



Ohioans for Livestock Care
vote YES for Issue 2




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Issues Management



Ohio Agriculture – By the Numbers


\$98 billion to Ohio's economy
More than 1 million jobs in Ohio

Nationally:
#2 in egg production
Top 5 in veal production
6th in corn production
7th in soybean production
9th in pork production
10th in turkey production
11th in dairy production
12th in production of sheep and lambs
16th in beef production
Top 20 for broilers



What Got This All Started?

Animal-Friendly States | Laws governing confinement of livestock



- Bans the confinement of pigs in small crates
- Mandates roomier conditions for pigs, chickens and veal
- Prohibits 'cruel confinement' of farm animals
- Bans small crates for veal calves and pregnant pigs
- Prohibits the confinement of veal calves and pregnant pigs in small crates
- Phases out pig and veal crates
- Bans the confinement of pregnant pigs in small crates

Recent Trends in Ballot Issues

Ballot issues and attempts continue to increase (as of 2/2009):

- 183 statewide ballot issues in the 1970s
- 253 in the 1980s
- 383 in the 1990s
- 1,225 since 2000

Source: National Conference of State Legislatures (NCSL)

Why the Increase?

Societal issues

- Greater awareness of “turn out the vote” benefits, particularly in even numbered years.
- NCSL: same-sex marriage bans, tort reform, gambling, health care, election reform, environmental issues all contribute to higher voter turnout.
- More money into the system: now have a cottage industry of paid circulators.
- **28 states provide either for an initiative (statute or constitution) and/or referendum process; 16 states allow for all 3: initiative via statute, popular referendum and constitutional initiative. (Ohio allows for all 3).**

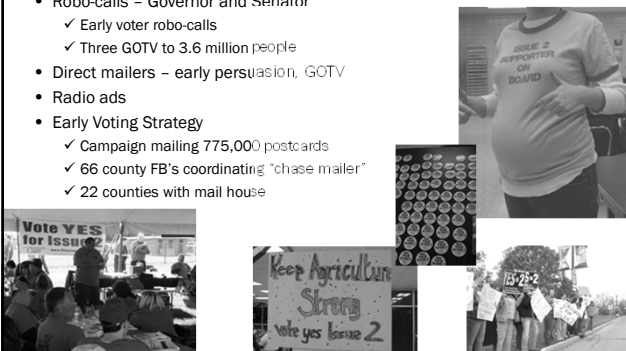
The Plan – A *Proactive* Approach

- **Ohio Farm Bureau Federation**
- 6 major Ohio farm groups
- **Form Ohioans for Livestock Care Corp./PAC**
- Paid media
- Social media
- Earned media
- Fundraising strategy
- Coalition building
- Accounting and legal support
- National model

Ohio Soybean Association
 – President
 Ohio Corn Growers
 – Secretary
 Ohio Farm Bureau Federation
 – Treasurer
 Ohio Pork Producers
 Ohio Poultry Association
 Ohio Cattleman Association
 Ohio Dairy Producers Assoc.

Massive Media/Grassroots

- Robo-calls – Governor and Senator
 - ✓ Early voter robo-calls
 - ✓ Three GOTV to 3.6 million people
- Direct mailers – early persuasion, GOTV
- Radio ads
- Early Voting Strategy
 - ✓ Campaign mailing 775,000 postcards
 - ✓ 66 county FB’s coordinating “chase mailer”
 - ✓ 22 counties with mail house



Massive Media/Grassroots

12 State and Regional Rallies



Massive Media/Grassroots

Statewide Rally "Made for TV" – Columbus Dispatch



...and more signs!

Massive Media/Grassroots



Massive Media/Grassroots

...and we walked the streets

- Major metro areas
- Over 100 volunteers, 8 major walks



Who's on the Team?

- Bi-Partisan Support
- Over 500 community and state leaders
- Ohio Republican and Democrat Party



Ballot Language

- 1) Require the state to create the Livestock Care Standards Board to prescribe standards for animal care and well-being that endeavor to maintain food safety, encourage locally grown and raised food, and protect Ohio farms and families.
- 2) Authorize this bipartisan board of thirteen members to consider factors that include, but are not limited to, agricultural best management practices for such care and well-being, bio-security, disease prevention, animal morbidity and mortality data, food safety practices, and the protection of local, affordable food supplies for consumers when establishing and implementing standards.
- 3) Provide that the board shall be comprised of thirteen Ohio residents including representatives of Ohio family farms, farming organizations, food safety experts, veterinarians, consumers, the dean of the agriculture department at an Ohio college or university and a county humane society representative.
- 4) Authorize the Ohio department that regulates agriculture to administer and enforce the standards established by the board, subject to the authority of the General Assembly.

Why the Constitution?

- Unlike the US Constitution, the Ohio Constitution is more the 75 pages and establishes about a dozen boards and commissions.
 - ✓ Examples of these include :
 - o the tuition trust fund
 - o the coal development board
 - o the lottery commission
 - o the ballot board
- In each case, the Constitution establishes the basic guidelines for the board or commission to function and then authorizes the General Assembly to develop more specific laws via statute.
- Advocating an Amendment to Ohio's Constitution is not something we took lightly. Significant discussion between lawmakers, consumers, constitutional experts, and farmers. Our language is simple and clear.
- Livestock care is critical to the success of Ohio farms and agriculture is a major part of Ohio's economy.

Our Key Messages:

- Safe, quality, locally grown food
- Ensure excellent livestock care
- Reinforce consumer confidence in Ohio-raised food
- Maintain Ohio farms – the state's #1 Industry
- Keep Ohioans in charge of Ohio farms/livestock
- Strong family farms in Ohio
- Maintain choice – for consumers and producers

November 3: We Win !!!



- Margin: 64% to 36%
- 40% Voter Turnout
- 87 of 88 counties
- Only 13 counties w/ less than 60%
- Only 2 counties w/ less than 55%
- Only 1 county w/ less than 50%
- Won all major urban counties

Lessons Learned

- Ag-Team Unity and Coordination - Don't have threatened species run the campaign
- Share what we know and tear down the walls
- Farmers must "own" the animal welfare issue
- Stop the bad actions
- Get in front of the issue
- Much more on-line engagement (social media)
- Don't approach on state-by-state basis

Livestock Care Standards Board

- **The Governor appointed 10 Ohioans**
 - ✓ One family farmer
 - ✓ Two veterinarians (including the state vet)
 - ✓ One food safety expert
 - ✓ One local Humane Society representative
 - ✓ Two representatives of state farm organizations
 - ✓ One dean of an Ohio college of agriculture
 - ✓ Two Ohio consumers
- **The Speaker of the House and President of the Senate each named a farmer (11-12)**
- **Director of Ohio Department of Agriculture will be a member and chair of the Board (13)**

What Will the Board Do?

Set standards for the care and well-being of livestock and poultry in Ohio:

- Maintain food safety
 - ✓ Protect locally grown and raised food
 - ✓ Make decisions based on fact, science and data

In setting standards, they must consider.....

- Overall animal health
- On-farm biosecurity
- Animal disease prevention
- Food safety
- Affordability of food supplies
- Best farm management practices
- Animal morbidity /mortality data

Enabling (Statutory) Legislation

- Gives authority to the board
 - ✓ Rulemaking to set standards for livestock care and well-being
 - ✓ Establish civil fines
 - ✓ Establish subcommittees if deemed necessary
- Describes duties of ODA Director
 - ✓ Assist board in putting the law into place
 - ✓ Hire all employees and contracts – much discussion
 - ✓ Publish the rules
 - ✓ Investigation of complaints regarding violations

Enabling (Statutory) Legislation

- Clarification of relationship of LCSB and local Humane Society
 - ✓ Livestock Care Standards – civil penalties
 - ✓ Animal cruelty law – criminal penalties

Timeline

November 2009 – Passage of Issue 2

March 31, 2010 – Enabling (statutory) legislation signed into law by Governor Strickland

April 27, 2010 – LCSB members take oath of office at first meeting

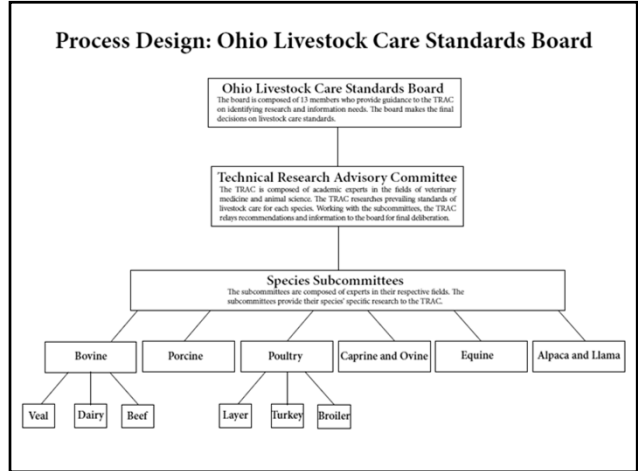
May 2010 – 6 regional listening session

June 1, 2010 – 2nd board meeting, begin discussing issues and plan of work

LCSB Meeting every two weeks until further notice

Livestock Care Standards Board

- **Priorities**
 - Euthanasia
 - Downer animals
 - Veal
 - Swine
 - Poultry (layers)
 - Meeting twice a month
 - Technical Review Advisory Committee (TRAC)
 - Species specific sub-committees



Rule Making Process

Discussion and initial drafts of rules will be occurring during OLCSB, TRAC and sub-committee meetings. This will be done on an ongoing basis.

Once the OLCSB is satisfied with a document they will vote to approve the proposed rule.

Once passed, the proposed rule will be posted at ODA and a 14 day comment period (at least) will begin.

At the end of the 14 days, the board will have a chance to edit it before it will make final revisions.

After editing (if there is any) the proposed rule will be submitted to Joint Committee on Agency Rule Review (JCARR).

During the JCARR process there is a public comment period also.

Once proposed rule passes JCARR it becomes rule.

✘

OLCSB Progress-to-date

Approved:

- Euthanasia standards
- Civil penalties

Tentative effective date of rules 1-20-11

Voted to put into rule format:

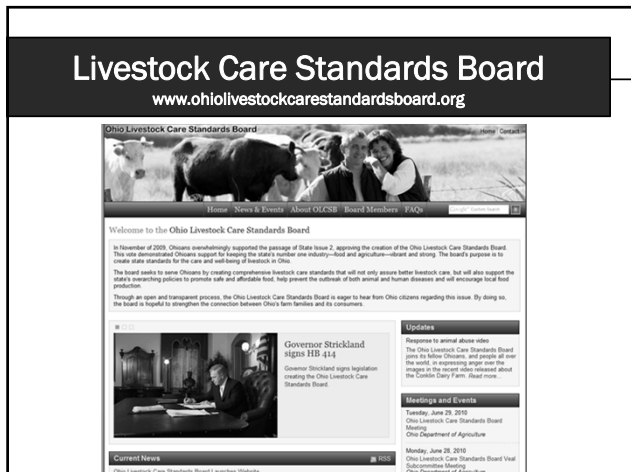
- Swine (1-04-11)
- Poultry layer (1-18-11)

Voted to begin rule making process for: (e-notification)

- Definitions
- General considerations
- Disabled and distressed livestock

1-18-11

Targeting March 1, 2011 for completion of subcommittee work.



HSUS Activities

- Was actively pursuing a ballot measure
- Registered a number of paid petition drive supervisors
- Had until June 30th to collect 402,275 valid registered voter signatures to place a constitutional amendment on the ballot.
 - 5% of signatures must come from 44 of Ohio's 88 counties.
 - Established Ohioans for Humane Farms to operate the campaign.

June 30th Agreement

- A good faith agreement, list of recommendations, memorandum of understanding
- Negotiated by Gov. Strickland between Ohioans for Livestock Care (Farm Bureau, Cattlemen's, Pork, Poultry, Dairy, Soy, Corn) and HSUS.
- Negotiation principles:
 - Ag unity would not be compromised.
 - Maintain support for LCSB, protect its authority and operations
 - Maintain positive business climate for Ohio farmers – do not put them at a competitive disadvantage
 - Maintain benefits of bi-partisan support for Ohio agriculture
 - Continue to forge a partnership b/t farmers and consumers

June 30th Agreement

Avoids ballot initiative for 2010.

HSUS will support the mission and purpose of the LCSB.

Joint funding for research on livestock housing systems.

June 30th Agreement

Recommendations to be made to the LCSB for its consideration:

- *To take action on issues related to downer cattle and humane euthanasia
- *Adopt the American Veal Association's 2007 agreement to transition to group housing for veal calves by 2017.
- *For current hog producers to phase out the use of gestation crates by December 31, 2025. By that date all sows must be housing using alternative systems. After December 31, 2010, any new facilities must utilize alternative housing systems (not gestation crates). It is understood that in all housing systems, sows may be housed in breeding/gestation stalls until they are confirmed pregnant.
- *ODA to deny permits of new egg facility applicants, based on current permitting standards that call for the use of battery cages. This standard will be in effect for the life of this agreement. This provision does not preclude any Ohio farm from expanding or modifying existing permits, using current housing methods at the existing facility.

June 30th Agreement

Includes efforts to support and address action or legislation regarding:

- *Commercial dog breeding kennels (General Assembly)
- *Cockfighting (General Assembly)
- *Wild, dangerous venomous and constricting animals (Governor, Department of Natural Resources, Department of Agriculture)

Farm Bureau does represent these constituents
 We neither support nor oppose SB 95
 Our role is to bring the stakeholders together re: SB 95

Is this a good agreement?

There are positives and negatives on each side of the debate.

WHAT DOES IT DO?

- Acknowledgement of the Livestock Care Standards Board and give it time to work
- Avoid an expensive and potentially ugly campaign
- Creates a more stable business environment (there will always be unknowns) for Ohio's livestock farmers
- Protects Ohio's grain markets and grain farmers
 - 94% of soybean meal and 30% of corn utilized by livestock

WHAT IT DOESN'T DO?

- Eliminate future challenges – they will always be there.
- Change animal activist ultimate goal (put livestock farmers out of business)

June 30th Agreement

Means we will still need to educate the public and have a plan of action.

The Average Person in the U.S.

- Trusts farmers
- Is relatively uninformed and unaware
- Doesn't want to be an antagonist unless they feel they need to
- 70% of them agree that farm animals raised for food should be treated the same way household pet owners treat their pets.
- 90% would support a law in their state to ensure the humane treatment of farm animals.
- * 68% believe that government should take an active role in promoting farm animal welfare.



Consumers want to know more about how their food is raised; it's up to farmers to tell them how it's done.

Speak Out & Stand Up for Animal Agriculture

- “The threats to animal agriculture are numerous, but the biggest threat may be the farmer or rancher thinking that they do not need to explain to consumers what is they do and why they do it.” – *Roger Berry, field director, Alliance for the Future of Nebraska Agriculture*
- One message, One voice

Speak Out & Stand Up for Animal Agriculture

- “There are risks and costs to a program of action, but they are far less than the long-range risks and costs of comfortable inaction.” – *President John F. Kennedy*



“We must all hang together, or assuredly, we shall all hang separately.”

- *Benjamin Franklin*