

CONFIDENTIAL



Laying
Out the
Facts™

GOLIN/HARRIS

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ANIMAL AGRICULTURE IS UNDER ATTACK



KFC Cruelty

The Colonel's Secret Recipe Includes:
Live Scalding, Painful Debeaking, Crippled Chickens

PETA KentuckyFriedCruelty.com

IF THE BEEF DOESN'T KILL YOU, I WILL



You would have to be **RAID** to eat meat, remember this:

- Experts estimate that chickens and pigs may be able to sustain a variety of meat over thousands of years.
- As much as 30 percent of all chicken meat is covering with arsenicals, antibiotics, and other potentially deadly factors. Without all people get sick and 4,000 people die every year from eating contaminated meat.
- Chicken cooking is most likely clogging cholesterol as best. Cholesterol is heart food in animal products.
- Eating meat promotes heart disease, cancer, stroke, obesity, and high blood pressure.
- Humans who eat meat daily have four times their risk of heart disease.

The ONLY way to ensure that meat won't kill you is to throw it out.

Call us for **FREE** vegetarian recipes. They'll blow your mind, not destroy your body.

PETA Animal and the People's Movement for Animals
100 North St., Suite 200
P.O. Box 100

1-888-VEG-FOOD



From Shell to Hell

The short, miserable lives of American chickens.

Every year in the United States, more than 8 billion chickens are slaughtered for food. They are bred, raised, and killed in conditions that are often cruel and inhumane. They are often kept in crowded, filthy cages, and they are often killed by methods that are painful and stressful.

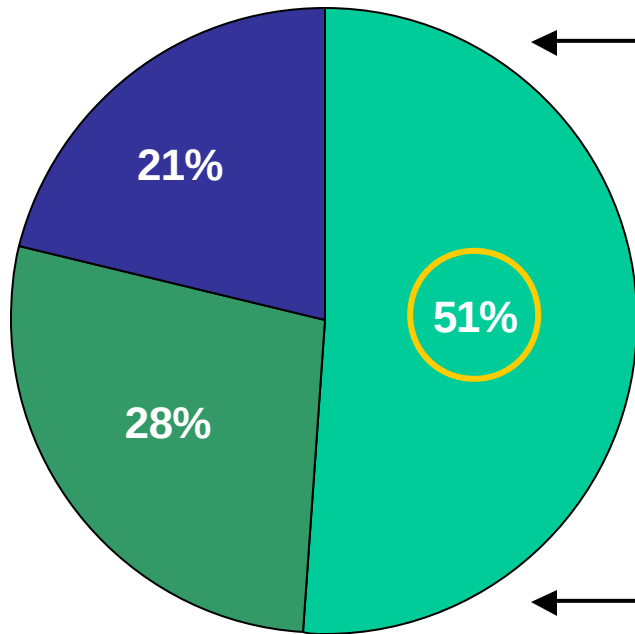
From Shell to Hell is a book that tells the story of the lives of American chickens. It is a book that is both informative and entertaining. It is a book that is a must-read for anyone who is interested in the lives of animals.

PETA

Animal Care Crisis About Ready to Hatch

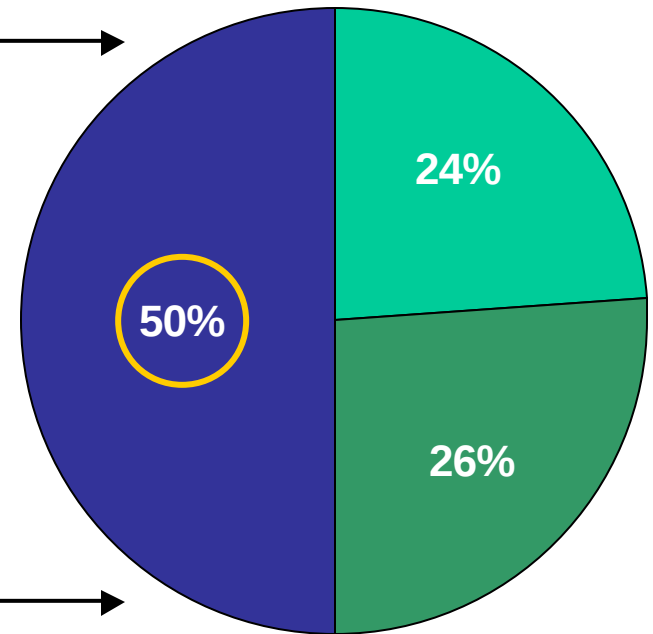
Knowledgeable about animal care issues and practices by meat, poultry, fish, egg and dairy farmers and food processors.

Importance of animal care when deciding which food to buy, brand preference and which grocery stores to shop.



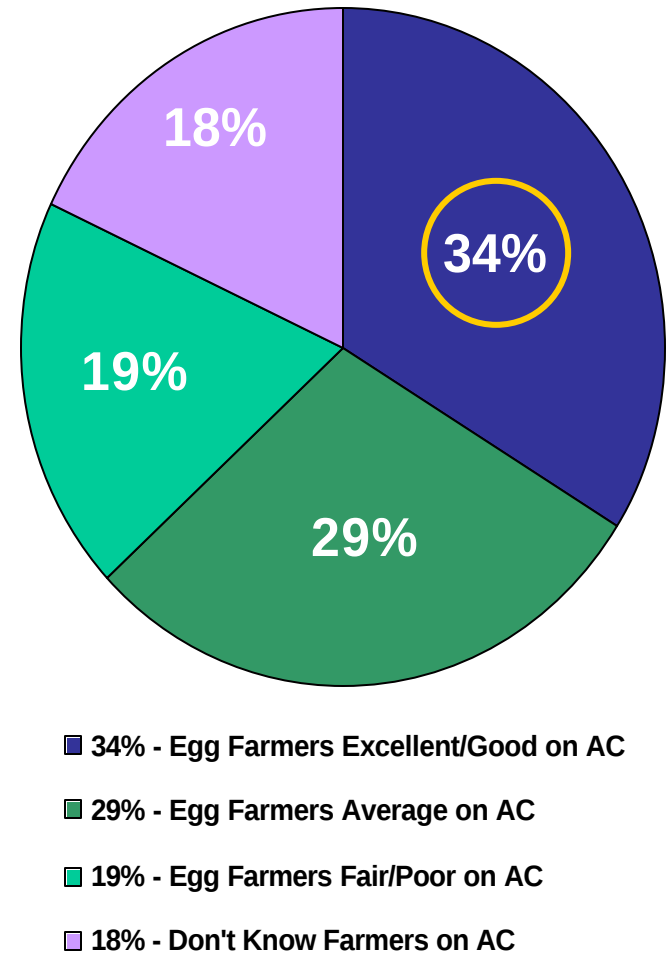
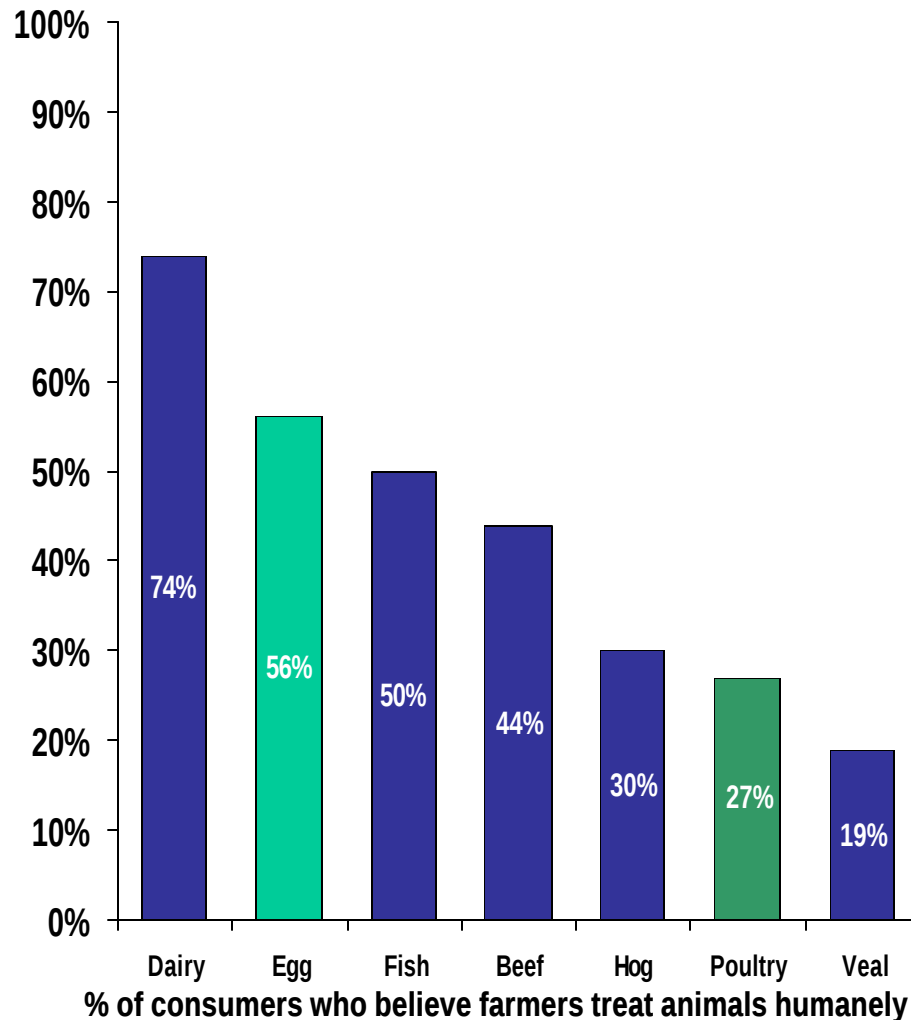
- 51% - Low Knowledge
- 28% - Medium Knowledge
- 21% - High Knowledge

Dangerous Combination:
50% of consumers have low knowledge but think animal care is important

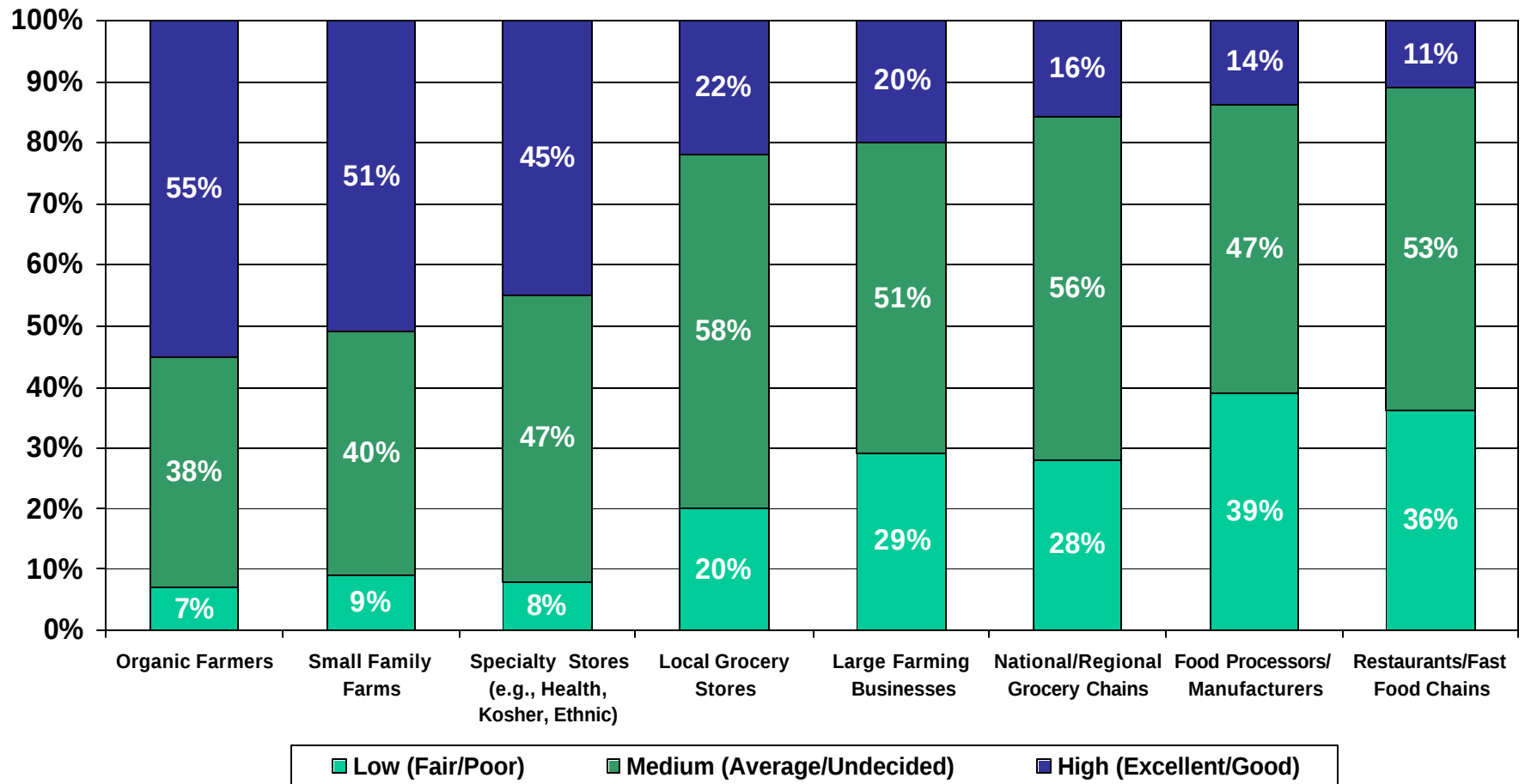


- 24% - Unimportant
- 26% - Don't Think About Animal Care
- 50% - Important

Consumers perceive some farmers as being more concerned about animal welfare than others

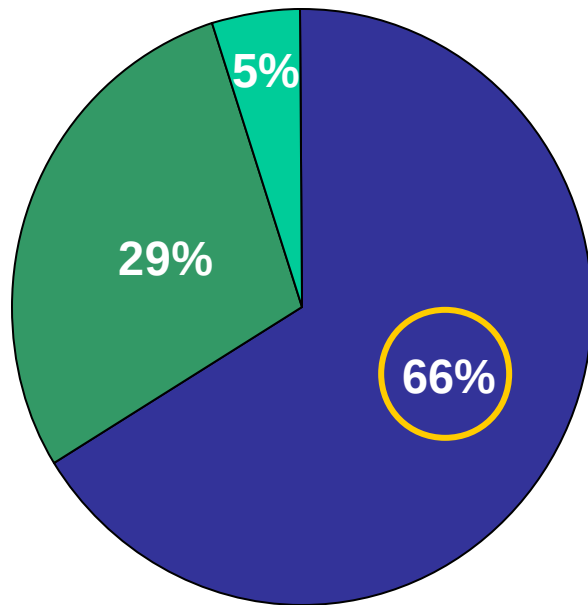


The bigger agriculture grows, the worse its reputation



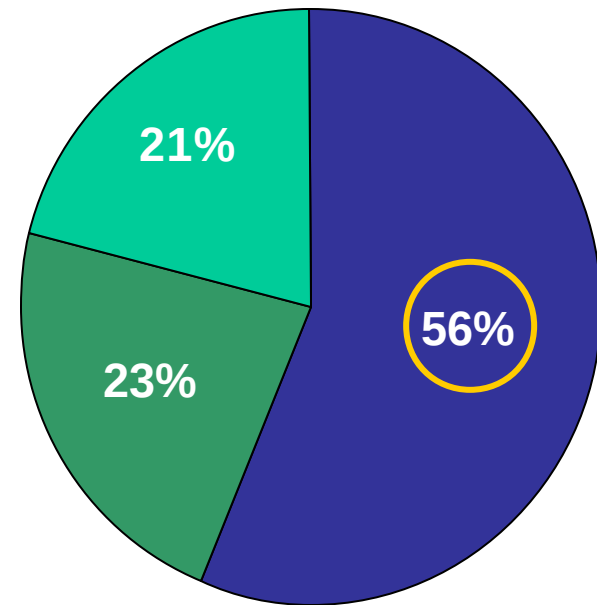
Consumers Want *Industry and* Government Regulation

2 out of 3 consumers would be **SATISFIED** that animal welfare needs can be met if farmers voluntarily comply with industry guidelines and independent monitoring.



- 66% - Satisfied with Industry Self-Regulation
- 29% - Can't Decide
- 5% - Not Satisfied with Industry Self-Regulation

56% of consumers **AGREE** with the need for government regulation to ensure animal welfare, even if it means food will cost more in the grocery store.



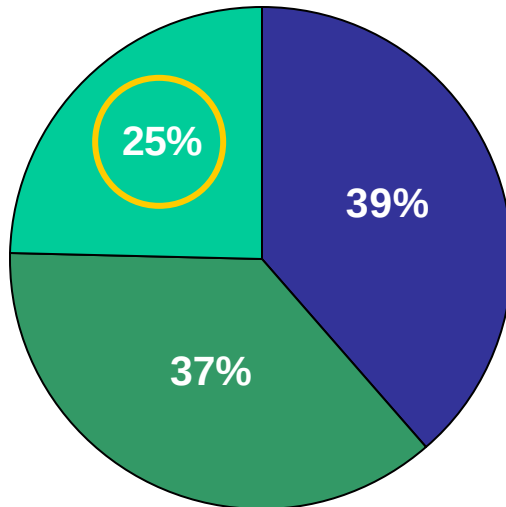
- 56% - Agree with Government Regulation
- 23% - Can't Decide
- 21% - Disagree with Government Regulation

Public/Private Partnership?

44%
agree with
BOTH industry
self-regulation
and government
regulation!

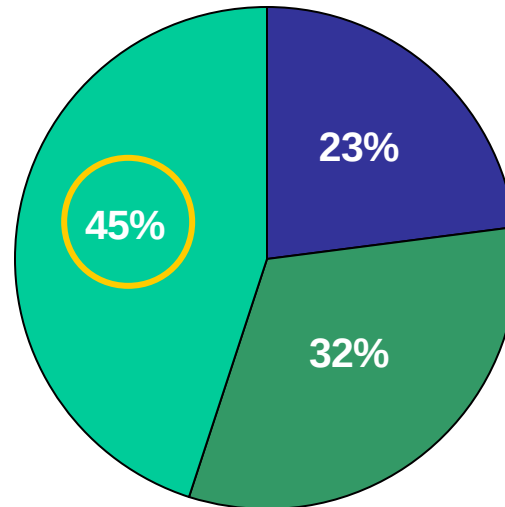
For egg producers, different issues receive different levels of consumer support

Beak Trimming



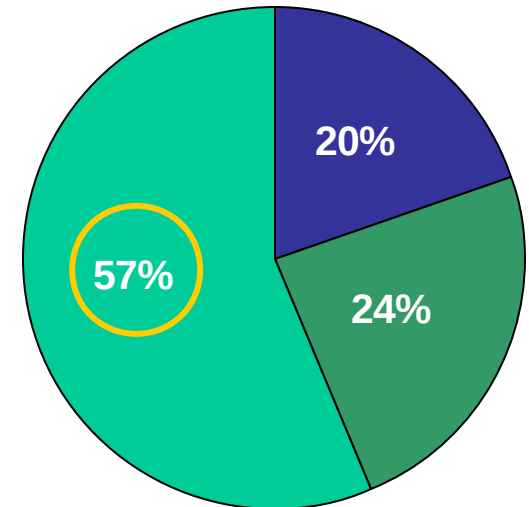
- 39% - Beak Trimming Humane
- 37% - Can't Decide
- 25% - Beak Trimming Inhumane

Caging



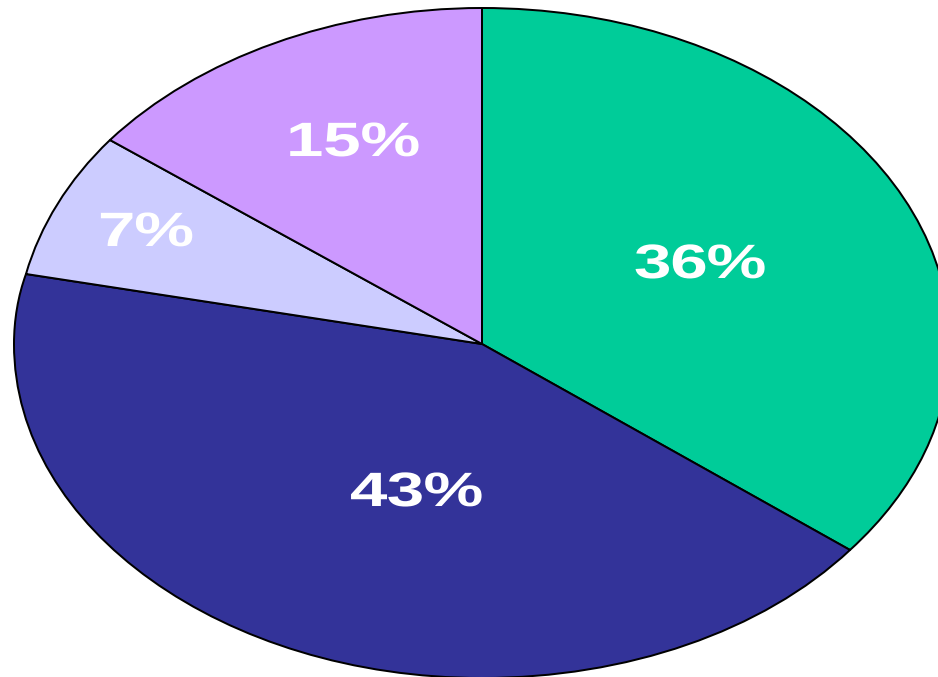
- 23% - Caging Healthier & Safer
- 32% - Can't Decide
- 45% - Caging Not Healthier & Safer

Molting



- 20% - Molting Positive
- 24% - Can't Decide
- 57% - Molting Negative

Animal Care Certified Seal Has Strong Brand Potential

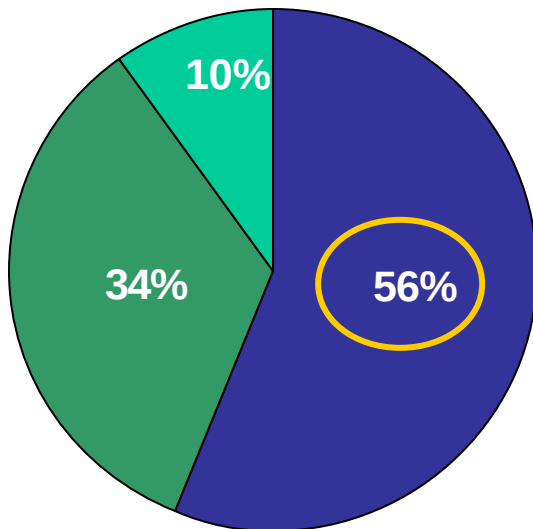


- Meeting State or Federal Regulations
- Meeting Voluntary Industry Standards
- Organic or "Natural" Food
- Don't Know/Can't Guess

Consumers Prefer Animal Care Certified Products

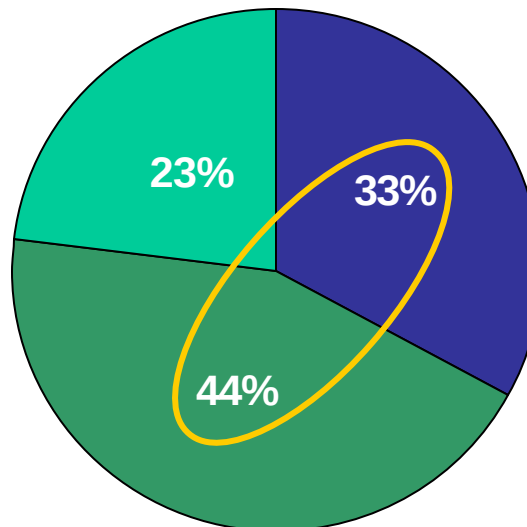


**56% of consumers
would CHOOSE an ACC
branded product** if they
knew about voluntary
industry compliance



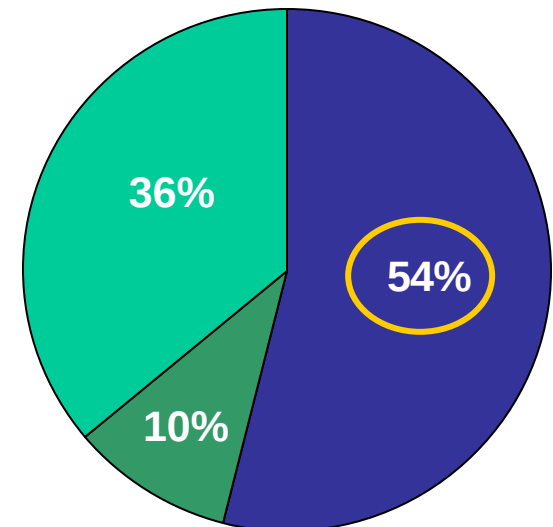
- 56% - Choose ACC
- 34% - Consider ACC
- 10% - Not Choose ACC

**3 out of 4 of consumers
would SWITCH or consider
switching to an ACC branded
product** if their usual brand
was not ACC compliant



- 33% - Switch
- 44% - Consider Switch
- 23% - Not Switch

**Majority of consumers are
WILLING TO PAY
at least 5% - 10% more
For ACC branded product**



- 54% - Spend 5-10% More
- 10% - Spend 15-20% More
- 36% - Would Not Spend More

CONSUMERS ARE CONCERNED



- 50 percent of consumers rate animal welfare issues as important in deciding which foods and brands to buy, and which stores to shop
- 56 percent of consumers believe government regulation is needed to ensure animal welfare



YOUR CUSTOMERS ARE CONCERNED



"I don't need people protesting at one of my stores and wouldn't look kindly on the brand that brought them to my door"

-Marketing Manager of National Grocery Chain

"Animal welfare is a very serious issue we will all be facing. Personally, very few companies out there are addressing it appropriately."

-National Wholesale Chain Executive

BUSINESS OBJECTIVE



- Market protection program
- ## Sustain/Increase demand for eggs
- Independent scientific committee
 - Humane guidelines for US egg-laying flock
 - Animal Care Certified program/logo



STRATEGIC COMMUNICATION IMPERATIVES



1. Get ahead of the issue before it gets ahead of you
2. Education is mission critical
3. Frame the animal care proposition as a consumer/customer benefit
4. Don't get muddled in the minutia
5. Focus our resources
6. Promote USDA involvement
7. We're adding emotion to the science



PR OBJECTIVES



- Don't pick a fight
- Preempt attacks
- Defend against attacks
- Discredit advocacy groups
- Reassure your customers
- Tell your positive story

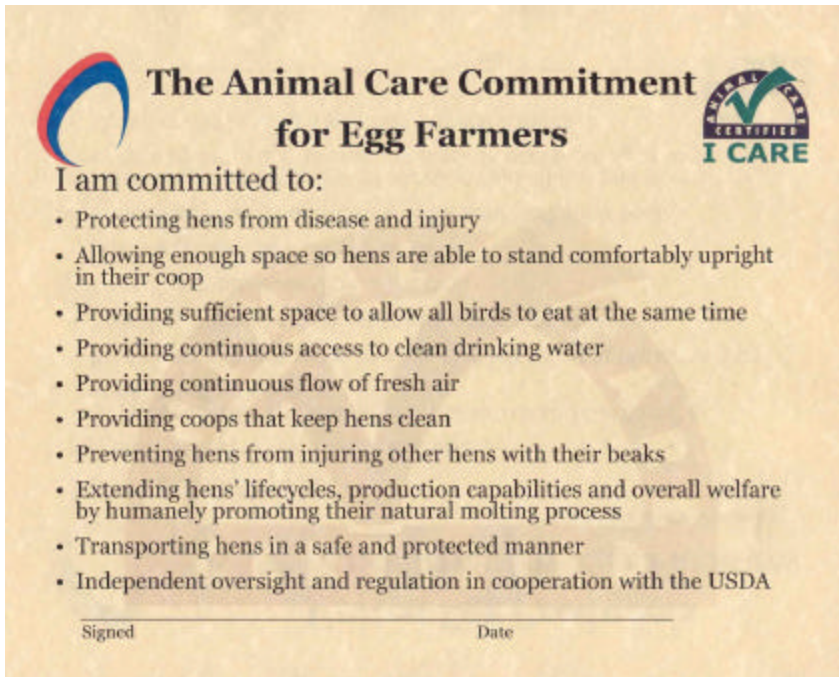


PR STRATEGY



Animal Care Certified initiative

- Simplify
- Consumer-friendly words



The form is titled "The Animal Care Commitment for Egg Farmers" and features a logo on the left with a red and blue swoosh. To the right of the title is a circular logo with a green checkmark and the text "ANIMAL CARE CERTIFIED I CARE". Below the title, it says "I am committed to:" followed by a bulleted list of 11 commitments. At the bottom, there are lines for "Signed" and "Date".

**The Animal Care Commitment
for Egg Farmers**

I am committed to:

- Protecting hens from disease and injury
- Allowing enough space so hens are able to stand comfortably upright in their coop
- Providing sufficient space to allow all birds to eat at the same time
- Providing continuous access to clean drinking water
- Providing continuous flow of fresh air
- Providing coops that keep hens clean
- Preventing hens from injuring other hens with their beaks
- Extending hens' lifecycles, production capabilities and overall welfare by humanely promoting their natural molting process
- Transporting hens in a safe and protected manner
- Independent oversight and regulation in cooperation with the USDA

Signed _____ Date _____



PR STRATEGY



INDUSTRY ADVOCATES



- Family farmers and third-party spokesmen
- Believable/credible
- Farmers add emotional element
- Third-party spokesmen lend technical expertise
- Local/regional



FOCUS ON FIVE TRUTHS



1. Egg farmers care about treating hens humanely
2. Proper care of hens provides the best quality eggs
3. Egg farmers have a new certification program
4. Working with USDA
5. Look for the Animal Care Certified seal



TRUTH SQUAD



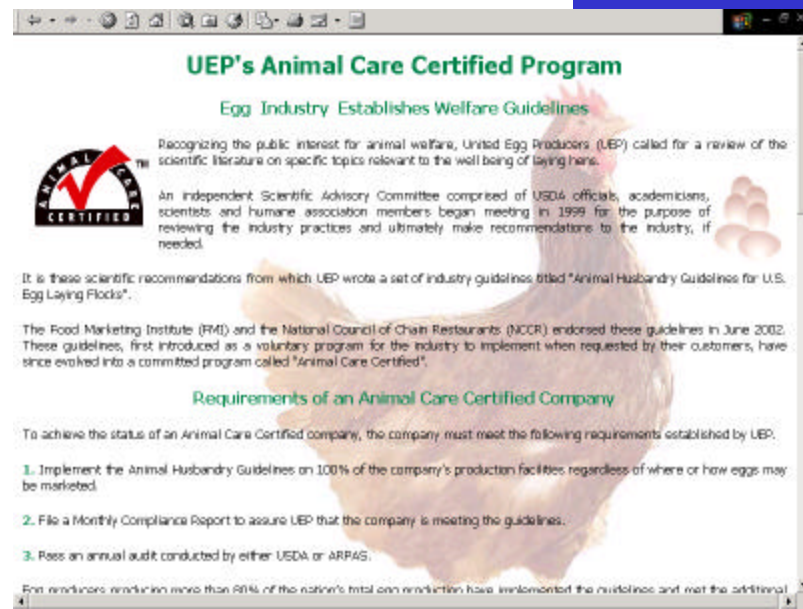
- A quick-response team to correct inaccurate and misleading media coverage
- Media monitoring
- Preemptive communication strikes
- Multimedia information kit



WEB COVERAGE



- Monitor opponent Web sites and discussion boards/ivillages
- Search engine marketing
- Virtual press room
- www.animalcarecertified.com



PROACTIVE MEDIA



- Newspaper, magazine food editors
- Desk-side briefings, press kits, news releases



THE AMERICAN
DIETETIC ASSOCIATION



NATIONWIDE TV NEWS COVERAGE



- TV news contingency program
 - Satellite TV interviews
- TV news segments
- Kids TV news segment



INDUSTRY OUTREACH



GROCERY, FOODSERVICE,
FOOD INDUSTRY AND RESTAURANT



- Mailings
- Desk-side visits/briefings
- Conference calls
- Tradeshow exhibitions
- Email bulletins
- Print ads



RETAILER POINT-OF-SALE PROGRAM



- Retailer contingency program
 - In-store leaflets
 - Point-of-sale cards
 - Local media program
- Grocery trade publications
 - Publicity
 - Advertising



RETAILER POINT-OF-SALE PROGRAM



- Food Marketing Institute exhibit
- Direct Mail
- Egg Carton Message Concepts





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Thank You