

Going to Work for Agriculture

**Enhancing community vitality by helping
livestock farmers grow and prosper**

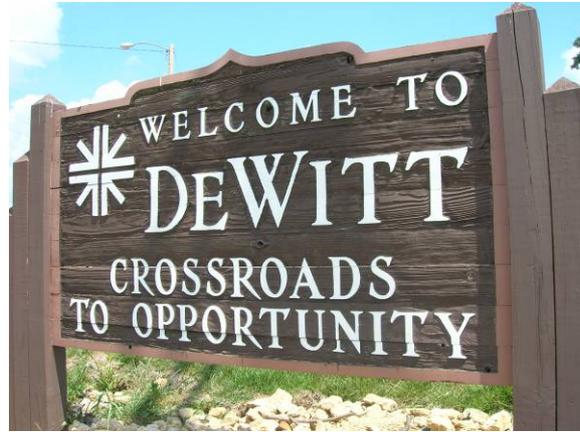
Coalition to Support Iowa's Farmers

Megan Ritter

Feb. 23, 2008



lowans prosper when livestock farmers have an opportunity to grow responsibly and successfully



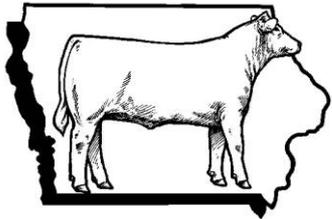
CSIF Launched



On **May 11, 2004**, six prominent Iowa farm organizations came together and unanimously approved moving forward with an effort to bolster animal agriculture in Iowa.



Founding Partners



IOWA
CORN
GROWERS
ASSOCIATION



IOWA SOYBEAN
—ASSOCIATION—
Expanding Opportunities. Delivering Results.



IOWA FARM BUREAU
PEOPLE. PROGRESS. PRIDE.®



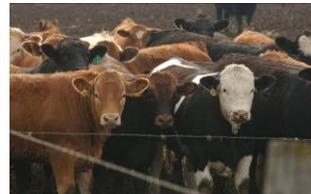
IOWA PORK
PRODUCERS ASSOCIATION

- Iowa Cattlemen's Association
- Iowa Corn Growers Association
- Iowa Farm Bureau
- Iowa Pork Producers Association
- Iowa Poultry Association
- Iowa Soybean Association



Mission

To enhance Iowa's communities and quality of life one farmer and one neighbor at a time through the responsible growth of livestock farming.



The Coalition...

- Three-person staff
- Network of consultants
- 6-member board
- Commitment to get results
- A budget to get the job done



Megan Ritter (right) and Rex Hoppes (center) visit with Stan Pearson of Waukee.



The Coalition does not...

- Maintain a membership base.
- Lobby.
- Develop policy.
- Support growth at all costs.
- Defend those who are not committed to farming responsibly.



The Coalition does...



- Help farmers grow responsibly
- Enhance consumer awareness about livestock farming
- Empower farmers to be ambassadors for their way of life
- Monitor livestock activism in Iowa and clarify misleading information

Mark Stock, grain and livestock farmer, Waukon (Allamakee County)





Helping farmers do what's right

CSIF helps farmers meet and exceed regulations, identify good locations for new livestock farms, be good neighbors and protect the environment.

Al Montag
Cattle and crop farmer
Granger, Iowa



Lending a hand

Have assisted over
800 farm families

- Hog farmers: 519
- Cattle farmers: 142
- Poultry-turkey: 19
- Site visits: 577
- General industry questions: 141
- Neighbor relations: 274



Susan Brozik
Crop and livestock farmer
Garner (Hancock County)



Farming Matters Forums



- Educational summits held near Iowa City, Cherokee and Mason City – nearly 300 farmers attended.
 - **Cattle feedlot tours last August attract nearly 300 farmers!**
 - **Next seminar slated for Tuesday, March 25, 2008**





What we know



“Even on a good day, the best reporters don’t write the truth, they write what people say is the truth.”

--Washington Post Editor



Uninformed public

Ninety-eight percent of the nation's population – and 96 percent of Iowa's population – does not farm.



What we Know
Nearly 98 percent
of U.S. farms are
family
owned and
managed
enterprises.



The Klines, Prescott, Iowa



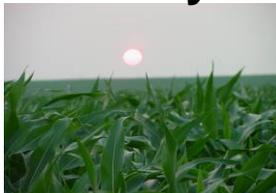
What we know

Eighty-six percent of U.S. farm products sold are produced on farms owned by individuals, family partnerships and family corporations.

Source: USDA's Economic Research Service



**The Kinsellas Family,
Adams County**





What we know

In Iowa, nearly 90 percent of our land is used for agriculture – the highest percentage of any state in the nation.



What we know



Mike Schneider
West Bend (Palo Alto County)

People respect and value farmers **but are not sure** if the growth of livestock farming is a good thing... especially when it happens in their backyard.



What we know



In Iowa,
97 percent
of Iowans
say ag is
extremely or
very
important...



What we know



However, only 63 percent say livestock farms have a positive impact on Iowa...



What we know

And just 57 percent say they support the growth of a nearby livestock farm.



Framing the Issues

The words we use matter. “Farming,” “Grow,” “Farms” and “Farmers” generate a 20 percent more favorable opinion than “Production,” “Expansion” and “Producer.”



Paula Ellis (and pooch), Donnellson



Don't know the families

People want to know that farm families are involved in raising livestock and growing crops.



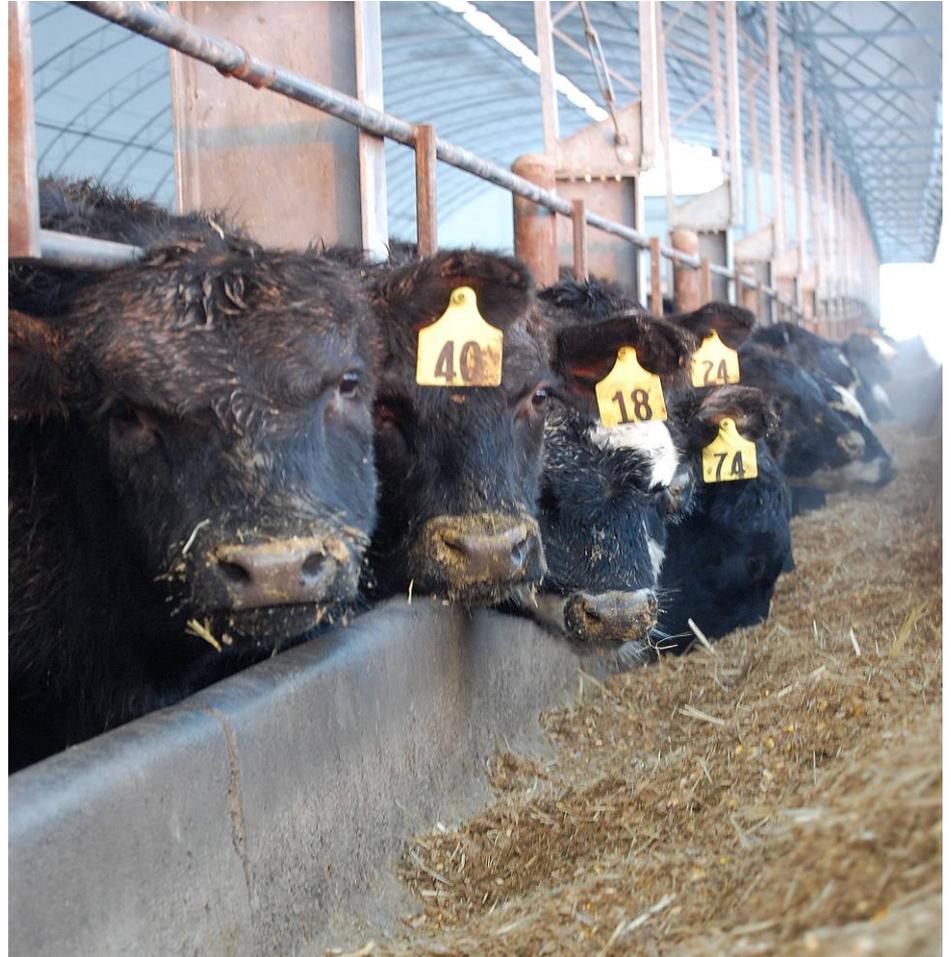
Kevin & Julie Van Manen and family
Kellogg



Dave Nelson, crop & livestock farmer
Belmond, Iowa

Don't know the realities

New buildings
and new
technology are
foreign to them.
They believe
things are being
“hidden.”



“Nothing is so simple
that it can’t be
misunderstood.”

--Freeman Teague Jr.



Stand up and be heard

(consumers want you to)





Zogby Survey of 4,500 adults nationwide in August 2007 found that **85 percent** of Americans want to know where their food comes from.



Who is better equipped to talk with the public about modern livestock farming?



If you don't speak up on
behalf of your business...
trust me...

The activists WILL!



What's in it for me?

People want to know “what’s in it for me?” They perceive modern farms as caring little about the well-being of the neighborhoods they locate in. This must change.



CSIF is here to help...

- Agriculture must work together
- And....

It starts with you



Questions

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