine breed. Long bodied and produces fine quality meat.



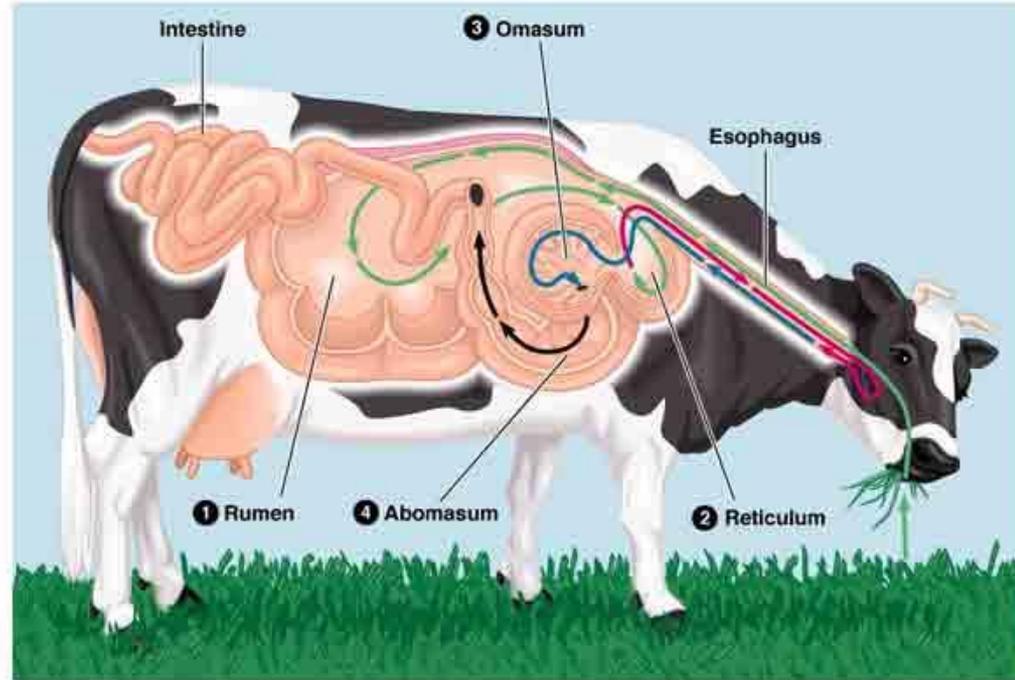
## Chester White

Good mothering abilities, large litters, durability and soundness. Mature earlier and can be marketed at lighter weights. Carcasses are noted for large hams.



# Ruminant Digestive Systems

- Ruminant chews food little before swallowing
- Feed travels to **rumen** where it is stored.
- Cow regurgitates a **cud** of partially chewed feed/fluid and chews again
- Once small enough, the feed flows through the small opening of the **rumen and reticulum**
- Next comes the **omasum**, which removes the water
- Next stop is the **abomasum**, often called the “true stomach”. Digestive juices break food down into building blocks, which are absorbed in the small intestine.
- Undigested material moves through the **large intestine** and **rectum** and is expelled as manure.



©1999 Addison Wesley Longman, Inc.

***Cattle, sheep and goats are ruminants. A ruminant stomach takes 72 hours to empty.***

Meat UP Scouts



# The Meat You Eat

*Where it comes from and why  
it's good for you!*

meatup @ school

# Why do we eat meat?

- Protein = muscle growth
- Vitamins/minerals = good health
- Sticks with you = **FIGHTS HUNGER**
- It tastes good

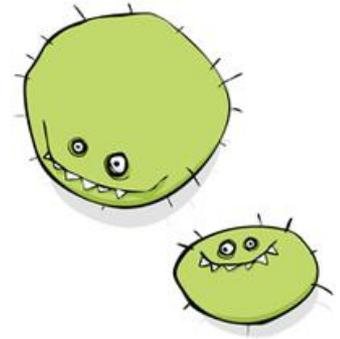


# How much should we eat?

- Kids your age need two servings of meat or beans per day
- A serving is three ounces and looks like a deck of cards
- McDonald's hamburger = 1.6 ounces of beef
- 6 nuggets = 3 ounces



# Germs Everywhere!



- Tiny, invisible part of nature
- How many could fit on the head of a pin?
  - 1,000!
- Live on your hands, under your nails, in your mouth, between your toes
- On raw foods like apples, carrots, beef or chicken
- Soap and heat destroy bacteria



# Let's Be Safe!

- Cook foods to the correct temperatures
  - Use a thermometer, cook to 160 degrees!
- Don't eat pink burger!
  - Ask Mom, Dad or the waiter, "Please cook them some more!"



meatup @ school



# Food Safety

meatup @ school

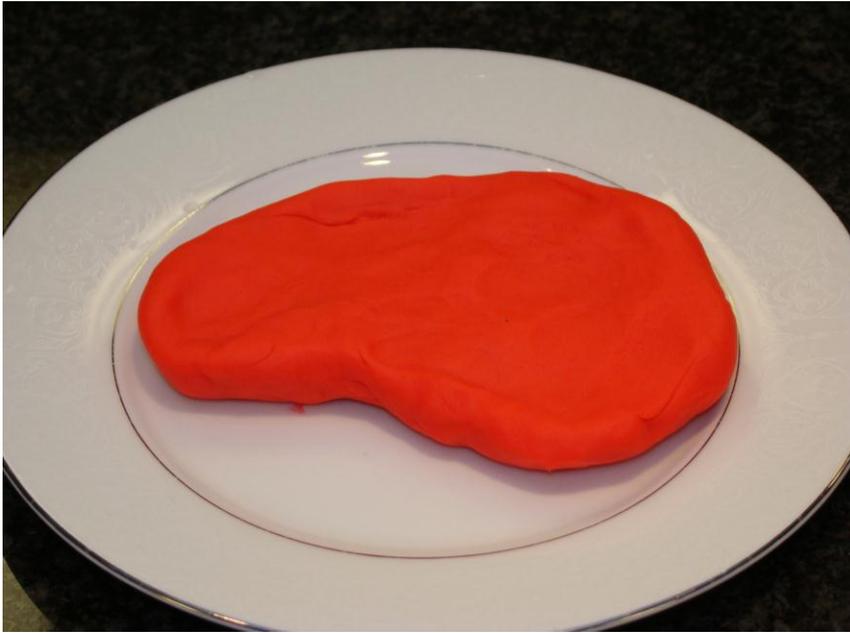


# Bacteria In Nature

- All raw products – from bananas to milk to lettuce to beef – have bacteria
- Meat and poultry plants use technology to reduce bacteria as much as possible
- Cooking destroys any bacteria that remain



# Germs Are Only On the Outside of Meat



# But If We Grind that Steak Up...



- Germs get on the inside!



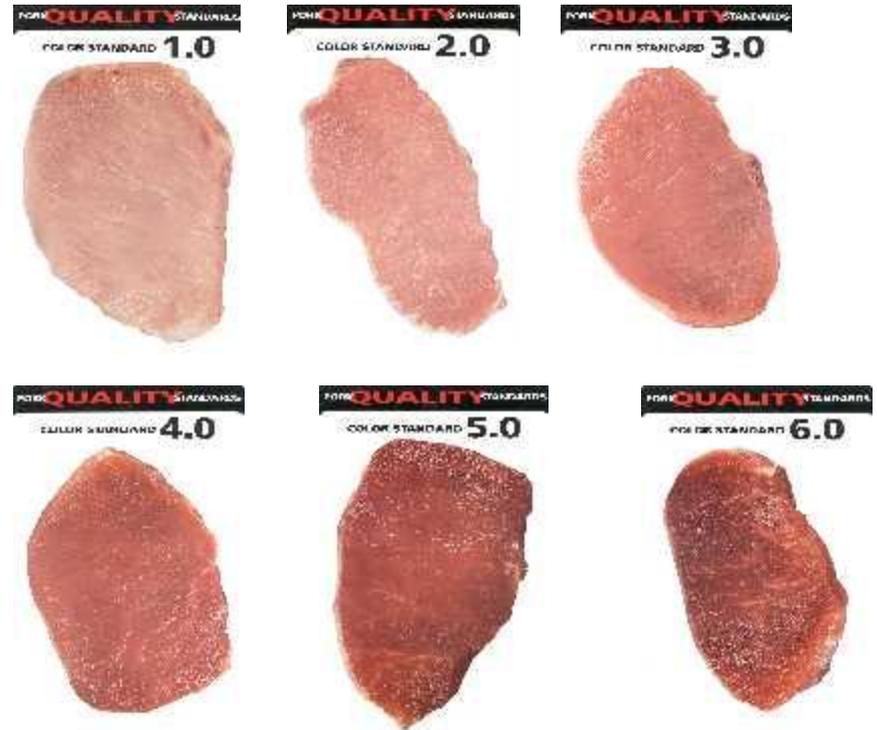
# Taking Care of Livestock

- Calm livestock are easy to handle
- Autistic woman named Temple Grandin taught us how to think like livestock
- Build plants that work the way livestock think



# Good Welfare = Good Quality

- Studies show that animals that are stressed produce meat that is of lower quality
  - Dry, firm and dark or pale, soft and watery

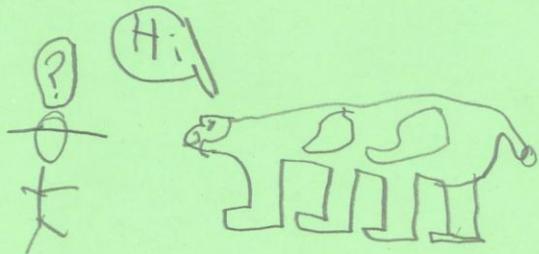


*Impact of stress on pork color and quality. Ideal score is 2-5.*

Dear Mrs. Riley

Thank you for coming to career day today. I think your presentation was the best out of all. It was very interesting to learn about the meat industry. Especially to find out you make 2,000,000 hot dogs a year. Also, the Temple Grandin story was amazing. I hope that you will get even luckier and get a talking cow. You have inspired me to possible work in the meat industry.

Sincerely, Roten



Dear Ms. Riley,

I really liked your class. Thanks to you, I think am going to work at a meat-plant.

Thank  
You!

From, McKenna

7/29/09

Dear Mrs. Riley,

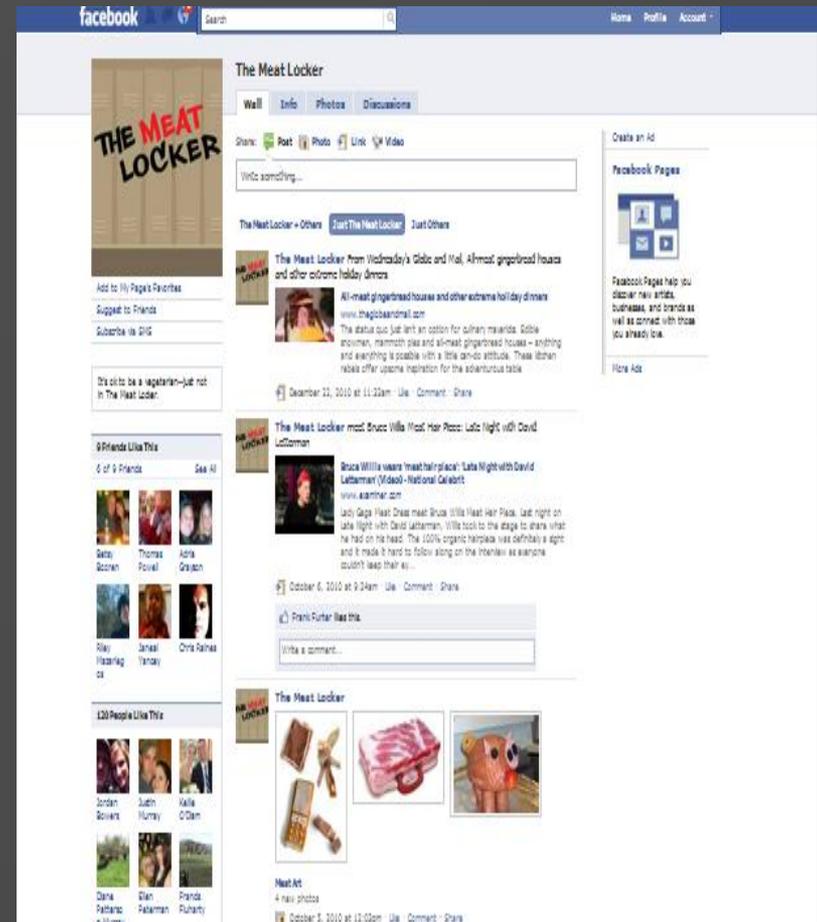
Thank you for coming on career day. Your presentation was great. I couldn't believe that you were on t.v. 400 times! I learned a lot from your presentation. I never knew that being on t.v. was that hard. Temple Grandin helped the animals a lot. I also learned that you need to cook hamburgers to 160°. Animals is lucky to have you as a mom.

Sincerely,

Lilly Se

# The Meat Locker

- Facebook page for Youth
- Stickers now available for those who sign up and for members
- First batch free, small charge afterwards



# MeatMythCrushers Web Site

**MEAT MYTHBUSTERS**

HOME ABOUT MEAT MYTHBUSTERS VIDEOS RESOURCES FACEBOOK CONTACT

When Congress created the U.S. Department of Agriculture in 1882, it was called "The People's Department" because nine out of ten Americans lived on farm. Today, fewer than five percent of Americans live on farms. The majority are separated from farming by multiple generations.

This means that for many people, the news media, books and movies are their sources for information about how America's food is produced. This also means Americans are vulnerable to myths and misinformation. At Meat MythBusters, our goal is to bust the myths and provide you with referenced facts so you can make informed choices that are right for you.

**MEAT MYTHBUSTERS VIDEOS** [VIEW ALL VIDEOS](#)

MYTH	MYTH	MYTH	MYTH
Hormone Use In Poultry Production Poses a Health Risk to Consumers	Hormone Use In Pig Production Poses a Health Risk to Consumers	Hormone Use In Beef Production is a Health Concern	Meat is Less Safe Than it Was in the Past

# Meat MythCrushers

- Brochure
- Web site
- Facebook page

facebook

Meat Myth Busters

Wall Info Photos Discussions Video

Share: Post Photo Link

Write something...

Meat Myth Busters + Others Just Meat Myth Busters Just Others

**Meat Myth Busters** Meat Myth: Hormones in Poultry Production is a Health Concern. Watch the video for the FACTS  
 Jan 13, 2011 2:37pm  
 Length: 1:25

9 hours ago · Like · Comment · Share

**Meat Myth Busters Fact:**  
 Jan 13, 2011 2:25pm  
 Length: 2:18

9 hours ago · Like · Comment · Share

RECENT ACTIVITY

Chat (0)

Internet 100%

**MEAT MYTHBUSTERS**

Today, fewer than 5% of Americans live on farms. This means that for many people, the news media, books & movies are their sources for information about how America's food is produced. Here is where those MYTHS will be busted!

Add to My Page's Favorites  
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**Do You Teach Swing & Dance?**  
 betterfly.com

# Today's Audience x 3 Actions This Year

- “Like” Meat MythCrushers Facebook Page
- “Like” our Meat Locker Page
- Write to a local school and offer a career day talk
- Sponsor a merit badge day
- Contact a local Scout troop and offer to do a safe food handling talk
- Write a letter to the editor
- Start a blog
- Host your community at your university
- Host a reporter at the meat lab
- Invite your mayor and/or lawmakers to your Meat Lab
- Give a talk to a group that you belong to like Kiwanis
- Wear a button like “Meatatarian by Choice”
- Tape a Meat MythCrusher message
- Link to MeatMythCrushers from your Department web site or personal page

# A Test! Stay Tuned for the Results...



***Got Meat  
Question?***

Ask me. I'm a  
meat scientist.

# Tips for Success

- Be confident in your knowledge
- Be respectful of people's perspective
- Honor every question as an opportunity
- Don't get angry
- Ask permission
- Hope for leaps, but expect baby steps.

# Final Word

- You are modest
- You are smart
- You are passionate
- “It’s not just a job, it’s an adventure”
- You are worthy of trust and respect
- These qualities – and your attention during this talk – are cause for huge optimism about the future.
- You are MEAT WARRIORS!

**Thank you!**

**Janet Riley**

**202/587-4245**

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