

10 ways to talk about animal care during Farm-City Week



Our thanks to Jeff Helms, Director of Communications for the Alabama Farmers Association and National Farm-City Council board member, for supplying these suggestions for incorporating the 2009 National Farm-City Council theme, "Farm Animal Care: Myths vs. Facts", into local Farm-City events.

1. **Host an issues forum.** Invite a local veterinarian, a local farmer or rancher, a representative from your animal shelter and your Extension agent to participate in a panel discussion moderated by a Farm-City Committee member. Facilitate discussion about how farmers and ranchers care for their animals. Invite the public and news media.

2. **Volunteer to speak** to your local Kiwanis, Lions, Rotary or other civic club about Farm-City Week. Focus on farmers' and rancher's roles in providing animals with quality care resulting in safe food for our families.

3. **Involve school teachers** in conducting a county-wide poster and essay contest. Alabama Farm Bureau is using "Farmers Care – For Animals and You" as the poster theme.

4. **Conduct a Farm-City Tour** of ranches or livestock, poultry or fish farms to display their outstanding work with animal care and environmental issues. Encourage the farmers and ranchers to talk about how they care for their animals – 24 hours a day, 7 days a week.

Focus on how the farmer or rancher provides a safe, climate-controlled environment with ample feed, water and fresh air as well as medical care and predatory control.

5. **Volunteer to read books to schoolchildren** that portray farmers and ranchers in a positive light. A list of accurate ag books and other resources are available at www.ageducate.org.

6. **Submit stories and letters to the editor** to your local newspaper about Farm-City Week and animal care.

7. **Host a Farm Day** for kids and include areas where farmers and ranchers can tell the children how they care for their animals and what foods come from each animal.

8. **Invite a livestock producer, veterinarian or other expert** on animal care to be the keynote speaker at your Farm-City dinner or luncheon.

Make sure the speaker is someone who will provide factual information about the important role farmers and ranchers play in producing healthy animals and safe food.

9. **Distribute Farm-City bookmarks** to all elementary school students in your county for just 3 cents each. Use the donation as an opportunity to talk to school principals, teachers and students about the good job farmers are doing in raising our food and caring for animals. Order from National Farm-City Council.

10. **Host a breakfast** for government leaders and elected officials. Have farmers speak briefly about how they are on-call 24/7 to make sure their animals are cared for.

“Farm Animal Care: Myths vs. Facts” topic of symposium

Farm Animal Care: Myths vs. Facts" will be the topic of the 2009 National Farm-City symposium.

Since 1955, Farm-City committees have worked to cultivate greater understanding between rural and urban people while fostering an appreciation for the interdependence of farmers, ranchers, and other businesses.

These efforts have largely centered on the dissemination of general farm facts and the hosting of local events aimed at creating an opportunity for farmers and ranchers to interact with their city neighbors. While these efforts have been effective, they sometimes don't address the challenging issues that create division and misunderstanding. With fewer and fewer people having a farming heritage, issues like animal care, environmental stewardship and food safety are becoming points of conflict between rural and urban residents. As a result, the National Farm-City Committee, as part of a new strategic plan, has committed to focusing Farm-City activities on a major issue each year.

This year, that issue is Animal Care. At the national level, Farm-City will hold a forum on the topic, which will be broadcast live on a national radio network. In addition, the National Farm-City Committee is developing resources that will help counties organize local forums or gear existing activities to the animal care theme.

Farm animal care brochure designed for non-farm audiences



CARING FOR FARM ANIMALS - Bundle of 100

A colorful, tri-fold brochure that emphasizes the humane treatment farmers and ranchers provide to their farm animals daily is available from the American Farm Bureau Federation.

The brochure notes that farmers and ranchers are “guided by both an ethical drive to humanely serve society and an unwavering moral obligation when it comes to providing the best possible care.”

It also mentions the importance of well-managed grazing and provides a list of the everyday products derived from cattle. It includes language about how livestock production benefits rural communities and is designed to appeal to non-farm audiences. Available only in bundles of 100.

Price: \$30/bundle of 100 Item #PR-BR07-002-100

Order from the American Farm Bureau Federation at www.fb-orders.com/afbf

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