What Do We Do Now?

Janet M. Riley
Senior Vice President
Public Affairs and Member Services
American Meat Institute
Declining Trust

- Do you believe most Americans can be trusted or you can’t be too careful in dealing with people?
- 1960: 60 percent trust most people
- 1970s: below 50 percent
- 1990: 40 percent trust most people
- 2006: just 32 percent trust most people

Source: *True Enough*, by Farhad Manjoo
Why do people trust each other less?

- Interact less with one another
- Watch TV more and reality is distorted
- Many feel that those in whom they’ve placed trust – corporations, churches and government – have proved unworthy

- Shifting from generalized trust (trust of people broadly) to particularized trust (where we only trust people like ourselves). Particularized destroys generalized.

Source: *True Enough*, by Farhad Manjoo
Books, Films and Events About Meat and the Meat Industry

- Fast Food Nation (Chew on This)
- Eating Animals
- Omnivore’s Dilemma (And the Youth edition)
- Supersize Me
- Food Inc.
- Pig Business
- Forks Over Knives
- Food Day October 24
Good News and Bad News
Good News

CEOs lead rise in trust in authority, but “person like me” drops amid flight to credentialed spokespeople

If you heard information about a company from one of these people, how credible would that information be?

<table>
<thead>
<tr>
<th>2009</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic/expert</td>
<td>62%</td>
</tr>
<tr>
<td>Financial/industry analyst</td>
<td>49%</td>
</tr>
<tr>
<td>Person like yourself</td>
<td>47%</td>
</tr>
<tr>
<td>NGO representative</td>
<td>41%</td>
</tr>
<tr>
<td>Regular employee</td>
<td>32%</td>
</tr>
<tr>
<td>CEO</td>
<td>31%</td>
</tr>
<tr>
<td>Government official</td>
<td>29%</td>
</tr>
<tr>
<td>An academic or expert</td>
<td>70%</td>
</tr>
<tr>
<td>Technical expert within the company</td>
<td>64%</td>
</tr>
<tr>
<td>A financial or industry analyst</td>
<td>53%</td>
</tr>
<tr>
<td>CEO</td>
<td>50%</td>
</tr>
<tr>
<td>NGO representative</td>
<td>47%</td>
</tr>
<tr>
<td>Government official</td>
<td>43%</td>
</tr>
<tr>
<td>Person like yourself</td>
<td>43%</td>
</tr>
<tr>
<td>Regular employee</td>
<td>34%</td>
</tr>
</tbody>
</table>

Responses "Extremely credible" and "very credible"; Informed publics ages 25 to 64

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Bad News

- With that trust comes responsibility.
- And I know you didn’t have enough responsibility.
Who do food activists want Americans to believe we are?
“I don’t want to dignify that with a response.”
Information + Connection = Success

Meat Safety and Nutrition: The Facts
American Meat Science Association

Meat Expert. Ask Me A Question!
American Meat Science Association
How many of you...

- Have your master’s?
- Have your Ph.D.?
- Are Moms?
- Are Dads?
- Are Grandparents?
- Feed your family the same food that your company or your industry produces?
You Are DRAFTED!
Your Mission:

Become a Meat Warrior!
How many of you...

- Belong to a civic group like Kiwanis or Lion’s?
- Lead a youth group like the Boy Scouts or Girl Scouts?
- Belong to a church, mosque or synagogue?
- Have children in schools?
- Live in a community where civic groups exist?
- Live in a community where youth groups exist?
- Live in a community where schools exist?
Communications Web

YOU!
Americans and Food

- Less connected to ag
  - Fewer than five percent on farms
  - Separated by generations
- Have basic knowledge void that many will readily admit
  - Some of our biggest challenges are educated adults who “think” they know...
    - I was where they are 20 years ago!
- Knowledge void is an opportunity for industry – and activists
What’s the real significance of these trends?

"A lie gets halfway around the world before the truth has a chance to get its pants on."

– Winston Churchill
Repetition enhances believability

How many times in general do you need to hear something about a specific company to believe that information is likely to be true?

- 3-5 times (59%)
- Three times (3), 33%
- Twice (2), 22%
- Six to Nine times (6-9), 8%
- Ten or more times (10+), 6%
- Don't know, 2%
- Once (1), 4%

Informed publics ages 25 to 64

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How We Acquire Information

• Learning styles
  – Audio
  – Visual
  – Tactile
  – Experiential

• Delivery Mechanisms
  – Newspapers
  – TV and Radio
  – YouTube
  – Facebook and Twitter
  – Speeches
  – Workshops
  – Tours
Let’s Talk Tactics and Tools
Myths and Facts About Meat and Poultry
With Appreciation
to the

American Meat Science Association

For their technical contributions
and expert review
U.S. Meat and Poultry Production System

- Most well-developed in world
- Meat and poultry plants are more heavily regulated and inspected than any other industry in the nation besides nuclear industry
- Export huge amounts of food
- Benefit from a varied and affordable meat case
Bountiful, Varied Supply = Choices that Reflect Taste, Needs, Values

- Organic
- Natural
- Grass-fed
- Certified Angus Beef
- Certified Humane
- American Humane Certified
- Free Range
- Raised without added hormones
- Raised without antibiotics
- American Heart Association certified
- Local
- Danish, Australian, New Zealand
Percent of income spent on food has been constant in recent years

Percent of disposable personal income

# Spending By Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent Disposable Income Spent on Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>5.6</td>
</tr>
<tr>
<td>Ireland</td>
<td>7.5</td>
</tr>
<tr>
<td>Canada</td>
<td>9.1</td>
</tr>
<tr>
<td>France</td>
<td>13.6</td>
</tr>
<tr>
<td>Argentina</td>
<td>20.3</td>
</tr>
<tr>
<td>Mexico</td>
<td>24.1</td>
</tr>
<tr>
<td>China</td>
<td>33.9</td>
</tr>
<tr>
<td>Pakistan</td>
<td>45.6</td>
</tr>
</tbody>
</table>

*Source: USDA/ERS, Food CPI and Expenditures: 2008 Table 97*
Consumer Polling

• 2,100 Americans polled online
• March 2010
• Indicated agreement with a series of myths reported in media, films, books and movies
• Posed some of the myths to leading experts from universities nationwide
Myth #1: Hormones in Poultry

• What may you have read or seen:

“Beef do get the growth hormones, and I think chicken and pigs do too… this stimulates their growth.” -- wrong
– Michael Pollan, author, Omnivore’s Dilemma in UC Berkeley News.

Image at right is from the film Food, Inc.
The Facts

- All multi-cellular organisms contain hormones.
- Livestock and poultry *can* be produced without *added* hormones.
- But no meat, poultry, vegetable or bean is “hormone free.” *It’s impossible!*
- By federal law, hormones cannot be used in poultry production.
- Poultry size has increased due to breeding, genetics.
Myth #2: Hormones in Pork

• What you may have heard or seen:

“All of our animals are hormone, antibiotic, and stress free,” New York pork producer’s website
The Facts

• By federal law, hormones cannot be used in pig production.
• Between 1980-2005, changes in genetics and feeding programs have reduced days to harvest by 15 percent and increased lean muscle by 45 percent.*
  – Translation: pigs today grow bigger faster thanks to genetics and nutrition.

Myth #3: Hormones in Beef

• What you may have seen or heard:
  --“Hormone free” beef is safer – incorrect.
  --Beef from cattle treated with hormones will increase hormone levels in beef eaters – incorrect.
  --That added hormones in beef can increase the risk of diseases like cancer – incorrect.
## The Facts

### Estrogenic Activity in Food

(nanograms per pound of food)

<table>
<thead>
<tr>
<th>Food</th>
<th>Activity (nanograms per pound)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soybean oil</td>
<td>908,000</td>
</tr>
<tr>
<td>Cabbage</td>
<td>10,986</td>
</tr>
<tr>
<td>Eggs</td>
<td>15,890</td>
</tr>
<tr>
<td>Milk</td>
<td>59</td>
</tr>
<tr>
<td>Beef from pregnant cow</td>
<td>636</td>
</tr>
<tr>
<td>Beef from implanted cattle</td>
<td>10</td>
</tr>
<tr>
<td>Beef non-implanted cattle</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Adapted from Preston, 1997/Meat is Neat by Chris Raines, Ph.D.
# Estrogen Produced In Nanograms Per Day

<table>
<thead>
<tr>
<th>Item</th>
<th>Estrogen levels in Item (nanograms per day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant women</td>
<td>90,000,000</td>
</tr>
<tr>
<td>Non-pregnant women</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Adult men</td>
<td>100,000</td>
</tr>
<tr>
<td>Pre-pubertal Children</td>
<td>40,000</td>
</tr>
<tr>
<td>3 oz. beef from implanted cattle</td>
<td>1.9</td>
</tr>
</tbody>
</table>

Source: Adapted from Preston, 1997/Meat is Neat by Chris Raines, Ph.D.
Myth #6: Sodium Nitrite Sources

• What you may have heard:
  – Sodium nitrate and/or sodium nitrite come from cured meats – *partially true*
  – The majority of the nitrite people consume comes from cured meats – *wrong*
The Facts

• 93 percent of nitrite intake comes from nitrate-containing vegetables.
  – Spinach, beets, cabbage, celery, lettuce, pomegranate contain highest amounts
• Nitrate becomes nitrite in the mouth.
• Less than five percent of daily nitrite intake comes from cured meats
Animal Science Merit Badge Program

Based Upon
Boy Scouts of America
Merit Badge Series
Beef Cattle

• People don’t eat grass, hay or coarse vegetation
• Cattle do – and they can convert grass and roughages into meat, milk and usable by-products

*Beef Cattle diagram*

Cattle are most efficient means to derive food from wooded and mountainous lands unsuited for crops.
Hog Breeds

American Landrace

From Landrace stock from Denmark and other European countries. Long body size and large litters.

Berkshire

English breed; oldest improved swine breed. Long bodied and produces fine quality meat.

Chester White

Good mothering abilities, large litters, durability and soundness. Mature earlier and can be marketed at lighter weights. Carcasses are noted for large hams.
Ruminant Digestive Systems

- Ruminant chews food little before swallowing.
- Feed travels to rumen where it is stored.
- Cow regurgitates a cud of partially chewed feed/fluid and chews again.
- Once small enough, the feed flows through the small opening of the rumen and reticulum.
- Next comes the omasum, which removes the water.
- Next stop is the abomasum, often called the “true stomach”. Digestive juices break food down into building blocks, which are absorbed in the small intestine.
- Undigested material moves through the large intestine and rectum and is expelled as manure.

**Cattle, sheep and goats are ruminants. A ruminant stomach takes 72 hours to empty.**
The Meat You Eat

Where it comes from and why it’s good for you!

meatup @ school
Why do we eat meat?

- Protein = muscle growth
- Vitamins/minerals = good health
- Sticks with you = FIGHTS HUNGER
- It tastes good
How much should we eat?

- Kids your age need two servings of meat or beans per day
- A serving is three ounces and looks like a deck of cards
- McDonald’s hamburger = 1.6 ounces of beef
- 6 nuggets = 3 ounces
Germs Everywhere!

• Tiny, invisible part of nature
• How many could fit on the head of a pin?
  – 1,000!
• Live on your hands, under your nails, in your mouth, between your toes
• On raw foods like apples, carrots, beef or chicken
• Soap and heat destroy bacteria
Let’s Be Safe!

• Cook foods to the correct temperatures
  – Use a thermometer, cook to 160 degrees!
• Don’t eat pink burger!
  – Ask Mom, Dad or the waiter, “Please cook them some more!”
Food Safety
Bacteria In Nature

• All raw products – from bananas to milk to lettuce to beef – have bacteria
• Meat and poultry plants use technology to reduce bacteria as much as possible
• Cooking destroys any bacteria that remain
Germs Are Only On the Outside of Meat
But If We Grind that Steak Up…

• Germs get on the inside!
Taking Care of Livestock

• Calm livestock are easy to handle
• Autistic woman named Temple Grandin taught us how to think like livestock
• Build plants that work the way livestock think
Good Welfare = Good Quality

- Studies show that animals that are stressed produce meat that is of lower quality
  - Dry, firm and dark or pale, soft and watery

*Impact of stress on pork color and quality. Ideal score is 2-5.*
Dear Mrs. Riley,

Thank you for coming to Career Day today. I think your presentation was the best out of all. It was very interesting to learn about the meat industry. Especially to find out you make 2,000,000 hot dogs a year. Also, the Temple Grandin story was amazing. I hope that you will get even luckier and get a talking cow. You have inspired me to possible work in the meat industry.

Sincerely,
Rotem

[Handwritten drawing of a cow]

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Dear Ms. Riley,

I really liked your class. Thanks to you, I think I am going to work at a meat-plant.

Thank you!

From, McKenna

---

Dear Mrs. Riley,

Thank you for coming on Career Day. Your presentation was great. I couldn’t believe that you were on TV 4,000 times! I learned a lot from your presentation. I never knew that being on TV was that hard. Temple Grandin helped the animals a lot. I also learned that you need to cool hamburgers at 160°. Arak is lucky to have you as a mom.

Sincerely,

Lily Le

---
The Meat Locker

- Facebook page for Youth
- Stickers now available for those who sign up and for members
- First batch free, small charge afterwards
MeatMythCrushers Web Site

When Congress created the U.S. Department of Agriculture in 1862, it was called "The People’s Department" because nine out of ten Americans lived on farms. Today, fewer than five percent of Americans live on farms. The majority are separated from farming by multiple generations.

This means that for many people, the news media, books and movies are their sources for information about how America’s food is produced. This also means Americans are vulnerable to myths and misinformation. At Meat MythBusters, our goal is to bust the myths and provide you with referenced facts so you can make informed choices that are right for you.
Meat MythCrushers

• Brochure
• Web site
• Facebook page
Today’s Audience x 3 Actions This Year

- “Like” Meat MythCrushers Facebook Page
- “Like” our Meat Locker Page
- Write to a local school and offer a career day talk
- Sponsor a merit badge day
- Contact a local Scout troop and offer to do a safe food handling talk
- Write a letter to the editor
- Start a blog
- Host your community at your university
- Host a reporter at the meat lab
- Invite your mayor and/or lawmakers to your Meat Lab
- Give a talk to a group that you belong to like Kiwanis
- Wear a button like “Meatatarian by Choice”
- Tape a Meat MythCrusher message
- Link to MeatMythCrushers from your Department web site or personal page
A Test! Stay Tuned for the Results...

Got Meat Question?
Ask me. I’m a meat scientist.
Tips for Success

• Be confident in your knowledge
• Be respectful of people’s perspective
• Honor every question as an opportunity
• Don’t get angry
• Ask permission
• Hope for leaps, but expect baby steps.
Final Word

• You are modest
• You are smart
• You are passionate
• “It’s not just a job, it’s an adventure”
• You are worthy of trust and respect
• These qualities – and your attention during this talk – are cause for huge optimism about the future.
• You are MEAT WARRIORS!
Thank you!
Janet Riley
202/587-4245
jriley@meatami.com