

New York Animal Agriculture Coalition

Agricultural Outreach Coordinator
Julie Berry



What's At Stake

In the next 50 years, the world population will require 100 percent more food. 70 percent of this food must come from efficiency improving technology. We currently produce 58 percent more milk from 64 percent fewer cows than in 1944.

*Jeff Simmons, President,
Elanco Animal Health
NEDPA 2010 Conference*



Disconnect between farmers & consumers

- 3 to 4 generations removed from the farm
- Idealize animal agriculture practices of the past & the rural lifestyle
- Aren't very good at disassociating farm animals from pets
- Less motivated by scientific reasoning than moral/ethical reasoning



People for the Ethical Treatment of Animals



Budget: \$29 Million



PETA Protest, Syracuse, NY Oct 23



Humane Society of the United States



- "Our goal is the abolition of all animal agriculture."
John P. Goodwin, HSUS
- "We're first focusing on factory farming, the greatest of all animal abuses."
Wayne Pacelle, HSUS President and CEO
- Budget: \$100 million





Farm Sanctuary Brochure Quotes

- –Factory farmed animals experience a myriad of painful mutilations without anesthesia or pain relief, as they are modified to fit into the factory farming system.”
- –Garbage in, Garbage out. Toxic drug residues are another grim fact of the factory farming nightmare. The millions of pounds of chemical stimulants, hormones and antibiotics that don’t end up in the meat on supermarket shelves pass out of the animals, into the waterways, and into the next animal subject.
- Worn-out dairy cows, depleted of calcium after years of heavy milk production, often slip and fall en route to slaughter, or are so badly injured, diseased or weak they are unable to walk. These –downers” are typically left to lie in alleyways without food, water or veterinary care, until it is convenient to take them to slaughter, which may be days later.”



Undercover Video in NYS



Article in NYS



Animal Rights Legislation

- Proposition 2, California, November 2008 -- The law, which takes effect in 2015, requires that calves raised for veal, pregnant pigs, and hens used for commercial egg production must be given enough space to lie down, stand up, fully extend their limbs, and turn around without bumping into other animals, walls and bars in the confinement area. Though the law affects pregnant pigs and –veal” calves, the majority of animals affected are the state’s nearly 20 million egg-laying hens.
- Michigan
- Ohio Issue 2 - Livestock Care Standards Board
- NY Assembly Bill 8163, May 2009 -- This bill proposes phase-out of pig gestation crates, veal crates and hen battery cages by 2015, and would prohibit any person from tethering or confining any pig during pregnancy, any calf raised for veal, or egg-laying hen who is kept on a farm in a manner that prevents such animal from lying down, standing up and fully extending its limbs and turning around freely. Violations of the law would be punishable by imprisonment for a period not to exceed one year and/or fines up to \$1,000. NY does not have ballot initiatives.



Tail Docking Legislation


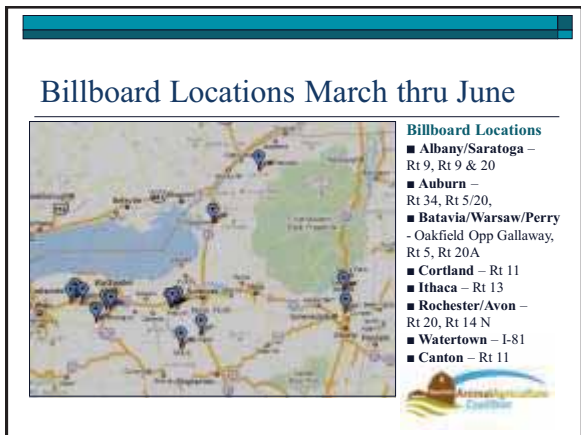
- California Senate Bill 135 California Governor Arnold Schwarzenegger has signed landmark legislation prohibiting a common and cruel mutilation of dairy cows—in the nation’s top dairy state. The new law takes effect on January 1, 2010. Introduced in February by California Senate Majority Leader Dean Florez, [Senate Bill 135](#) outlaws the painful and unnecessary tail docking of dairy cows. It was supported by The Humane Society of the United States, as well as the California Veterinary Medical Association, ASPCA, California Cattlemen’s Association and California Farm Bureau. The Senate passed the bill 27-12, and the Assembly approved it by a vote of 58-15.
- New York Assembly Bill 9732 Operating upon tails of horses AND CATTLE unlawful. 1. Any person who cuts the bone, tissues, muscles or tendons of the tail of any horse, mare [or], gelding[,] OR CATTLE, or otherwise operates upon it in any manner for the purpose or with the effect of docking, setting, or otherwise altering the natural carriage of the tail, or who knowingly permits the same to be done upon premises of which he is the owner, lessee, proprietor or user, or who assists in or is voluntarily present at such cutting, is guilty of a misdemeanor, punishable by imprisonment for not more than one year, or by a fine of not more than five hundred dollars or by both. If a horse OR A COW is found with the bone, tissues, muscles or tendons of its tail cut as aforesaid and with the wound resulting there from unhealed, upon the premises or in the charge and custody of any person, such fact shall be prima facie evidence of a violation of this section by the owner or user of such premises or the person having such charge or custody, respectively.






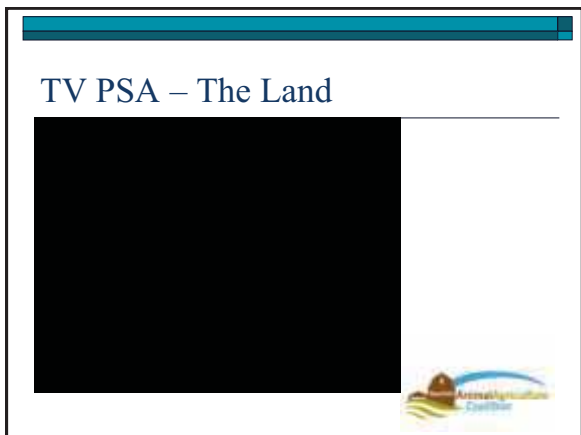
NYAAC Mission Statement

The New York Animal Agriculture Coalition exists to reconnect the public with animal agriculture by facilitating: media engagement, public education, and interaction between industry stakeholders.

Television Public Service Announcements

- Ran about 100 paid spots per location for 2 weeks in April in key media markets:
 - Buffalo
 - Rochester
 - Syracuse
- Free Spots ran in other key markets: Albany, Binghamton, Elmira, Plattsburg, Utica and Watertown.

2010 Billboard Campaign



Billboard Graphics in Action



www.farmskeepnygreen.org



www.farmskeepnygreen.org



Letters to the Editor



Press Release



Google Alerts

From: Karen Lavery [mailto:kvalav@sbqglobal.net]
 Sent: Sunday, October 17, 2010 2:27 PM
 To: info@twimbirch.net
 Subject: Certification

- Hi,
- I'm here in California, reading the Journal from my hometown, Skaneateles. Although I love it here, there are certainly things I miss from the Northeast. Sweet black and white cows, for one thing!
- I've always had a 'thing' for those faces, and being vegetarian and a big supporter of animal rights, I was so happy to read about your recent honor. I thank you for respecting them, as I'm sure they do!
- Congratulations!
- Regards,
 Karen Lavery



Farm Promotion Brochure

NY Farms are Environmentally Sustainable

Pete Dueppengieser, Co-Owner
 Dueppengieser Dairy Company

Regions



Regions

For purposes of interviewing, regions were stratified into counties as follows:

Region	Counties Included
Auburn/Cayuga County	Cayuga
Avon/Batavia	Genesee, Livingston
Black River/Waterstown	Jefferson
Hudson Valley	Columbia, Dutchess, Orange, Putnam, Rockland, and Westchester
Potsdam/St. Lawrence	St. Lawrence
Rochester/Ontario County	Monroe, Ontario

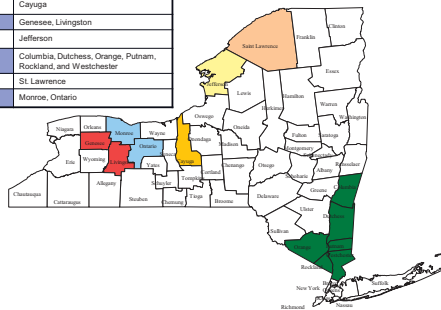
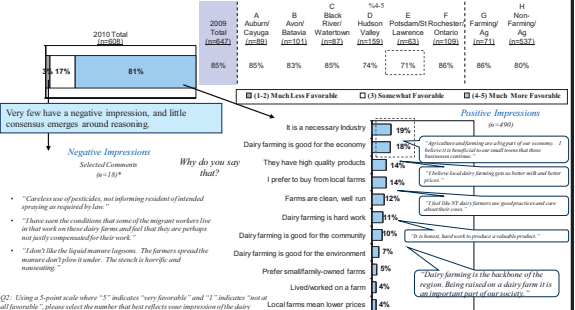
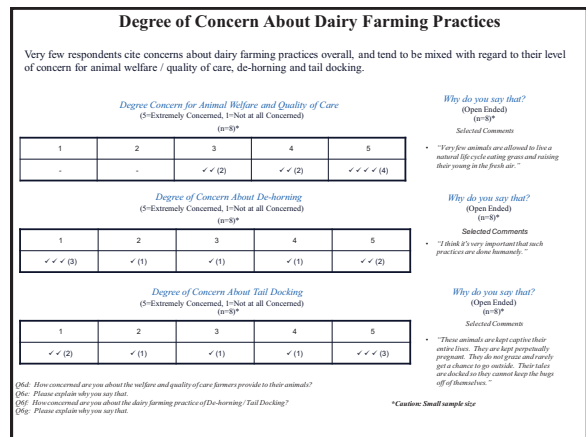
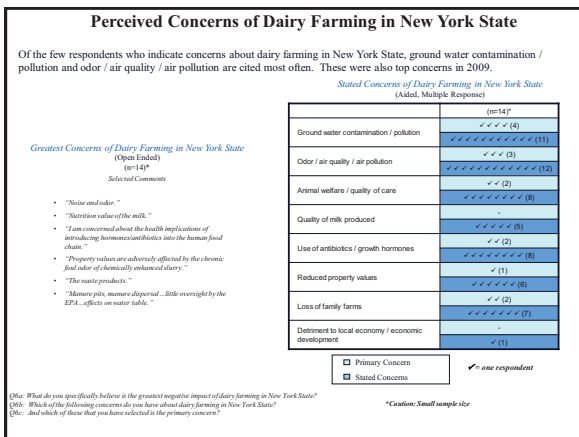
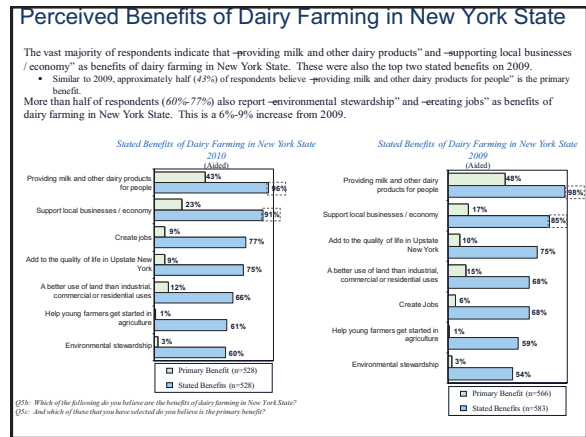
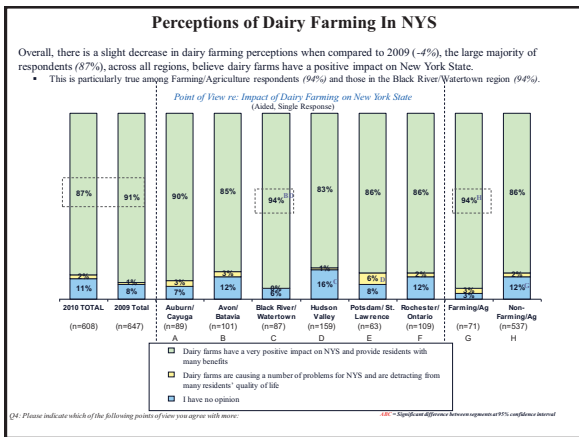
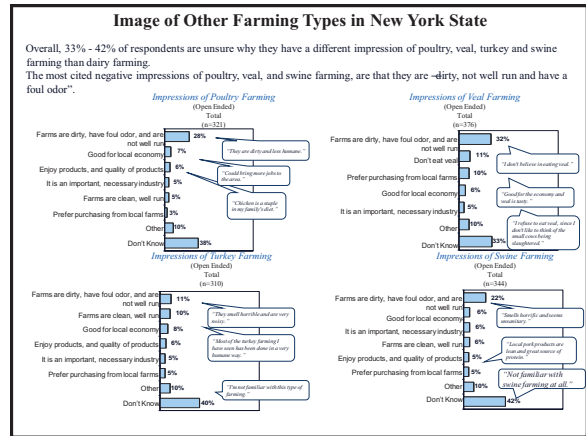
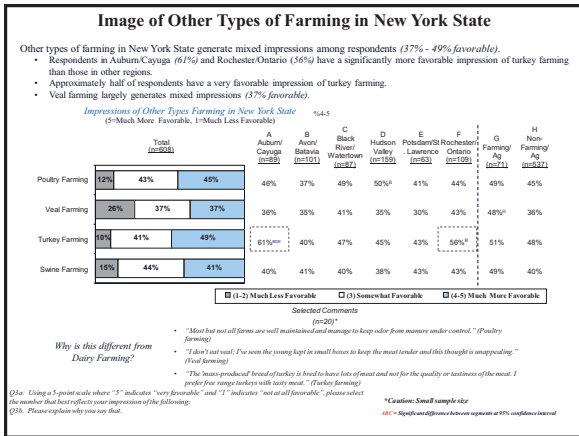
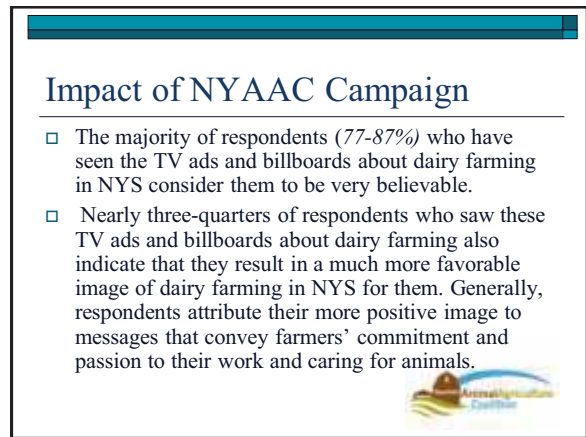
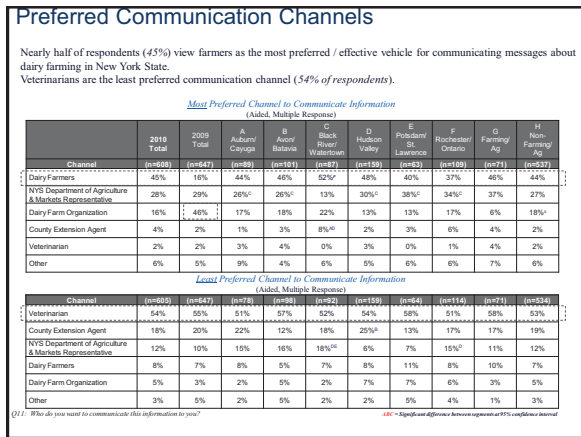
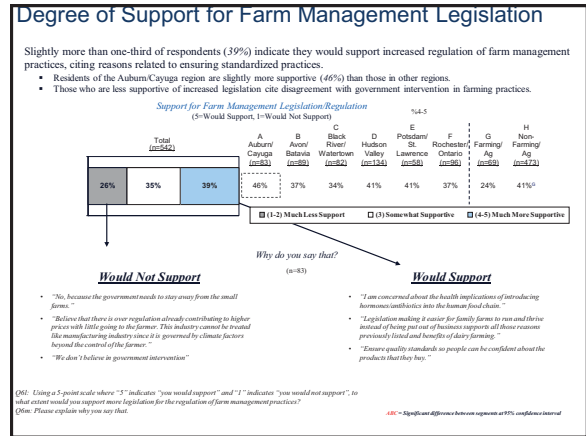
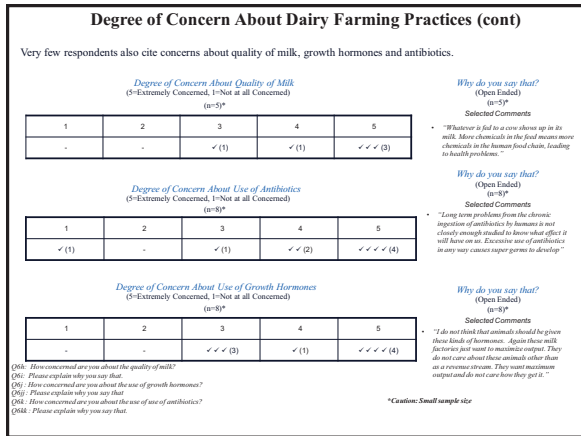


Image of Dairy Farming in New York State

The majority of respondents (81%) have a favorable impression of dairy farming, however, this is a 4% decline from 2009. 37% view dairy farming as a "necessary industry" or "beneficial to the economy". Those in Potsdam/St. Lawrence (71%) have a slightly less favorable impression, when compared to other regions.







Contact Info:



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NYAAC 2010 Consumer Attitudes Survey

an update from **Julie Berry, Agricultural Outreach Coordinator**

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Email: jrb7@cornell.edu Web site: www.farmskeepnygreen.org

New York Animal Agriculture Coalition 2010 Consumer Campaign

The New York Animal Agriculture Coalition continues to focus on educating consumers about agriculture and as part of this effort has conducted a survey to understand key consumer concerns and perceptions of agriculture. The over 600 respondents surveyed live within 10 miles of an active dairy farm in six key communities: Auburn/Cayuga County, Avon/Batavia, Rochester/Ontario County, Black River/Watertown, Potsdam/St. Lawrence County and the Hudson Valley.

- The majority of respondents (81%) maintain a favorable perception of dairy farming, which is a slight decline (4%) from 2009.
- The majority of respondent (87%) still agree that dairy farms have a positive impact on NYS and provide residents with many benefits. This is also a slight (4%) decline from 2009.
- Respondents continue to cite availability of milk, providing milk and other dairy products. as specific benefits of dairy farming in NYS.



- Respondents have mixed perceptions of other types of farming in NYS (poultry, veal, turkey and swine), with only 37 to 49% very favorable. Many respondents (33 to 42%) are unsure why they have his impression, but cite these farms are “dirty, not well run and have a foul odor.”
- To the extent concerns emerge with dairy farming, they are mainly ground water contamination/pollution, odor/air quality and air pollution. More respondents ranked animal welfare/quality of care as a concern in 2010.
- Dairy farming practices such as dehorning, tail docking, the use of antibiotics, and growth hormones, do not appear to be high levels of concern for these respondents. Support for increased farm management legislation is also mixed, with 39% supportive. Auburn/Cayuga County had the highest level of support (46 %). Responses include: “I am concerned about the health implications of introducing hormones/ antibiotics into the human food chain” and “ensure quality standards so people can be confident about the products they buy.”
- Dairy farmers continue to be the preferred and most effective person to communicate messages about dairy farming in NYS. Featuring active farmers and farmland in the Coalition’s public service announcements increased their favorable impression and believability.

NYAAC Success Story

Watertown was identified as an area of emerging concern in the 2009 NYAAC consumer attitude benchmark survey. NYAAC worked closely with agriculture groups in this region to develop strategies to connect with and educate consumers. The Jefferson County Agriculture Development Corporation in Watertown used NYAAC’s public service announcements (PSA’s) as part of their education campaign. And, in 2010, this region’s overall image of dairy farming increased by 11% to 85% of respondents indicating they have a favorable impression of dairy farming. Also, in 2010 no respondents in Watertown indicated they believe that dairy farms are causing a number of problems for NYS or are detracting from residents quality of life, compared to 4% in 2009.

NYAAC 2010 Billboard Campaign

NYAAC, with grant support from the United Soybean Board, placed 40 hay wagon billboards across the state with the above messages that address common concerns about farms. The Family Tradition billboard continues to have the most resonance because of the emotional appeal. The 2010 campaign was updated from the 2009 “Dairy Farmers Love” to a “NY Farmers Love” campaign.

NYAAC at the New York State Fair

NYAAC used multisensory kiosks to educate consumers outside of the Pride of NY Marketplace near Gate 2 and in the dairy barn during state fair. The 7.5 foot tall kiosks were wrapped in the Family Tradition graphics and featured the Coalition’s PSA’s. While the videos played, trivia questions with multiple choice answers appeared on a touch screen at the bottom. A mister on the top and scents attracted fair goers to the kiosk.

Visit www.farmskeepnygreen.org for more information.