



Foundation

Championing the Beef Industry

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Books and Films

- *Fast Food Nation (Chew on This)*
- *Eating Animals*
- *Omnivore's Dilemma (And the Youth edition)*
- *Food Rules*
- *Supersize Me*
- *Food Inc.*

Even if you don't read the book, you likely will read stories about the book or hear the author on TV or radio.

Eric Schlosser & Michael Pollan

- Journalists who just care about the truth (?)
- Just a couple of reasonable guys (?)
- They'll share it with you in public speeches – contact their agents
- What a shame the meat industry won't talk to them (Really?)



What are they selling?

Nostalgia!

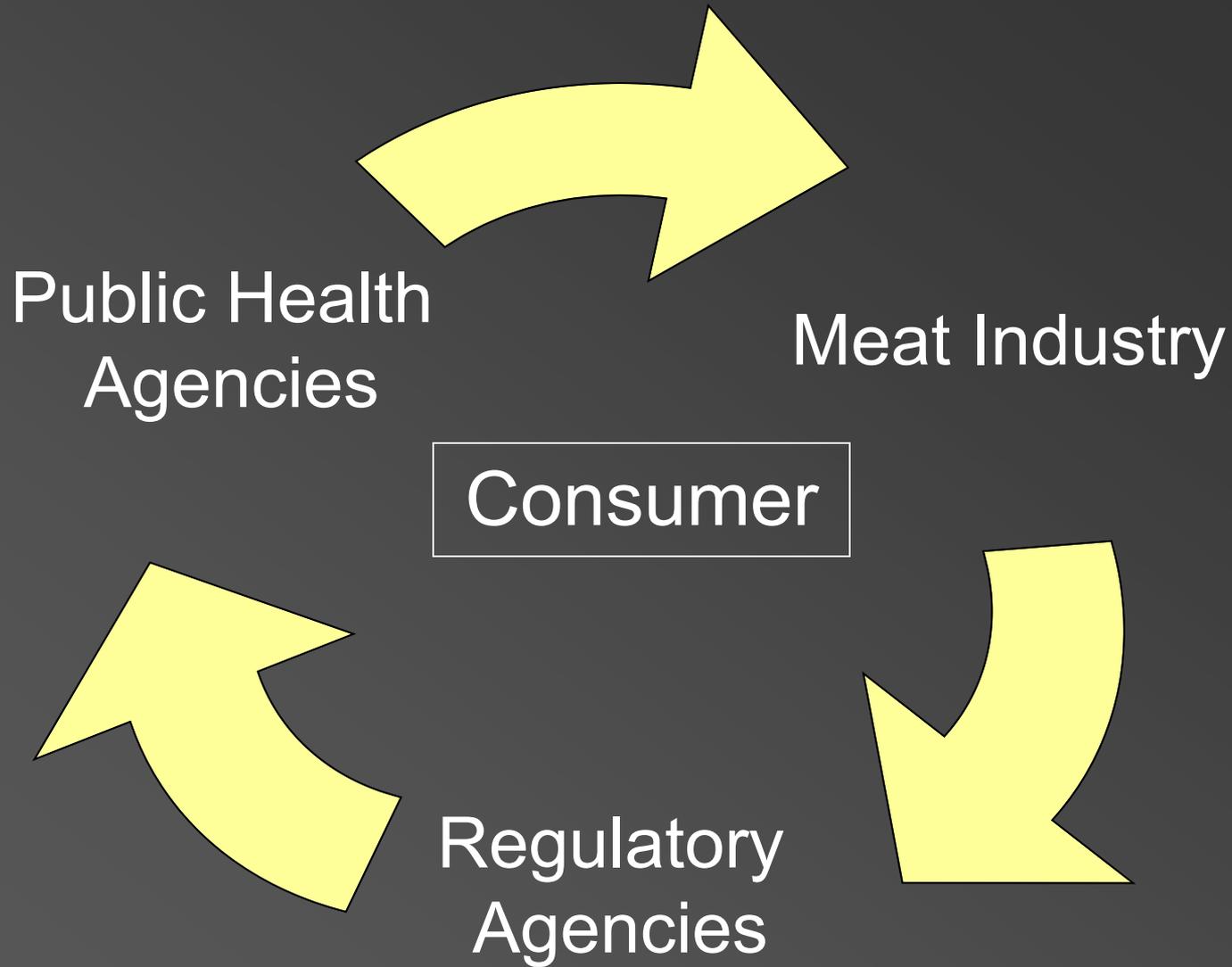
Simple Answers!

Who do food activists want Americans to believe we are?



How did we get here?

Setting the Stage



20 Years of Change

- Stamps....fax....email...tweets...
- Specialized to general reporters...
- Daily deadlines to instant deadlines...
- 30 minutes of nightly news to 24/7
- 60 Minutes to 600 minutes of tabloid news shows...
- Talking to texting...
- Private dignity to letting it all hang out...
- *E. coli* what?
- “British Invasion”
- PETA proliferation...
- Undercover everything...

Need to understand today's Americans

Cultural Trends

- Math and science weak relative to other nations
- Seeking easy answers
- Twitter: 140 characters
- Conditioning ourselves toward shorter attention spans
- Young people taking the big idea over the details
- Gaming, YouTube means visually focused

Americans and Food

- Less connected to ag
 - Fewer than 5% 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...
- **Knowledge void is an opportunity for industry – and activists**

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.

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

Media Carry Activists' Messages

Why?

U.S. Media and Politics

- Political affiliations documented liberal
- American Association of Newspaper Editors (ASNE) surveyed 1,037 newspaper reporters in 1997:
 - “Liberal/Democratic” – 61%
 - “Conservative/Republican” – 15%
 - “Independent” – 24%

Then and Now



Consumers Default to Negative

- Study analyzed consumer purchase behavior for irradiated pork when three groups were presented with negative, positive and balanced inform
 - Favorable purchase behavior exhibited when positive information only offered
 - Consumers reacted similarly to negative and balanced coverage

- In-depth positive information needed to overcome negative

Opinions, Voids and Opportunities

- Lots of opinions
- Lots of “I just don’t know”
- Problem will worsen as we become less connected to agriculture
- When there is a knowledge void, we have an opportunity

How Does This Change Your Impression?



How Does This Change Your Impression?



So who is credible?

PEDIATRICS

Policy Statement—Prevention of Choking Among Children Committee on Injury, Violence, and Poison Prevention



Embargo Policy:

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Pediatricians call for a choke-proof hot dog

Updated 2/22/2010 10:52 AM | Comment | Recommend | E-mail | Save | Print | Reprints & Permissions | **RSS**

Should Hot Dogs Carry Warning Label for Kids?

Hot Dogs Are a Choking Hazard for Small Children, Experts Warn in New Pediatrics Report

BY COURTNEY HUTCHISON
ABC NEWS MEDICAL UNIT
Feb. 22, 2010



81 COMMENTS

Feb. 22, 2010

Choking Warning Labels for Hot Dogs?

They're Among Foods Kids Choke on; Pediatricians Group Wants Changes in How Such Potentially Dangerous Foods Are Made

Doctors Urging for a Safer, Choke-Free Hot Dog

Monday, February 22, 2010
Associated Press

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CHICAGO — When 4-year-old Eric Stavros Adler choked to death on a piece of hot dog, his anguished mother never dreamed that the popular kids' food could be so dangerous.



ARTICLE COLLECTIONS

You are here: [ChicagoTribune.com](#) > [Collections](#) > [Peanuts](#)

Ads by Google

Dangerous dogs? Group says it's time for a redesign

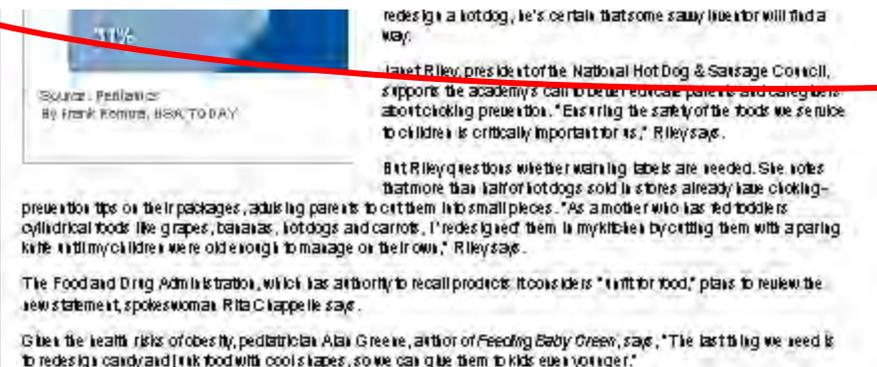


By Frank Pompa, USA TODAY

Janet Riley, president of the National Hot Dog & Sausage Council, supports the academy's call to better educate parents and caregivers about choking prevention. "Ensuring the safety of the foods we service to children is critically important for us,"

Riley says.

But Riley questions whether warning labels are needed. She notes that more than half of hot dogs sold in stores already have choking-prevention tips on their packages, advising parents to cut them into small pieces. "As a mother who has fed toddlers cylindrical foods like grapes, bananas, hot dogs and carrots, I 'redesigned' them in my kitchen by cutting them with a paring knife until my children were old enough to manage on their own," Riley says.



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*Ask the
Meat Scientist*

*...about preparing
hot dogs
for toddlers*



0:01 / 2:01

360p



How do we know what issues we need to address?

Consumer Myth Polling

March 2010

- 2,100 Americans polled online
- Respondents were asked to score myths on a scale of 1-100 (1-being least favorable; 100-most favorable), in terms of the degree to which they agreed or disagreed.

Results

- “Anti” industry respondents ranked the meat industry below 30.
 - Likely to be female, liberal, higher educated and on some type of vegetarian/non-meat diet
- Those who are pro-industry tend to be male, Republican, conservative, married and meat consumers.

Results

- Favorability score for the meat industry was 48.7
 - Automotive (47.4),
 - Pharmaceutical (42.3),
 - Banking (40.7), and
 - Oil and natural gas (39.5)

Results

- 63% say they have not heard anything about the production of meat or poultry in the past three months.
 - However, those who reported hearing something said the coverage was mostly negative (77%).
- Most adults (78%) know that USDA regulates the meat and poultry industry, but few were confident in their regulatory abilities.
 - 47% said there is too little oversight by USDA, while 31% said there was just the right amount.

Results

- Adults are slightly more confident in the safety of meat and poultry today than 25 or 50 years ago, but divided on whether it's safer than 10 years ago.
- The survey overall showed that Americans, unaided, continue to focus on price quality and freshness when making purchases.
- However, when probed, they do express concern about a number of issues.

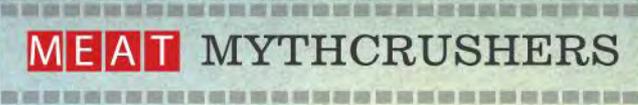
Results

- The top myths were identified:
 - Hormone use in meat and poultry production;
 - Eating too much red meat can increase heart disease risk;
 - Americans are eating more meat than recommended;
 - Antibiotic use in livestock production is a concern and use is increasing;
 - Most sodium nitrite from meat products; and
 - Inspectors only visit meat plants occasionally and that lack of federal oversight makes livestock abuse common.

Results

- A multiple media curriculum was developed based on the identified myths:
 - Video messages with interviews experts;
 - “Meat MythCrushers websites;
 - Facebook Page “Meat MythCrushers”;
 - Youth-oriented Facebook page “The Meat Locker”;
 - Print piece to be sent to policymakers, elected officials and key reporters;
 - Pocket guide; and
 - Presentations for use in K-12 and civic and business organizations.

Meat MythCrushers Web Site



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0:00 / 0:00 [Watch later](#) [YouTube](#)

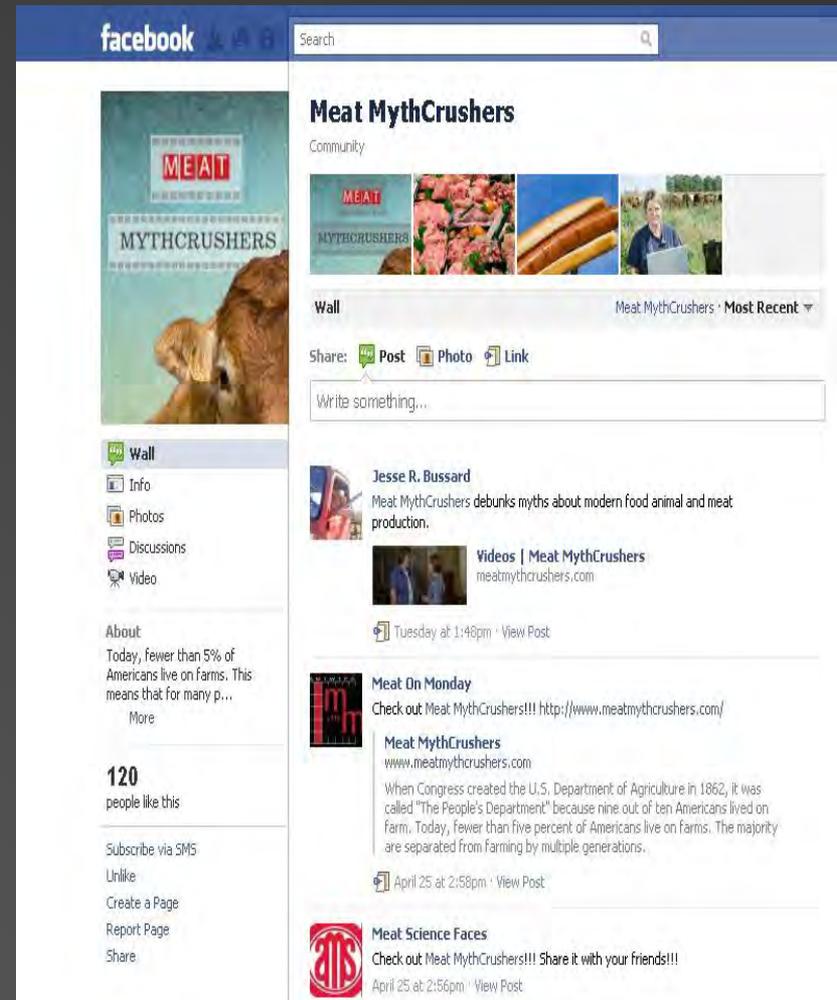
When Congress created the U.S. Department of Agriculture in 1862, it was called "The People's Department" because nine out of ten Americans lived on farm. Today, fewer than five percent of Americans live on farms. The majority are separated from farming by multiple generations.

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 MythCrushers, our goal is to crush the myths and provide you with referenced facts so you can make informed choices that are right for you.



Meat MythCrushers

- Brochure
- Web site
- Facebook page



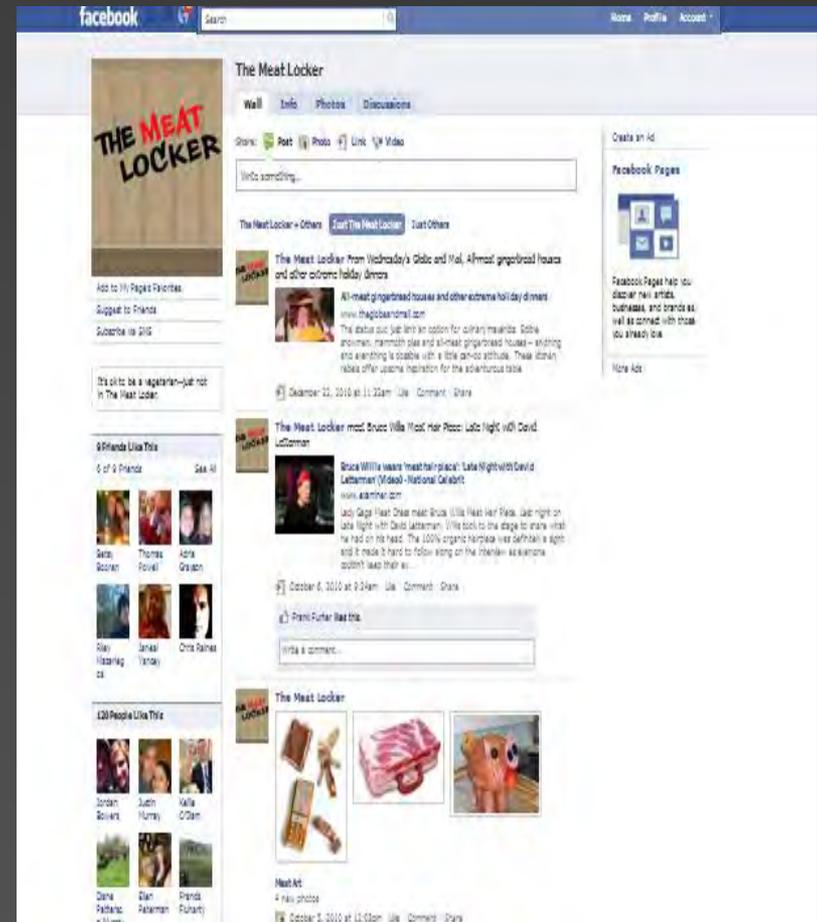
The screenshot shows the Facebook page for Meat MythCrushers. The page header includes the Facebook logo and a search bar. The main content area features a cover photo with the text "MEAT MYTHCRUSHERS" and a profile picture of a pig. The page is categorized as a "Community". Below the header, there are several posts:

- A post by Jesse R. Bussard stating: "Meat MythCrushers debunks myths about modern food animal and meat production." It includes a video thumbnail and is dated "Tuesday at 1:48pm".
- A post titled "Meat On Monday" with the text: "Check out Meat MythCrushers!!! <http://www.meatmythcrushers.com/>" and "Meat MythCrushers www.meatmythcrushers.com". The post content reads: "When Congress created the U.S. Department of Agriculture in 1862, 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." It is dated "April 25 at 2:58pm".
- A post titled "Meat Science Faces" with the text: "Check out Meat MythCrushers!!! Share it with your friends!!!". It is dated "April 25 at 2:56pm".

The left sidebar contains navigation options: Wall, Info, Photos, Discussions, Video, and About. The About section states: "Today, fewer than 5% of Americans live on farms. This means that for many p... More". At the bottom of the sidebar, it shows "120 people like this" and options to "Subscribe via SMS", "Unlike", "Create a Page", "Report Page", and "Share".

The Meat Locker

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



MeatUP!

- MeatUP Center now operational
- Children's PowerPoint
- Boy Scout Animal Science PowerPoint
- Business PowerPoint
- Meat MythCrushers PowerPoint

Issues Beef Industry is Facing

Beef Production Common Perception



Beef Production

The Reality



Environment/Sustainability



Antibiotics Residues/Resistance



Diet and Health

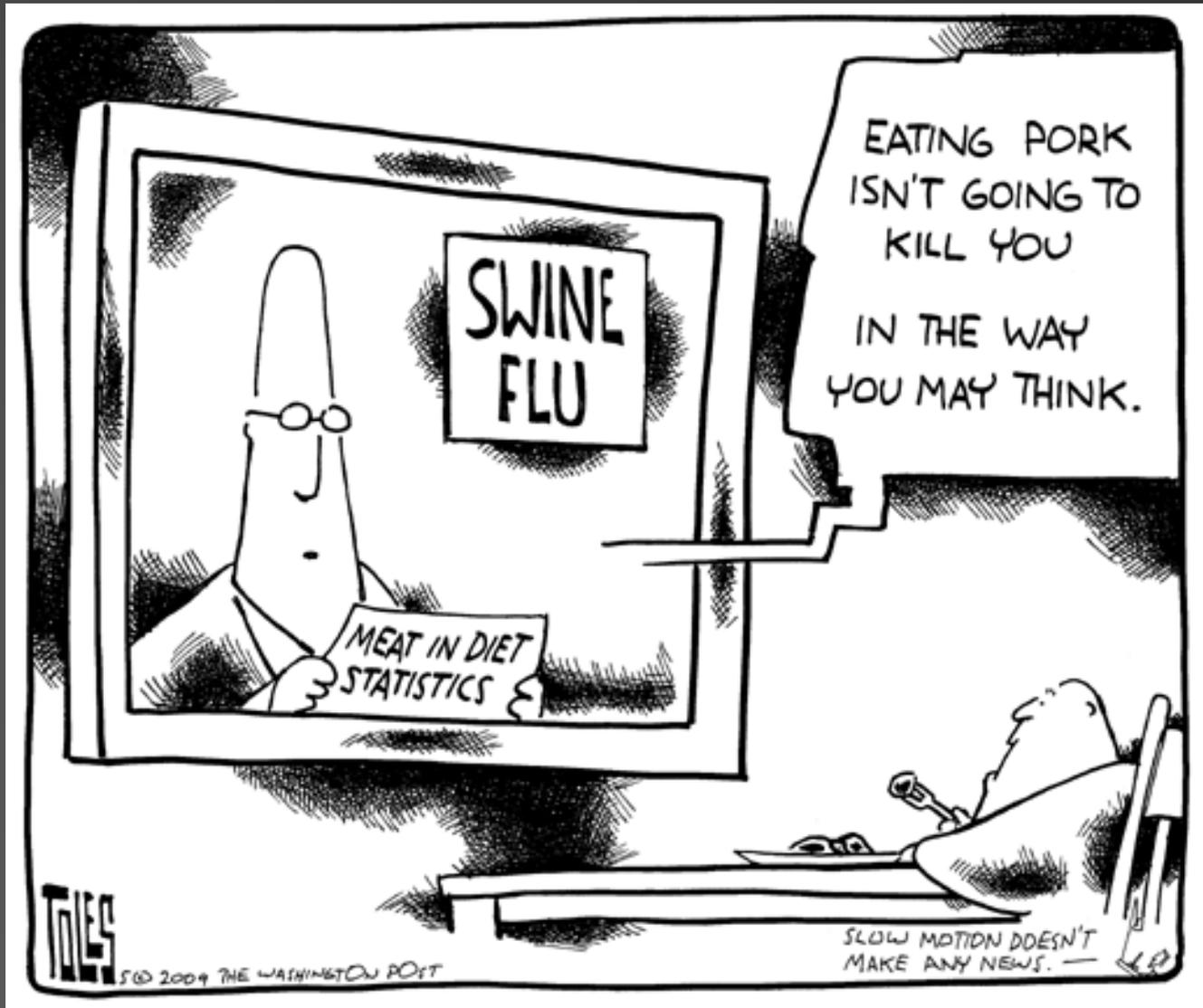


You want *CANCER* with that?

Medical research shows hot dogs increase your risk of cancer. The big corporations selling hot dogs and other processed meats don't want you to know that. They make a profit while you get sick. Think someone should sue to protect consumers?
We do.

To join our hot dog lawsuit,
contact the Physicians Committee for Responsible Medicine
at 202.527.7314 or legal@pcrm.org

Animal Health



Animal Welfare



Food Safety



How does the beef industry overcome these challenges?



When there is a knowledge void, there is an opportunity

- **Keys To Success**
 - Be factual
 - Be friendly
 - Be respectful
 - DON'T be discouraged!

How to Deal With Closed Mind

- Food is personal – like religion
- Acknowledge concerns/confusion
- Ask them questions to clarify concerns
- Ask permission to share facts
- Give time...and offer to answer any follow-up questions
- **Don't** get angry!

You are critical and an expert

- You are the local farmer/rancher – not the unknown “Big Bad Industry”
 - Educate the local media
 - Educate your community
 - Educate your local, state and federal congressional representative

But....

Data speaks

Important to know your numbers

- Contribute to the economy
 - Tax base
 - As an employer
 - Products



Meat Fuels America

Brought to you by the **AMI**
AMERICAN MEAT INSTITUTE

ECONOMIC IMPACT | SUSTAINABILITY | COMMUNITY & WORKFORCE INVOLVEMENT

ECONOMIC IMPACT

From large cities to small towns, the meat industry is an important part of the nation's economy. Companies involved in meat production, along with distributors and retailers, offer millions of jobs that pay billions in wages to families throughout the country.

[More...](#)

SUSTAINABILITY

A sustainable meat industry is one that takes a long-term view of its impact on natural resources, animal welfare, employees, consumers and the communities where they operate.

[More...](#)

COMMUNITY & WORKFORCE INVOLVEMENT

Meat packing and processing companies take seriously their roles as employers and community members. We are concerned both about the well-being of our employees and the quality of life in the communities where we live and operate.

[More...](#)



The American Meat Institute (AMI) is the nation's oldest and largest meat and poultry trade association. AMI is dedicated to increasing the efficiency, profitability and

Companies involved in the production of meat products, along with distributors and retailers, provide millions of jobs that pay billions in wages to families throughout the country. In addition, the industry is an important part of state and local tax bases. This analysis provides detailed information on the economic contributions of the meat and poultry industry by state and congressional district. For more information on the methodology and a summary of the results [click here...](#)

NEW 2009 DATA



State:

District:

- National Summary
- State Summary
- District Summary
- State Talking Point
- District Talking Point

This site uses popup windows to display economic impact data. If you are having trouble viewing the popup windows, adjust your browser settings to allow popup windows on this site. If you continue to have problems, please [contact us](#).

- Provides economic analysis of congressional districts and states

The American Meat Institute
Economic Impact of the Meat Industry
2009 Data



Economic Contribution of the Meat Industry in Florida

Direct Economic Impact				
	Jobs	Wages	Output	
Slaughter	1,759	\$ 67,648,500	\$ 634,300,012	
Meat	1,872	\$ 65,981,689	\$ 770,522,322	
Poultry	2,649	\$ 74,315,051	\$ 512,351,724	
Hides, Skins and Offals	54	\$ 2,741,563	\$ 26,478,701	

Tax Impact	Business Taxes	Sales Taxes
Federal Taxes	\$ 1,738,132,078	
State Taxes	\$ 1,172,529,016	\$ 160,193,073
Total Taxes	\$ 2,910,661,094	\$ 160,193,073

Economic Impact of The Meat Industry in Florida

	Direct	Supplier	Induced	Total
Jobs (FTE)	90,875	47,428	64,659	202,962
Wages	\$ 1,934,977,766	\$ 1,784,707,463	\$ 2,501,831,575	\$ 6,221,516,804
Economic Impact	\$ 6,601,968,914	\$ 6,306,463,428	\$ 7,528,904,913	\$ 20,437,337,255

The Meat Industry is an Integral Part of Florida's Economy

Other	1,445	41,244,362	672,414,770
Total	64,659	\$ 2,501,831,575	\$ 7,528,904,913
	Jobs	Wages	Output
Total Economic Impact	202,962	\$ 6,221,516,804	\$ 20,437,337,255

Tax Impact	Business Taxes	Sales Taxes
Federal Taxes	\$ 1,738,132,078	
State Taxes	\$ 1,172,529,016	\$ 160,193,073
Total Taxes	\$ 2,910,661,094	\$ 160,193,073

Supplier Impact			
	Jobs	Wages	Output
Agriculture	636	\$ 6,725,577	\$ 53,698,052
Construction	8	\$ 334,503	\$ 732,465
Manufacturing	143	\$ 7,332,684	\$ 50,952,699
Trans & Comm	206	\$ 10,723,402	\$ 81,936,217
Wholesale	91	\$ 5,582,642	\$ 14,856,834
Retail	69	\$ 1,827,849	\$ 4,869,143
FIRE	173	\$ 7,238,215	\$ 29,054,295
Bus. & Per. Svc.	473	\$ 21,119,308	\$ 46,380,825
T&E	104	\$ 2,793,819	\$ 7,013,662
Government	14	\$ 881,593	\$ 2,929,403
Other	10	\$ 1,187,176	\$ 5,043,257
Total	1,927	\$ 65,746,767	\$ 247,466,853

Induced Economic Impact			
	Jobs	Wages	Output
Agriculture	58	\$ 1,468,366	\$ 4,896,454
Construction	7	\$ 321,967	\$ 739,584
Manufacturing	103	\$ 5,662,488	\$ 32,859,917
Trans & Comm	170	\$ 9,202,386	\$ 31,383,511
Wholesale	71	\$ 4,287,996	\$ 11,411,439
Retail	365	\$ 10,158,838	\$ 25,439,336
FIRE	246	\$ 11,781,971	\$ 41,304,124
Bus. & Per. Svc.	915	\$ 35,937,479	\$ 73,463,622
T&E	288	\$ 6,614,825	\$ 17,892,429
Government	22	\$ 1,316,798	\$ 3,897,369
Other	57	\$ 1,620,411	\$ 26,417,874
Total	2,302	\$ 88,373,524	\$ 269,705,659

	Jobs	Wages	Output
Total Economic Impact	7,703	\$ 222,774,348	\$ 744,273,642

Meat Industry Economic Impact of in Florida District 6 – Talking Points

- The benefits of the meat and poultry industry can easily be seen in Congressional District 6, where the industry is responsible for a total of **7,703 jobs**, including **134** in meat and poultry packing, and **3,264** directly involved in the retail sale of meat, poultry and meat & poultry products.
- In addition, the District is home to **1,927 jobs** in firms supplying the meat and poultry industry, including **636 jobs** involved in the agricultural production of meat and poultry animals.

Meat Industry Economic Impact of in Florida District 6 – Talking Points

- These are real jobs held by real people in firms as varied as trucking companies, machinery manufacturers, accounting firms, and grocery stores, and represent an important part of the economy in **Representative Cliff Stearns's District**.
- All told, the meat and poultry industry generates nearly **\$744.30 million in economic activity** in the district.

Meat Industry Economic Impact of in Florida District 6 – Talking Points

- These are good jobs, paying an average of **\$30,654 in wages** and benefits. Today, every job is important. In fact, in Florida the unemployment rate has reached **11.6 percent**. This means that there are already **1,074,500 people** trying to find jobs in the state, and collecting unemployment benefits.
- Not only does the manufacture and sale of meat and meat-related products create good jobs in Florida but the industry also contributes to the economy as a whole. In 2008, the meat industry was responsible for as much as **\$20.4 billion** in economic activity in the state.

Where does that leave us?

- We have to answer the tough questions
But know your audience
- Be proud of our industry
But not be ignorant to those with differing opinions

Where does that leave us?

- We must be engaged
 - Congressional Representatives
 - Media
 - Consumers
 - Community
 - Other allied industries
- And
 - With our critics

Where does that leave us?

- Do opposition prep
- Don't stop your industry from moving forward
 - Technology
 - Science
 - Production
- Remember lessons learned

Ask for Help

- Trade organizations
- Producer organizations
- Universities
 - Extension agents
- Other allied industries

We are united more than divided

Final Words

- It is essential to target communications efforts around the myths that are most strongly held by Americans and to focus on correcting misperceptions and avoid raising issues where there is not strong concern or awareness.
- We must work hard not just to encourage consumption, but to also give consumers permission to feel confident in meat and poultry when they are consuming them.
- This can help potential erosion of consumption and help avoid public policy initiatives that are based on lack of education and information.

Remember - Keys To Success

- Be factual
- Be friendly
- Be respectful
- DON'T be discouraged!



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