



FACTS AND BENEFITS: CRISIS PREPAREDNESS Highlights March 2014

In the event of a crisis – such as a foot-and-mouth disease (FMD) outbreak, intentional or accidental contamination of the milk supply or a radiological incident affecting dairy safety – the U.S. dairy industry must communicate quickly, accurately and effectively with our stakeholders and the public to help protect dairy's image and farmers' freedom to operate. Toward this end, DMI, NMPF, IDFA, MilkPEP and USDEC maintain an industry-wide crisis communications plan; conduct training; and develop communication materials and resources.

PROTECTING CONSUMER CONFIDENCE IN DAIRY IS EVERYONE'S PRIORITY

FACT: Three crisis trainings in 2013 put the industry-wide plan to the test. These trainings create long-term relationships among participants -- including national and local checkoff staff, dairy farmers, FDA, USDA, EPA, DOE, Homeland Security, FBI, FEMA and industry leaders – as they collaborate to respond to a (fictional) radiological leak that contaminated the milk supply, akin to Japan's Fukushima nuclear incident in 2011.

FARMER BENEFIT: The right relationships and skillsets are in place to address public concerns and return to business-as-usual as quickly as possible.

FARMER BENEFIT: The drill's storyline showcased the benefits of the adoption of voluntary traceability practices in dairy plants and elsewhere in the supply chain. This supports our globalization work, conducted through the Innovation Center.

LIVESTOCK COMMUNITY ADVANCES FMD PLANNING

FACT: Livestock community messaging for use in the event of a foot-and-mouth disease outbreak, developed and consumer-tested jointly by the dairy, beef, pork and sheep organizations, was adopted by USDA and Homeland Security.

FARMER BENEFIT: Consistent, credible messaging affirming the safety of meat and dairy is delivered to consumers in the event of an FMD outbreak to protect sales and dairy's image.

DAIRY COMMUNICATORS NATIONWIDE TAP CHECKOFF'S CRISIS RESOURCES

FACT: 480 dairy communicators are plugged into the industry-wide crisis plan via Dairyresponse.com password-protected access, an "instant alert" system, a quarterly e-newsletter and a dedicated LinkedIn community.

FARMER BENEFIT: The dairy industry is poised to quickly activate a proactive crisis communication plan at any time, which helps protect your ability to move more product and your freedom to operate.