



# U.S. FARMER & RANCHER ALLIANCE

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NATIONAL PORK BOARD

USB Connections, December 6-7, 2010, St. Louis, MO

# Freedom to Operate

- Fundamental, Critical Issue for all of agriculture
- Every sector faces its own challenges, but we are all linked
- And, there is a common denominator to all of them
  - Consumers lack trust in today's agriculture
  - Is it really farming?
  - They question if we share their values on environment, animal welfare, food safety, community

**Give me reasons to trust you.**

**But, I'm concerned based on what I see and hear.**

**I want to trust you.**

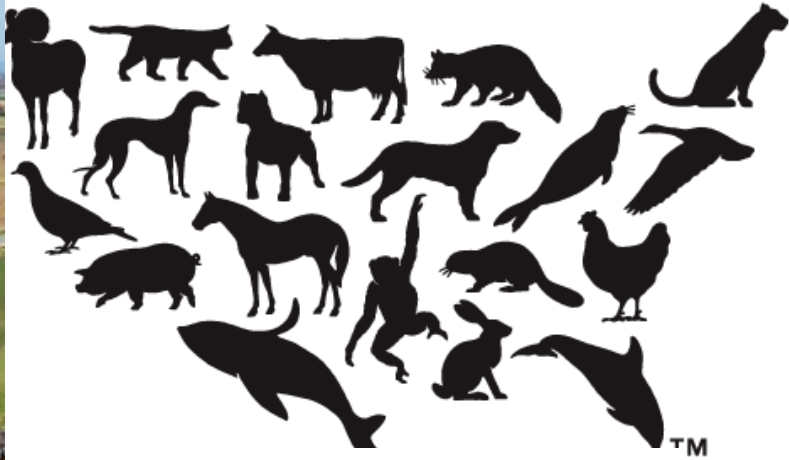
**I know you work hard.**

**The most important thing to me is protecting my family and ensuring their health.**

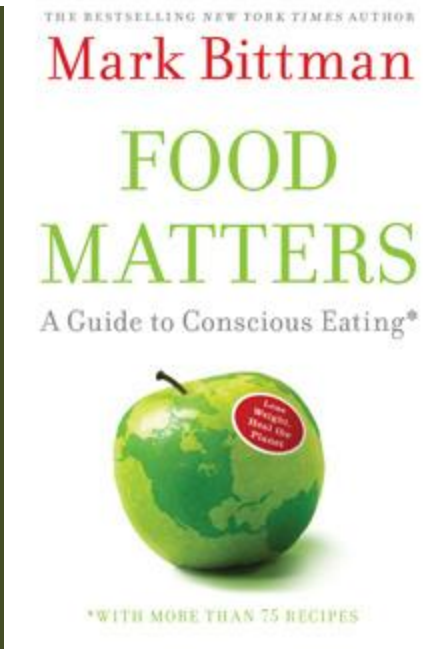
**You raise the food that my family eats.**

**You do something that is very important to me.**

**I don't know much about what you do.**



**FACTORY FARMING MAKES ME SICK!**



**BUY FRESH BUY LOCAL**

**We Know the Challenges!**

# Common Frustrations Of Industry Efforts

- Many fragmented tactics by every farm organization
- Tactics not coordinated or integrated
- Often not targeted on high value audiences
- Limited funding meant limited effect
- No metrics for success

# USFRA Vision

- Enhance consumer trust in the U.S. food production system. Consumers should realize and understand that U.S. farmers and ranchers share their values and are committed to producing safe and nutritious food in a way that protects and enhances the environment, responsibly cares for animals, and contributes to our larger community.
- Maintain and enhance the freedom of U.S. farmers and ranchers to operate in a responsible manner. In particular, the campaign will promote the ability of farmers and ranchers to utilize modern, efficient production technologies and practices to meet the global demand for food.
- Strengthen collaboration within the food production, processing, and distribution systems to improve the identification of, and coordinated response to, emerging food industry issues and concerns.

# Funding Scope

- Most effective PR Campaigns have annual budgets >\$20 million per year and are multi year efforts
- Agriculture does have the resources to engage at that level
- Many elements of a trust & image campaign can be properly funded by commodity check off organizations as legitimate research, education and promotion activity. Combined, check-offs may be able to contribute up to \$15 million annually
- Other policy type activity can be supported by non-check-off sources of funds
- Agribusiness is eager to support a comprehensive effort on behalf of American agriculture. It is very possible that an additional \$15 million could be raised from non-check-off sources.

# Affiliates to date

- American Egg Board
- American Farm Bureau Federation\*
- American National Cattle Women
- American Soybean Association
- Beef Checkoff\*
- Federation of State Beef Councils\*
- National Association of Wheat Growers
- National Cattlemen's Beef Association\*
- National Corn Growers Association\*
- National Cotton Council
- National Pork Board\*
- National Pork Producers Council\*
- Southern Peanut Farmers Federation
- United Egg Producers\*
- United Fresh Produce Association
- USA Rice Federation
- United Soybean Board\*
- U.S. Poultry & Egg Association\*
- U.S. Grains Council
- U.S. Soybean Federation
- Western Growers

\*Board Participants

# Next Steps

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- Board Of Directors Established November 2
- Executive Committee Elected November 5
- Announcement at Farm Broadcaster's Meeting in KC November 14
- Select Contractor to Administer Effort early December
- Begin to Execute, January 2011

# Executive Committee

- Chairman – Bob Stallman, AFBF
- Vice Chairman – Philip Bradshaw, USB
- Secretary – Bart Schott, NCGA
- Treasurer – Dale Norton, NPB
- At-Large – Gene Gregory, UEP
- At-Large – Forrest Roberts, NCBA

# Menu of Tactics

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- Integrated, coordinated tactics
- Tested messages
- Full spectrum of media, earned, paid, print, broadcast, social
- Targeted at engaged consumers, opinion leaders and influencers

# Measuring Success, draft metrics

- We will annually increase the trust and confidence targeted influencers have in modern food production practices—as measured by regular tracking studies compared against a benchmark survey.
- We will identify the ten leading agricultural production practices highlighted in news media and social media. In coordination with the respective industry, we will develop a plan to reduce by XX% annually the number of negative references to these practices within these same media.
- The number of local, state, federal or public legislative initiatives restricting modern production practices will decrease XX% annually through the life of the program.

# Measuring Success (cont.)

- We will secure passage of shareholder resolutions supportive of modern agricultural production practices within each of the top 50 leading, publically-traded, international food companies.
- We will reduce by 50% the number of shareholder resolutions or corporate policies, issued by the top 50 leading food companies, that are antithetical to modern food production practices.
- We will work with national leading influencer organizations (i.e. churches, dieticians, university officials, doctors, environmental organizations) to secure resolutions of support and/or positive statements about modern agriculture through the organization's web site, newsletters, and other member communication tools.
- We will increase the role of farmers and ranchers as the voice of animal and crop agriculture on food issues within their states and local communities through an orchestrated national program to annually reach 10,000 local civic, economic development, and education organizations.

# No Small Effort, But Well Worth It

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- Enhanced Consumer Trust and Strengthened Collaboration in the food chain  
and
- Alignment in the food chain on issues management, leading to:
- Enhanced freedom for U.S. farmers and ranchers to operate in a responsible manner