



Connecting with the public



Dr Amy Jackson
Australian Dairy Conference: The Power of Purpose
13 February 2024



SAY NO TO THE
factory
SUPER DAIRY

Is Your Food a Product of Rape?

We may call the cows who produce milk “mothers,” but they never actually get to be mothers because their babies are taken away from them after birth. And we certainly don’t treat them with the respect that mothers deserve. Cows and other factory-farmed female animals endure being **raped** repeatedly, and their babies are **torn away** from them before they’re all **killed**.



Thousands of cows never see the sun



THE TIMES



BBC

one Panorama



Watch now

A Cow's Life: The True Cost of Milk?

Is animal welfare being compromised in the drive to keep milk prices low? Reporter Daniel Foggo speaks to farmers and vets about the lives most dairy herds can expect to lead.

Show more

11 months left to watch

🕒 29 minutes

SL



We've got a number of different types of criminal offence and frankly it's not an acceptable way to deal with cattle.

Criminal Defence Barrister, Ayesha Smart

On several occasions, lame cows are hoisted by a lift and dragged along the concrete floor after becoming unable to stand. This process is clearly painful for cows. However, the workers are filmed laughing at them making jokes about how they will be 'dinner'.



What's being done there will be fairly common practice.

Roger Blowey, Farm Veterinarian

Why the media too often ignores the connection between climate change and meat

The burger-sized hole in climate change coverage, explained.



Why is nature eroding so fast?



Two-thirds of cattle farms in north Devon cause river pollution

Nearly nine in 10 farms inspected failed to comply with regulations, according to a report from the Environment Agency



Meat and dairy giants feed climate crisis by dragging their heels on methane

The River Torridge near Great Torrington. The report said that many dairy farms had increased their herds, but not their slurry storage. Photograph: John Insull/Alamy

Meat, dairy and rice production will bust 1.5C climate target, shows study



Our unequal earth

Inside big beef's climate messaging machine: confuse, defend and downplay

The industry is trying to convince everyone ... that dietary change has no role in climate strategy. Illustration: Lola Beltran/The Guardian



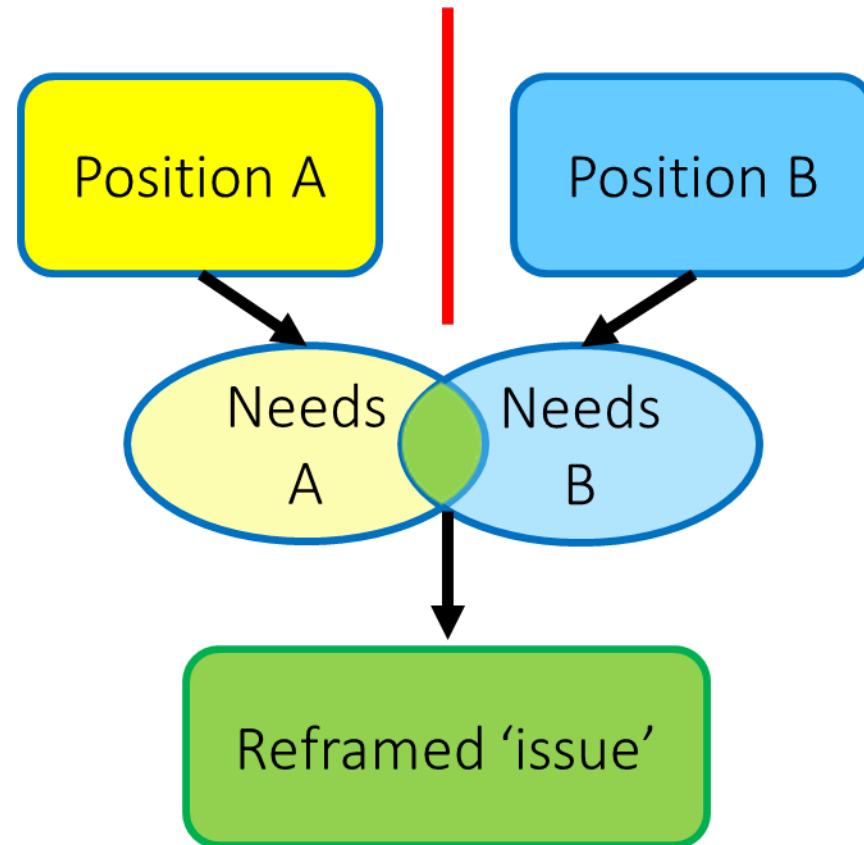
The lightbulb moments...



1. Understand what's going on...

The three Cs of belief in divisive misinformation:

- ✓ Comprehension
- ✓ Control
- ✓ Sense of Community



2. Consumers ≠ citizens

- **Consumers:**
 - Turn off dairy...but price/value, freshness & taste override this
- → Market signals are not good indicators of dairy's sustainability
- **Social licence (aka society's acceptance):**
 - Activism, incursions and exposés
 - Retailer/supply chain demands
 - Legislation
 - Planning constraints and community objections
- → Start thinking 'social licence' & people feeling good about dairy farming



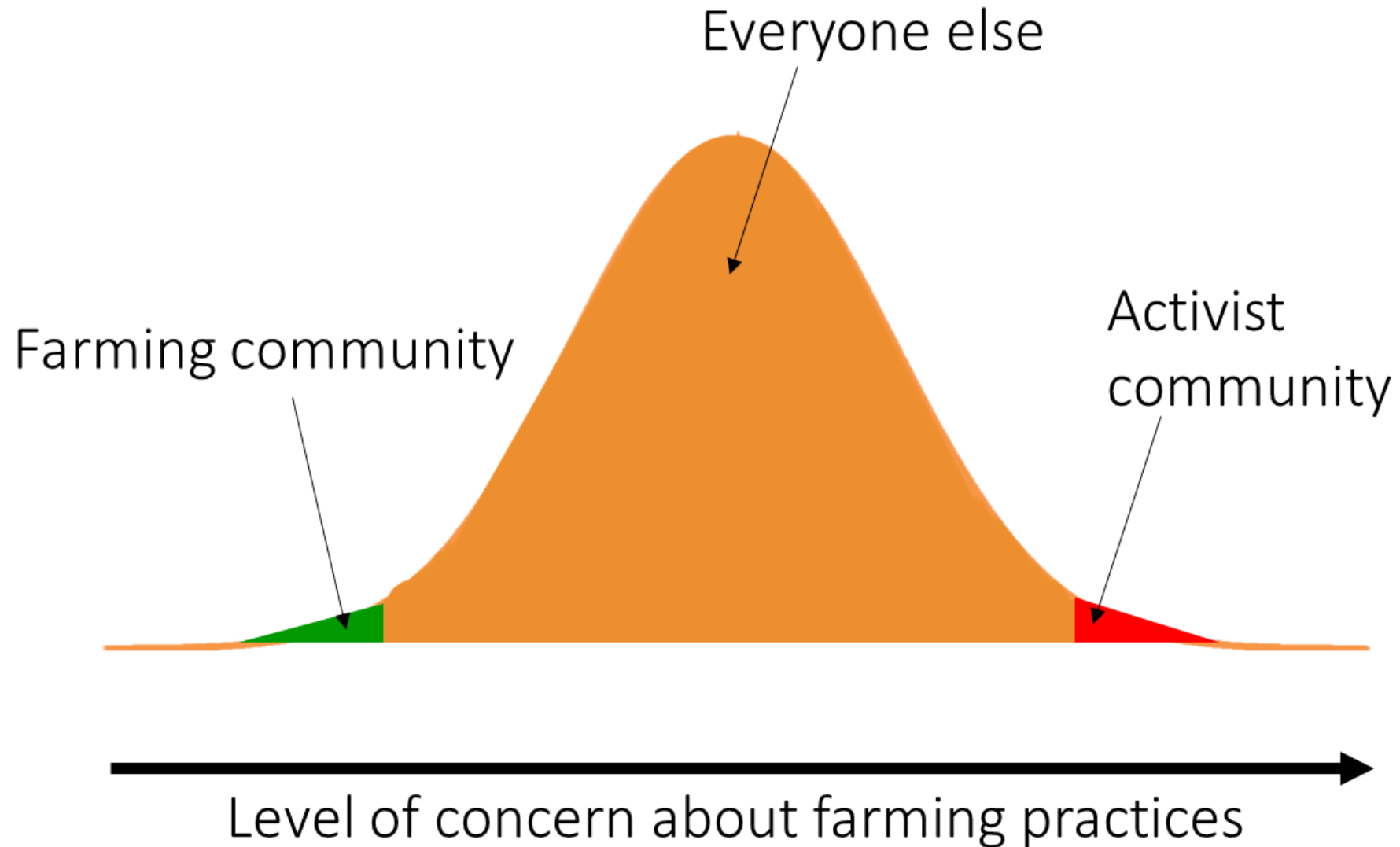
3. Seeing things differently

For example, what is 'good welfare'?

- Farmers focus on **regular care** based on habit and good intentions
- Scientists focus on **biological parameters**
- Animal protection organisations combine **animal nature** and **maximal care**
- The public focuses on **icons** like space, straw and outdoor access



4. Talking to the right people





Mandy Matthews
@rattle_ya_dags



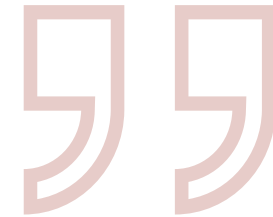
A curious and content animal is a sign of a happy and healthy animal. As someone who is extremely passionate about animal welfare working in the Australia's live export industry is extremely rewarding and how could you not love looking after these absolute cuties 🌿



5. Engage, don't educate



A common misconception is that public misperceptions are due to a **lack of knowledge**, and that the solution is **more information**



- Education = monologue, asymmetric
- Engagement = two-way, symmetric
- Engagement disarms, open minds, increases discussion, reduces bias, finds opportunities for common ground



6. Know what the public want...?

People in the six 'citizen' groups, each identified by their top priority for dairy farming, were more likely to have the following characteristics...



WELFARE

(18.3% of participants)

- University-educated
- Board-minded and tolerant
- Unrestricted diet
- Visitor to farms



GRAZING

(15.6% of participants)

- Urban or suburban
- Older



TASTE OF MILK

(15.2% of participants)

- High-achieving
- Disbelief in a 'cow's mind'
- Knowledgeable about cows



FAIR PRICE

(18.9% of participants)

- Older
- Traditional
- Knowledgeable about cows
- (Rural)



COMFORT

(14.8% of participants)

- Vegan or vegetarian
- Non-university educated
- Strong belief in a 'cow's mind'



NO PREFERENCE

(17.2% of participants)

- Male, with no experience of animals
- Narrow-minded and particular
- Disbelief in a 'cow's mind'
- Never visited a farm

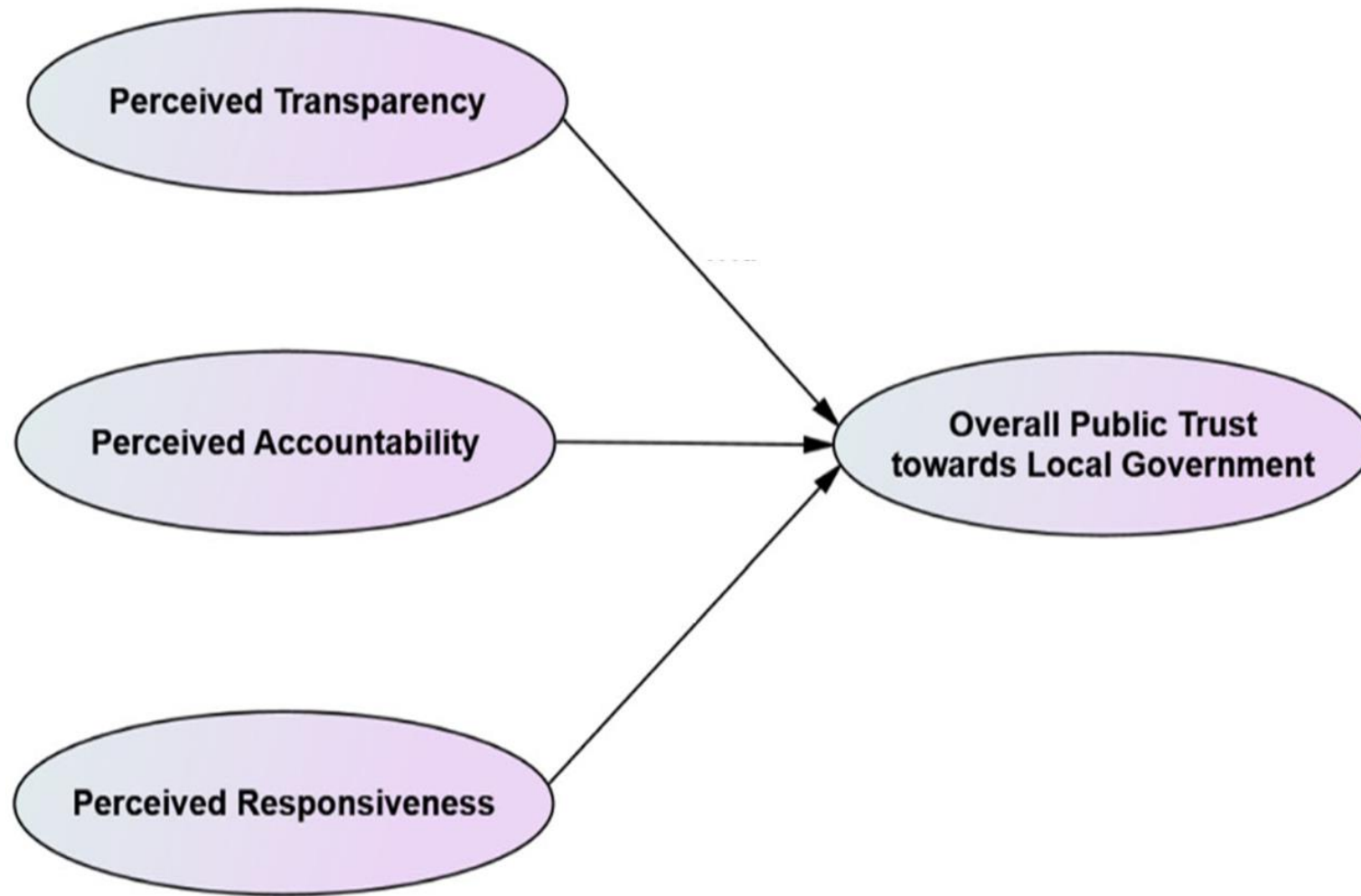


Or know what the public really want!

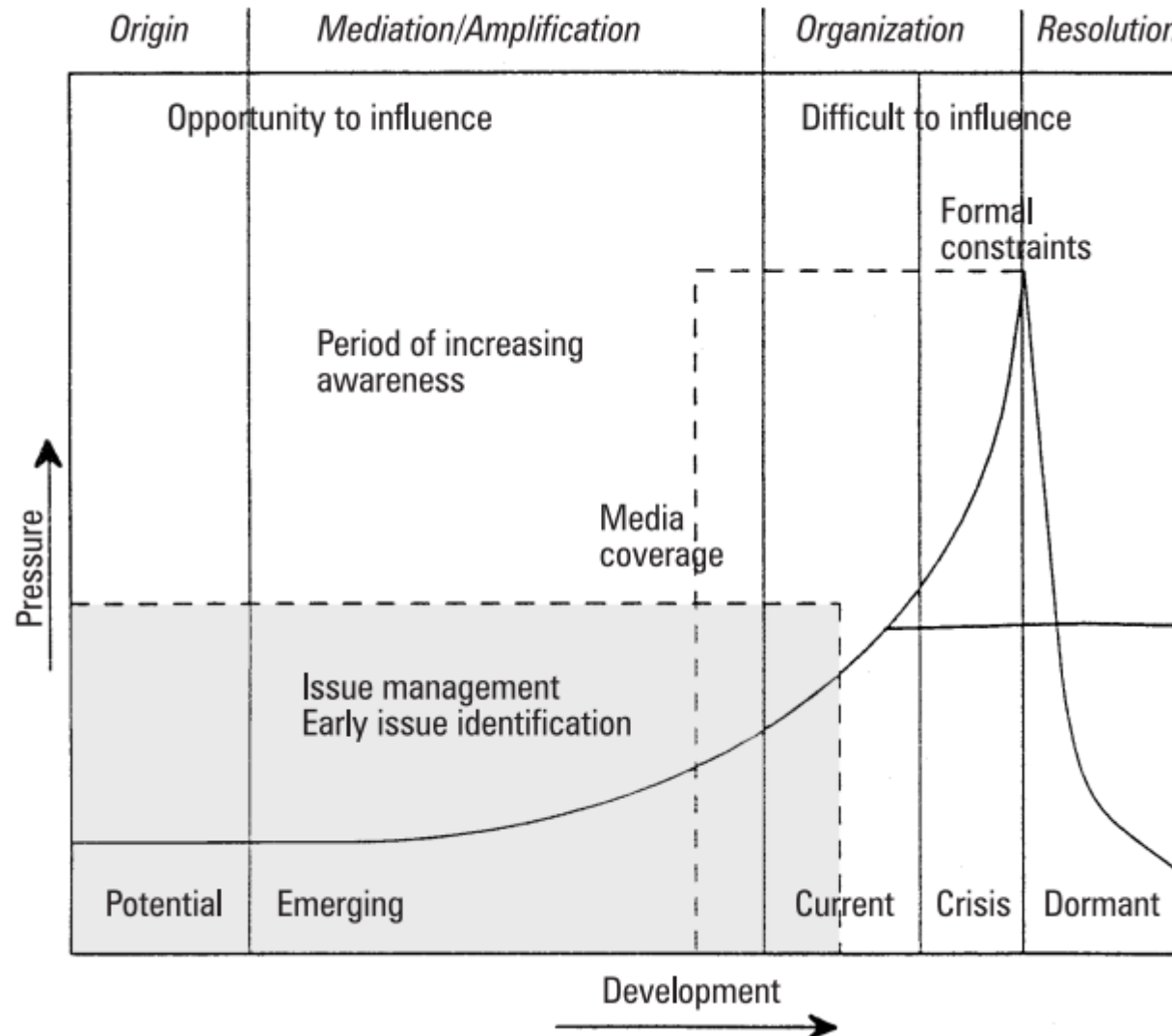
- To have their interest validated and concerns recognised
- For farmers to prioritise the right things
- To know the important stuff is being ‘taken care of’
- In return, farmers generally have public support!



7. Generate long term trust



8. Be purposeful!



Adapted in Regester & Larkin (2008) from Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice. Kogan Page, London. From: Meng, M.B. (1992), "Early identification aids issues management", Public Relations Journal, March; Hainsworth, B.E. (1990), "Issues management", Public Relations Review



...All to change the narrative

Move from:

- Dismissal → Listening
- Polarised positions → Nuance & context
- Stereotypes → Individual stories
- “We know best” → ‘Reflexive modernity’ and co-design
- Intolerance of ‘out groups’ → Shared experiences, motivations & values
- Powerlessness over misinformation → Credible push back





These principles in action...



theguardian

MRSA superbug found in supermarket pork raises alarm over farming risks

The discovery on UK shelves of pork contaminated with a livestock strain of MRSA prompts calls to curb misuse of antibiotics in intensive farming



The pig superbug and the baby - video

Pork sold by several leading British supermarkets has been found to be contaminated with a strain of the superbug MRSA that is linked to the overuse of powerful antibiotics on factory farms, a Guardian investigation has revealed.



Apocalypse Pig: The Last Antibiotic Begins to Fail

© POSTED SAT, 11/21/2015



A pig being home-raised for a festival in China. PHOTOGRAPH BY CLEMSON FLICKR (CC)



UK farmers to cut antibiotic use to combat drug resistance

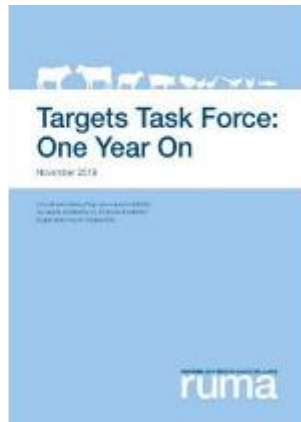
the guardian

Taskforce will work with farming leaders and government to replace and reduce antibiotic use for livestock

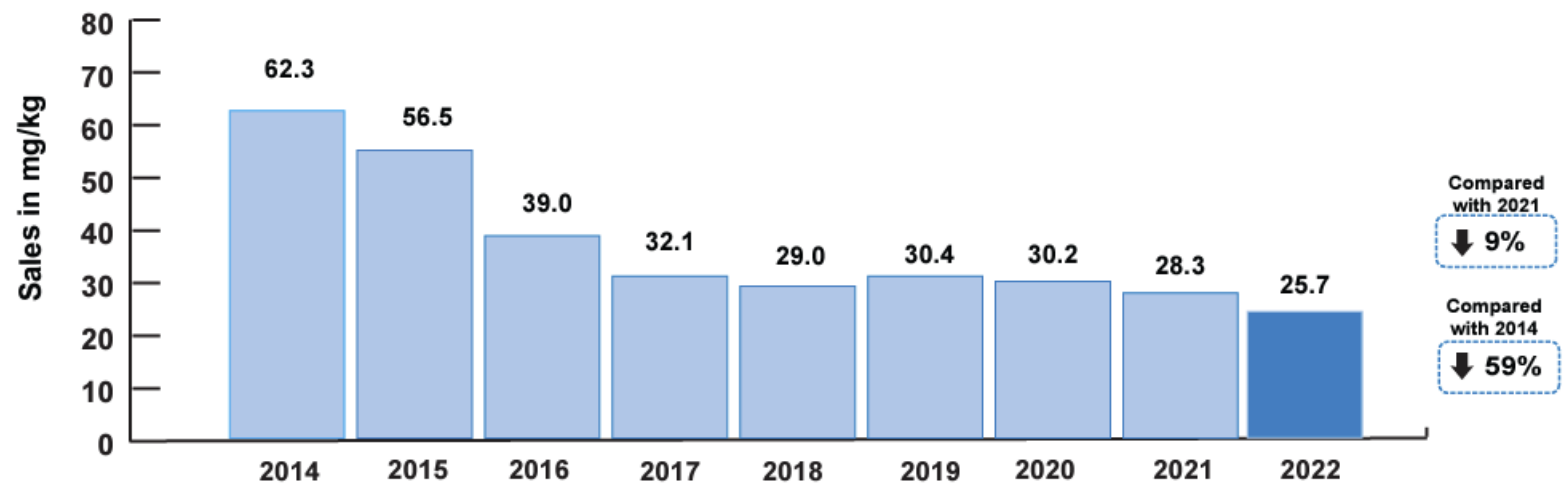


Approach

- ‘Mapped’ stakeholders
- Parked the dispute, reframed the problem
- Created an ‘entry’
- Owned our share of the issue – and tackled it proactively
- Cultivated the right advocates
- Filled the ‘void’ – created a factbase and published transparently
- Pushed back on misinformation



Results



Sales of Highest Priority Important Antibiotics (HP-CIAs) in food-producing animals remain at very low levels at 0.12mg/kg in 2022 and account for less than 0.5% of total sales.

	2014	2021	2022	Compared with 2014
Total HP-CIAs	0.67	0.12	0.12	↓ 82%
Fluoroquinolones	0.35	0.10	0.10	↓ 72%
3 rd /4 th generation cephalasporins	0.19	0.02	0.02	↓ 90%
Colistin	0.12	0.00	0.00	↓ 100%



VMD, 2023. Veterinary Antimicrobial Resistance and Sales Surveillance 2022

FAO, 2022. Tackling antimicrobial use and resistance in food-producing animals



Powerful advocates



“I can’t tell you how proud I am of our farmers . . . they set their own targets and just got on with it – fantastic!”

Dame Sally Davies, former Chief Medical Officer

“The UK farming industry has ‘owned’ this problem...”

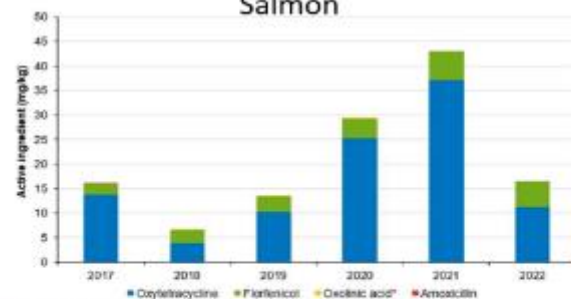
*Professor Peter Borriello
former Chief Executive, Veterinary
Medicines Directorate*



Antibiotics

Sector	2021 Usage	2022 Usage	% change since 2017
Salmon	43.1 mg/kg	18.6 mg/kg	↑ 15%
Trout	9.0 mg/kg	44.1 mg/kg	↑ 130%

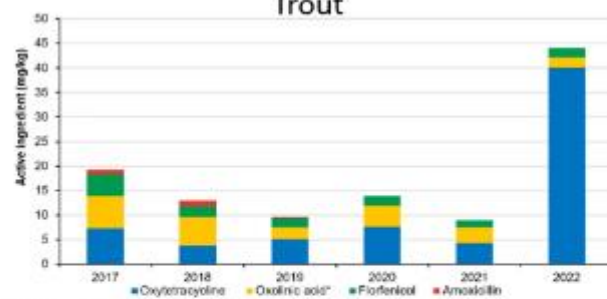
Salmon



* Oxolinic acid falls under the category of an HP-CIA

Source: Fig. 2.16 pg. 44

Trout



* Oxolinic acid falls under the category of an HP-CIA

Source: Fig. 2.17, pg. 46

VARSS REPORT 2022



CW

Claire White

...

View all

AJ

Attendees (108)

- EB Emma Bradbury
- EG Emma Gayner (staff)
- FL Fiona Lovatt (External)
- FR Fiona Roberts
- FB Francesca Boyce
- GF Gary Ford (External)
- GM Gavin Morris (BV...)
- GM Georgina McDo...
- G Grove-White, (External)
- GK Gwen Knight
- HG Hannah Gasowski (External)
- HK Hannah Killeen (External)
- HS Hetty Schreurs (External)
- AH Hughes, Abigail
- IJ Iestyn Jones (External)
- IL Ian Lloyd (Guest)



Summary

- The public are important stakeholders
- We need to produce food people want to eat.....in a way which meets societal expectations
- Will require a change of approach, including:
 - Respect for public views – engagement and dialogue
 - Development of long term trusted relationships involving transparency, accountability & action
 - ‘Reflexive modernity’ & co-design
 - Self-reflection!
- Trust is the key to connecting with the public
- There is less to be afraid of than we think... and so much to gain





Agrespect
@weareagrespect



Imagine hearing hundreds of thousands of people cheering and high-fiving farmers for hours. It has been a blast

Farmers have such a positive story to tell. The public adore us when we engage on society's terms rather than our own





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