

FARMER'S GUIDE FOR NAVIGATING A CRISIS



While we might not be able to predict a crisis, we can prepare for one. Now is the time to think about protecting your farm.

PROACTIVELY

Completing on farm crisis preparedness plan is the most important first step. During a crisis emotions run high, so having a plan prepared in advance can help you tackle the crisis at hand. Midwest Dairy has resources to help create a crisis plan available on MidwestDairy.com.

Here are some key considerations for a crisis plan:

- **Designate an internal Crisis Response Team:** Identify roles and responsibilities for this team and review them regularly.
- **Create an emergency contact sheet:** Include 911, farm address, farm owner, and herdsman. Post it in a highly visible place.
- **Develop a list of stakeholders:** Include groups or individuals directly affected by your farm, along with the person who will be responsible for each during a crisis.
- **Review on-farm security protocols:** Understand access points for activists, consider security cameras, and review visitor check-in policies.
- **Institute biosecurity plans:** Tailor plans to fit your current operation. For example, consider having all service personnel wash boots between farms, having plastic booties on hand so guests can cover their shoes, and limiting access to certain parts of your farm like calf housing.
- **Know your digital footprint:** List all farm web/social media presence. Set Google alerts for your farm and family name.
- **Get to know your local emergency responders:** Invite police, sheriff and firefighters to the farm to become familiar with your business, facilities, access points.
- **Take advantage of FARM program resources:** The FARM Program provides resources and tools to improve best management practices in five areas – Animal Care, Antibiotic Stewardship, Biosecurity, Environmental Stewardship, and Workforce Development.



LOOKING FOR MORE?

For more information, please visit www.midwestdairy.com or contact your Midwest Dairy Farmer Relations Manager.

NAVIGATING THROUGH A CRISIS

follow the steps outlined below

FIRST HOUR

- ❑ Assess the situation. Immediately contact the authorities/911 if the situation involves the health or wellbeing of a farmworker.
- ❑ Enact the farm crisis plan. Alert all crisis team members and make sure they know their roles.
- ❑ Call your processor/cooperative and call your Midwest Dairy Farmer Relations Manager.
- ❑ Contact all employees and inform them about the situation.
- ❑ Identify an area on the farm where the team can meet and work during the crisis.
- ❑ Work with Midwest Dairy as applicable to help support your crisis response.

THE NEXT HOURS

- ❑ Contact your stakeholder list (veterinarian, State Veterinarian, nutritionist, government agencies and others on the crisis list who need to know about the situation, assist in the team's response, or direct to additional resources).
- ❑ Contact the farm's insurance agent and legal representation if appropriate.
- ❑ Develop communications plan.
- ❑ Evaluate the need for additional resources.
- ❑ Plan for tomorrow and determine immediate steps needed if crisis worsens.

ONGOING

- ❑ Keep Midwest Dairy informed.
- ❑ Monitor social media accounts.
- ❑ Respond to media requests with the help of Midwest Dairy.
- ❑ Keep a record of everyone the farm team talks with about the situation: what the call entailed, key learnings gained and the tone of the conversation.
- ❑ Summarize at the end of each day an overview of the day's activities and share it with the team. This should include: the list of conversations, steps taken, and decisions made.

HOW WE CAN HELP

Midwest Dairy can often be a support in preparing for a crisis and during a live crisis.

Midwest Dairy has additional planning resources available at www.midwestdairy.com/crisis, including:

- Templates to help create an on-farm crisis plan
- Crisis Preparation Training Materials
- A virtual media-training course.

In the event of an on-farm crisis, we can help:

- Convene and support local officials.
- Help draft and review media statements.
- Monitor media and social media and help respond as appropriate.
- Help prepare spokespeople.