



Building a Positive Image for the Dairy Industry

**The Farmer Spokesperson Network
and
Scientific Advisory Panel**

Southeast United Dairy Industry Association

Numerous Challenges to the Dairy Industry

- Animal diseases in spotlight
- Growing consumer food safety concerns
- Threat of new links to human health
- Media quick to cover controversy
- Increasing activity of special interest groups
- Today's consumers are bombarded with messages from a variety of sources

Challenges

- A recent Roper Starch survey shows that, while most consumers cite dairy farmers as one of the top three contributors to society, their confidence in dairy farmers' on-farm practices is limited. In fact, of consumers surveyed, 57 percent think there should be more regulations for water quality, 49 percent think there should be more regulations for air quality, and 47 percent think there should be more regulations for milk quality.

Challenges

- Dairy farmers are being called on to talk to the media more and more
- With the threat of major animal issues like Foot-and-Mouth Disease, it is conceivable that a camera crew could just show up on the farm or at the plant



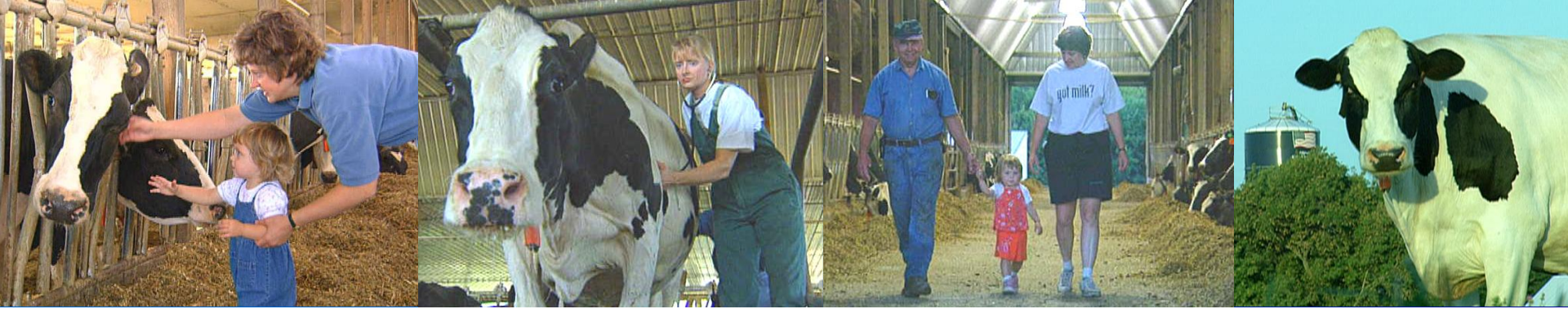
Benefits of a Dairy Industry Spokesperson Network

- Provide a face for the industry
- Bridge disconnect between urban society and the farm
- Add relevance and credibility to messages
- Develop positive image of dairy production
- Minimize impact of negative incidents
- Empower the industry



Scientific Advisory Panel

- Convene experts in animal health, biotechnology, food safety, environmental concerns
- Act as a sounding board for issues
- Lend credibility to consumer and media information



How Do We Communicate in an Animal Health Disease Crisis?

What To Say – Maximizing Messages

- It's important that the industry speak with one voice
- Convey consistent, concise key messages
- Conduct a positive media interview
- Control the direction of the interview



The Dairy Industry's Key Messages

- General dairy consumption and safety
- Nutrition and value
- Foot-and-mouth disease
- Mad Cow Disease or BSE
- Johne's Disease
- bst/BGH
- Antibiotics
- Environment



Our Goal:

Protect Dairy Demand

- ✓ Maintain confidence in dairy products and producers in an environment of media misinformation, consumer skepticism
- ✓ A national Reputation Management and Dairy Confidence Program was developed

History

- ✓ April, 2001 –Dairy Management, Inc. producer Board voted funds to create a Reputation Management program, including heightened crisis preparedness
 - Britain situation
 - Standard program in place

Crisis Management

Operations



Must immediately
be *controlled*

Communications



Must immediately
be *undertaken*

Our Three-Phase Strategy

**Lead the
coordination
of a unified
effort**

**Build an
industry
response plan**

**Train
Test Plan**

Crisis Preparedness: Phase I

Coordinate a unified effort

May 2001 - Ongoing

✓ Message testing: development and refinement

Most Effective Pre-Crisis Messages for FMD

- Foot-and-Mouth Disease (FMD) is an animal health issue, not a human health concern.
- The U.S. Department of Agriculture has used aggressive surveillance and prevention measures to keep FMD out of the United States.
- The U.S. has been free of FMD since 1929.
- Farmers, veterinarians, and government officials are on the alert for any signs of FMD.

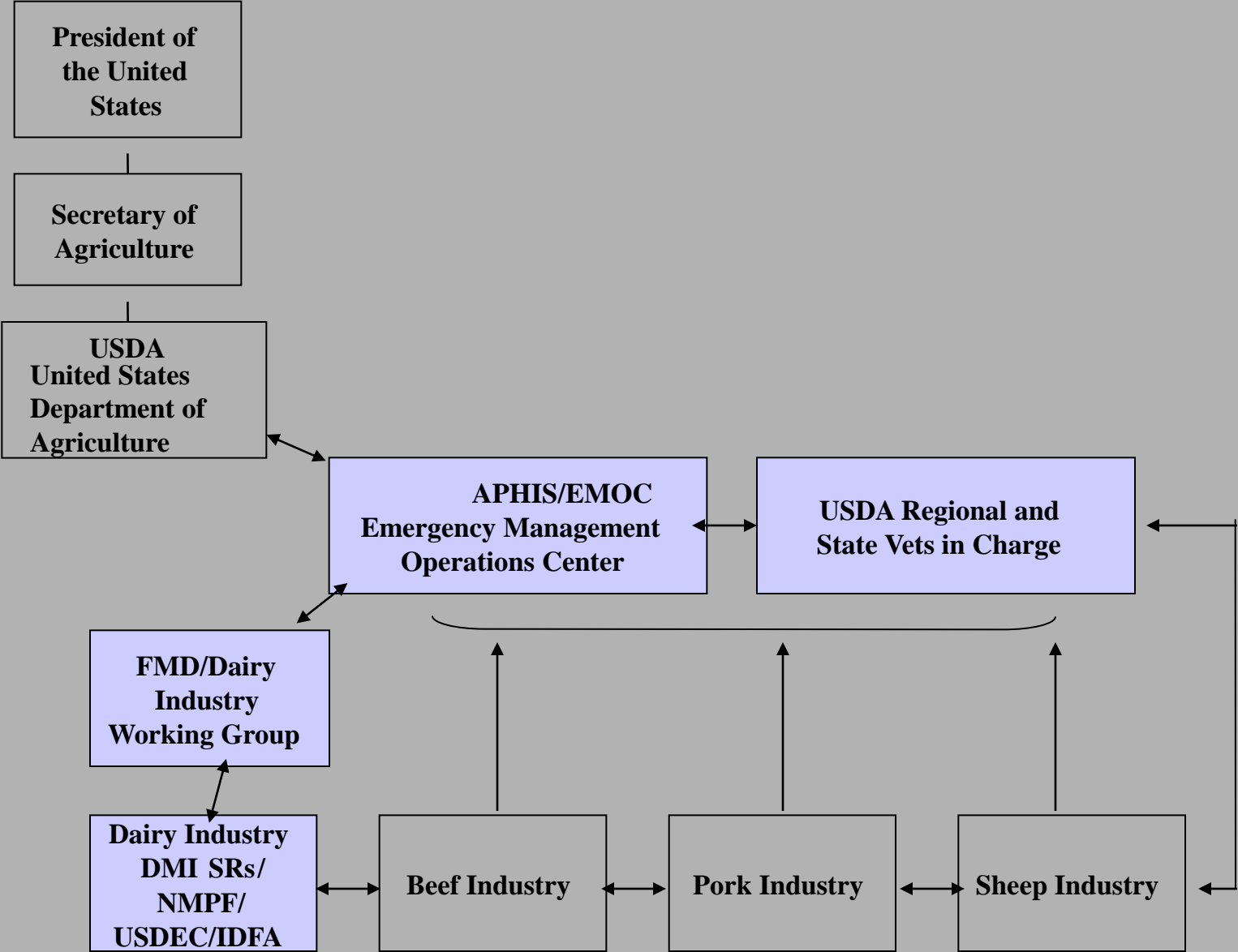
Crisis Preparedness: Phase I

- ✓ Measurement: consumer attitudes, purchase intent (overnight polling)
- ✓ Crisis preparedness, planning and training
- ✓ Industry spokespersons:
 - ✓ National Scientific Advisory Panel
 - ✓ National Dairy Farmer Spokesperson Network

Crisis Preparedness: Phase II

- ✓ Crisis plan for industry action:
 - Supports federal emergency guidelines; complements other industry plans
 - Defines industry roles and responsibilities
 - Identifies national and local action steps
 - Specifies industry spokespersons (internal, external)

Foot-and-Mouth Crisis Communications Flow



Crisis Preparedness: Phase II

- ✓ Develop industry Emergency Response
Web site: central point of communication
during crisis : www.dairyresponse.com
- ✓ Develop consumer and media “dark site”
(to be activated only during a crisis)

Crisis Preparedness: Phase III

- ✓ Briefings, trainings for communication staffs and dairy producers on animal diseases, messaging, media techniques
- ✓ Relationship-building with key industry groups

Crisis Preparedness: Phase III

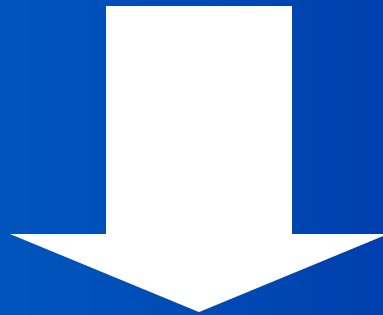
- ✓ Broader industry rollout – DMI's member state/regional organizations, co-ops, food and ag organizations
- ✓ Phased crisis drills - tabletop review, industry-wide simulation
- ✓ Development of area Dairy Farmer Spokesperson Networks and Scientific Advisory Panels

Crisis Preparedness: Phase III

- DFSN: Sent nomination packets to all dairy farmers; will have first meeting March 18
- SAB: First meeting this afternoon
- If you would like to participate, please see me after the session

End Result

Dairy and Livestock Industry
Preparedness



ONE VOICE

Resources

- ✓ www.dairyresponse.com
- ✓ www.southeastdairy.org
- ✓ *Dairy Dialogue* – electronic newsletter –
sign up by e-mailing
info@dairydialogue.com
- ✓ Daily electronic Issues Monitoring Report
– sign up with me