



On-Farm Crisis Preparedness

June 6, 2024

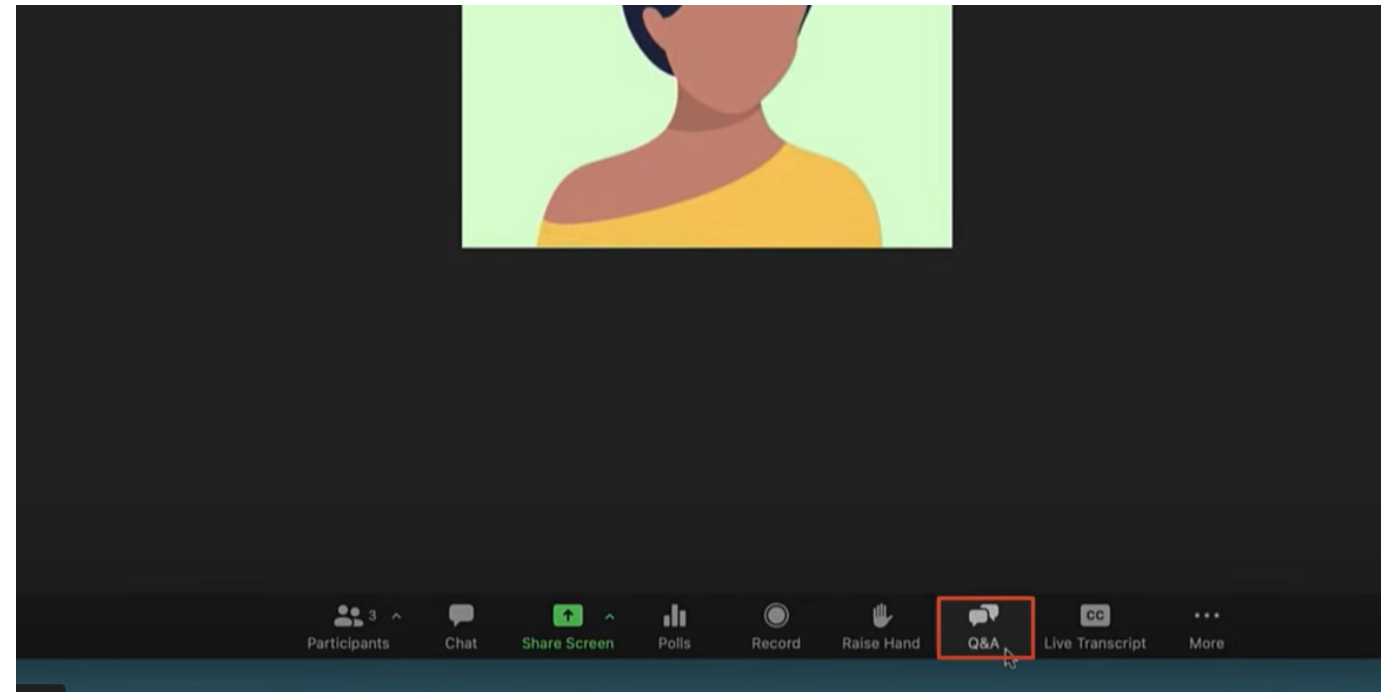
Agenda

While we might not be able to predict a crisis, we can prepare for one.

- Discuss:
 - How Midwest Dairy/DMI can help
 - Creating a crisis plan
 - Action steps in a crisis
- Review Farm Crisis Plan Workbook

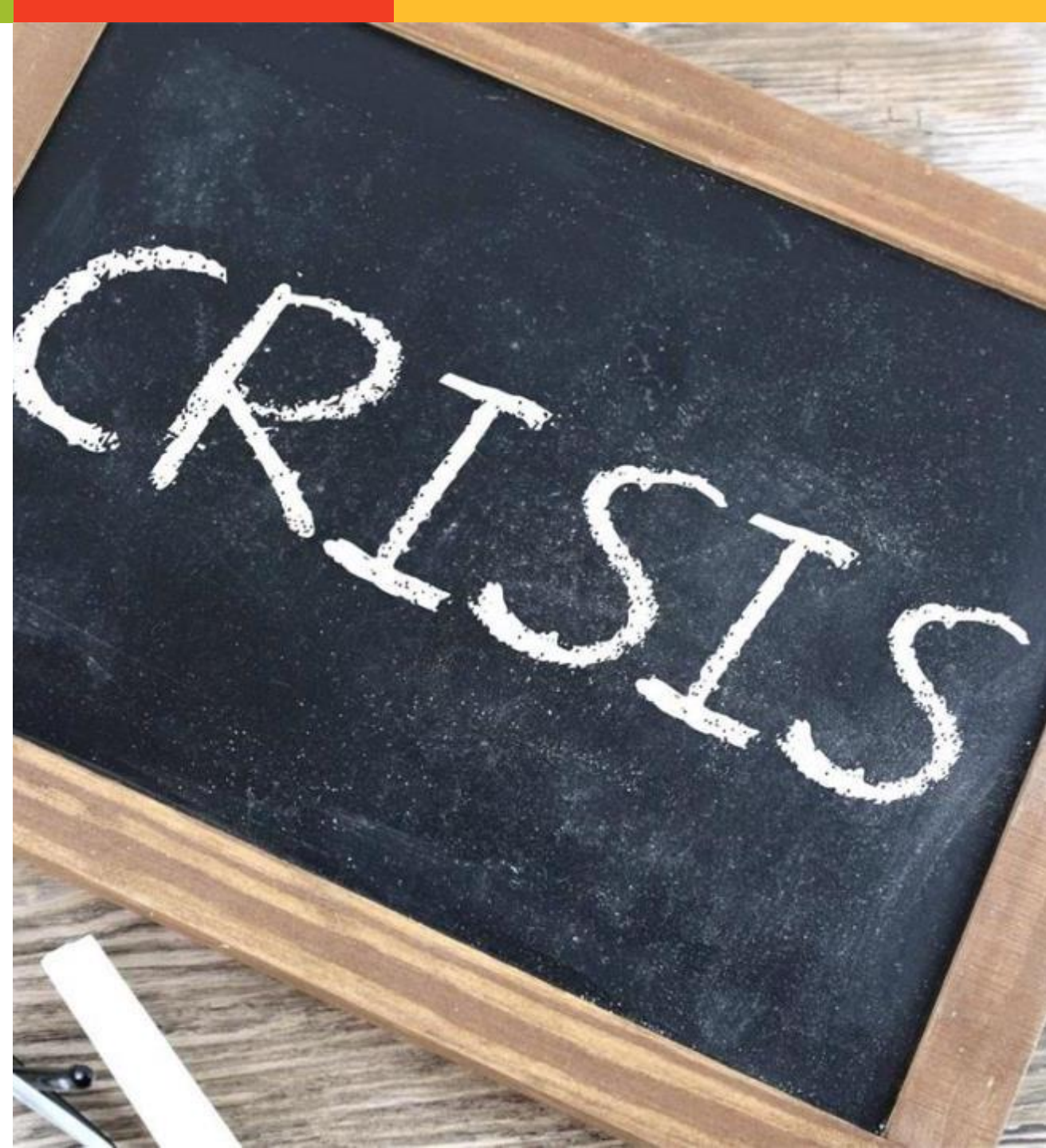
Housekeeping

- Use the QA function for questions
- MidwestDairy.com/Crisis
- Follow-up communication and survey



Why Prepare?

- What happens on one farm, can happen on any farm
- Helps you respond quickly & efficiently
- Preparation can identify holes
- Developing actions on the fly is costly
- Minimizes instability & disruption
- Proactively communicates to employees & stakeholders



What is an on-farm crisis?

Issues vs. Crisis

- Examples of issues:
 - School milk delivery disruption
 - General activist activity
 - Anti-dairy media
- Categories of on-farm crises:
 - Animal disease
 - Bioterrorism
 - Farm accident
 - Milk Safety
 - Severe weather/disaster



Midwest Dairy Can Help



What Midwest Dairy CAN'T Do

- Develop a crisis plan for you
- Manage your preparation
- Develop your communications plan
- Assist or comment on legal matters
- Recommend specific professional resources (law firms, PR agencies, etc.)



What Midwest Dairy CAN Do

- Support coop/local officials
- Provide crisis planning consultation/support materials
- Help draft media statements
- Monitor media/social media
- Help respond to the media as appropriate
- Help prep spokespeople
- Coordinate assistance with national organization



Support Beyond the Farm

Tricia Sheehan

Strategic Communications & Farmer Relations

Dairy Management Inc.

Crisis & Issues “System”

Preparedness Resources

Templates, checklists, webinars, messaging and other support materials to aid crisis preparedness, for checkoff organizations and farmers.

Monitoring & Insights

Daily and situation-specific monitoring to support landscape awareness and response plans.

Media Relations

Guidance, counsel and training for potential media opportunities.



Dairy Communications Management Team

Multi-stakeholder group including national dairy organizations.

Spokespeople

Database of subject matter experts and allies (people and orgs) across topic areas, who can support dairy during times of crisis.

Comms Channels

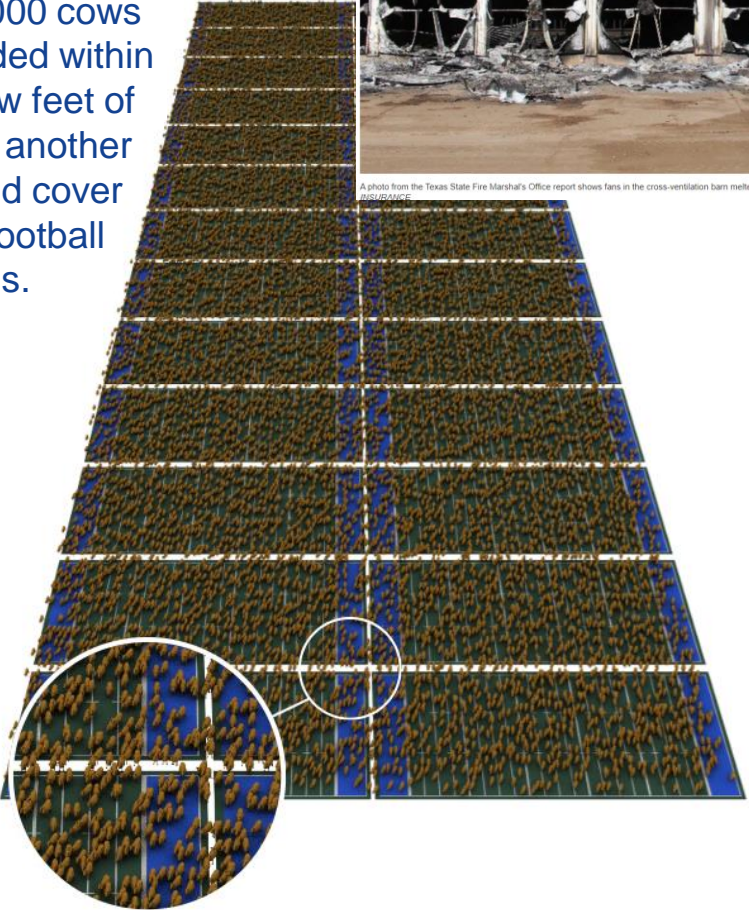
One- and two-way communication mechanisms to ensure awareness and strategic alignment.

Crisis & Issues "System"

18,000 cows herded within a few feet of one another could cover 26 football fields.

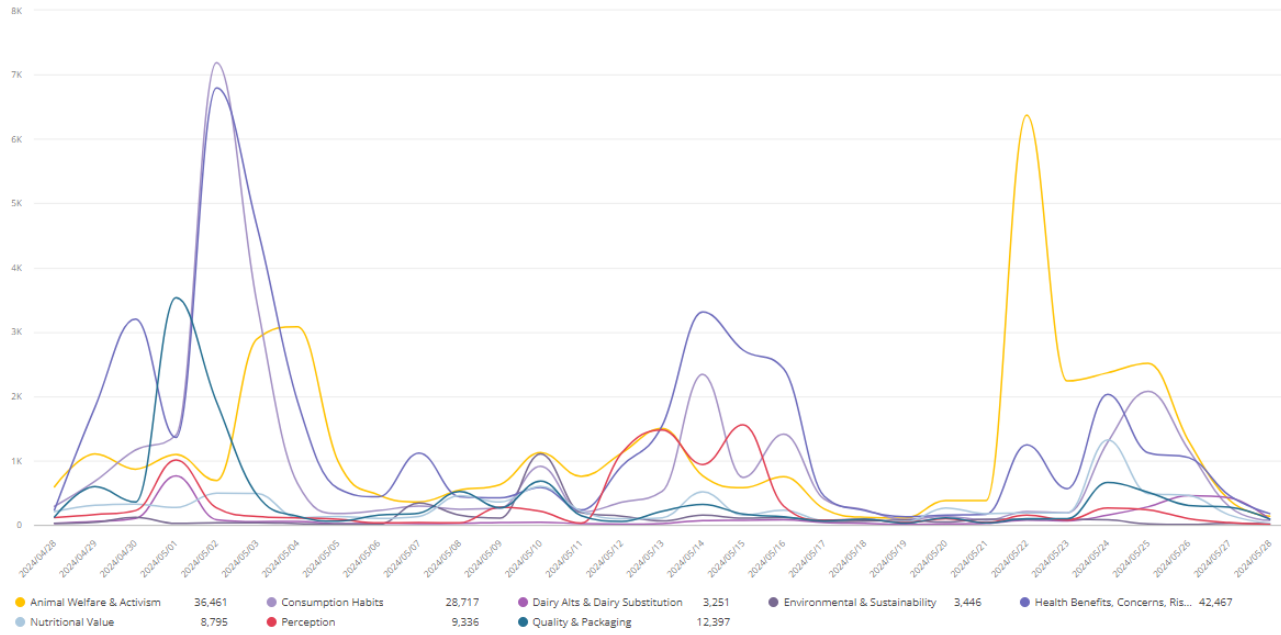


A photo from the Texas State Fire Marshal's Office report shows fans in the cross-ventilation barn melted from the fire. STATE FIRE MARSHAL'S OFFICE/ TEXAS DEPARTMENT OF BUSINESS



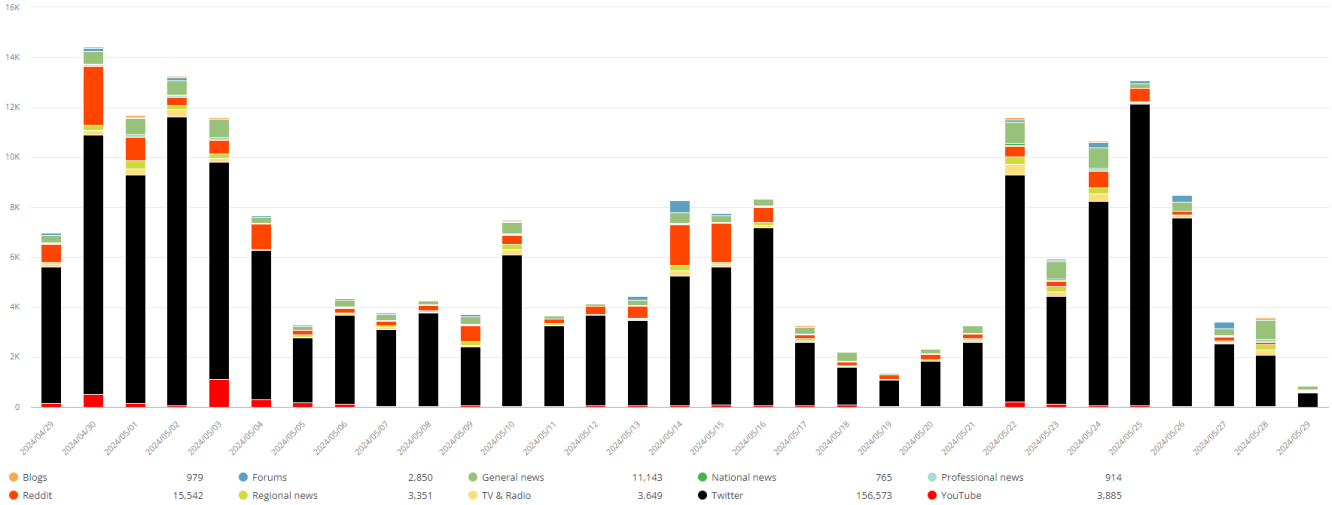
Volume by Topic

2024/04/28 - 2024/05/28



Volume by Source

2024/04/29 - 2024/05/29



Create a Plan

Core components of a crisis plan



Core Components of a Crisis Plan

- Internal responsibilities
- Stakeholder plan
- On-farm security
- Media planning
- External support
- Practice and training

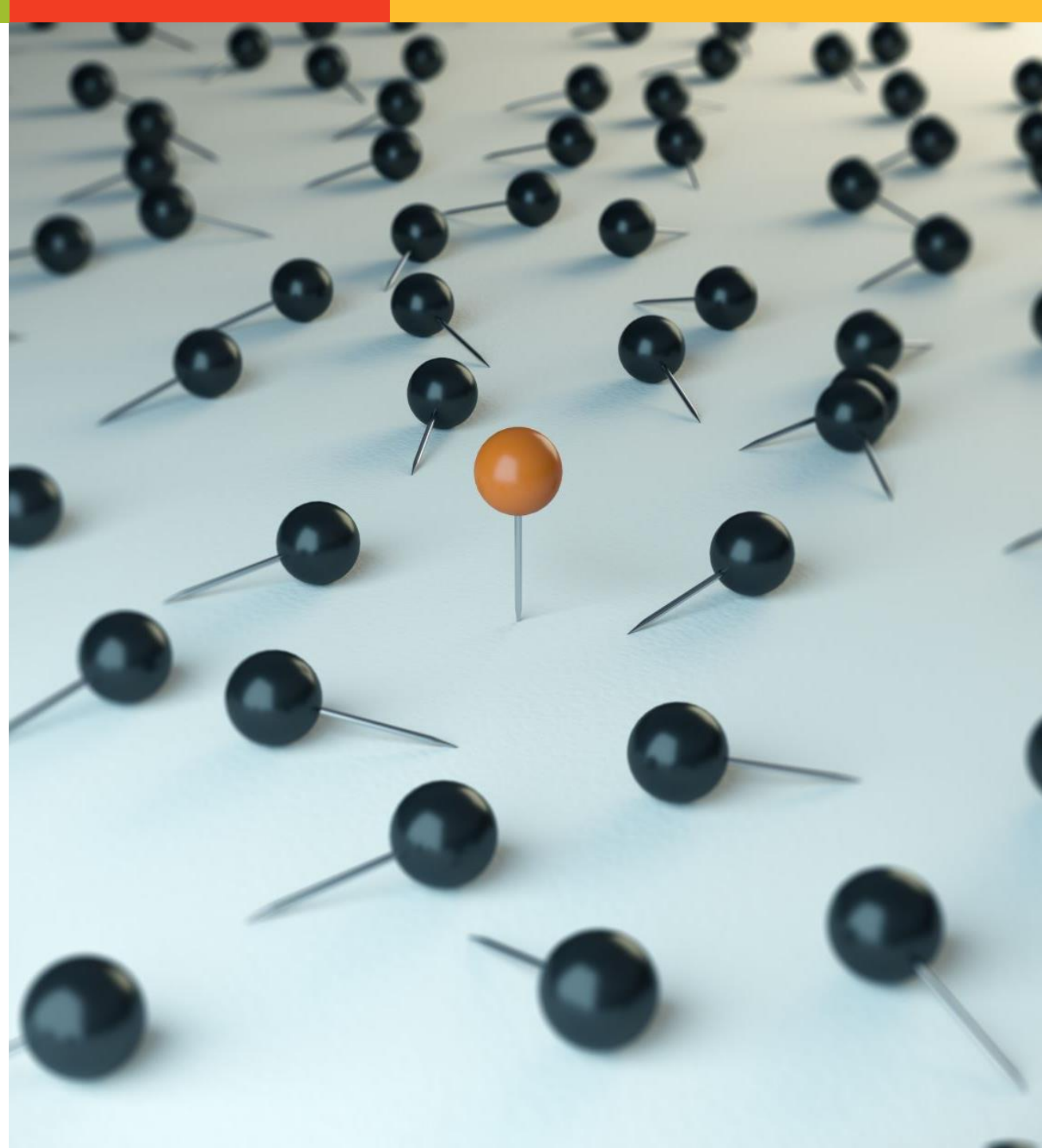
Internal Responsibilities

- Designate an internal Crisis Response Team.
- 3-5 people to make decisions and provide leadership.
- Create an emergency contact sheet.
 - Post it in a highly visible place.



Stakeholder Plan

- Develop a list of stakeholders.
 - Include the staff member/person responsible for each.
- Create an alert roster. Post prominently.
- Include how and when to alert stakeholders.
- Keep master copy at each facility.



On-Farm Security

Think through on-farm security protocols

- Physical security
- Employee screening
- Biosecurity
- Cyber security
- Activist activity



Media Planning

- Audit your digital presence
 - List of all farm web/social media
 - Either currently owned by you or not
 - Set Google alerts
 - Visit google.com/alerts to set up
 - Consider creating/buying all domains
- Create a media list
 - Capture key Community Facebook pages



External Support

- Get to know your local police/sheriff and firefighters.
- Take advantage of [FARM program](#):



Animal Care

Demonstrating Excellent Cow Care

[Learn More →](#)



Environment

Protecting the Environment for Generations to Come

[Learn More →](#)



Antibiotics

Producing Safe, Wholesome Milk

[Learn More →](#)



Workforce Development

Promoting Safe, Exceptional Work Environments

[Learn More →](#)



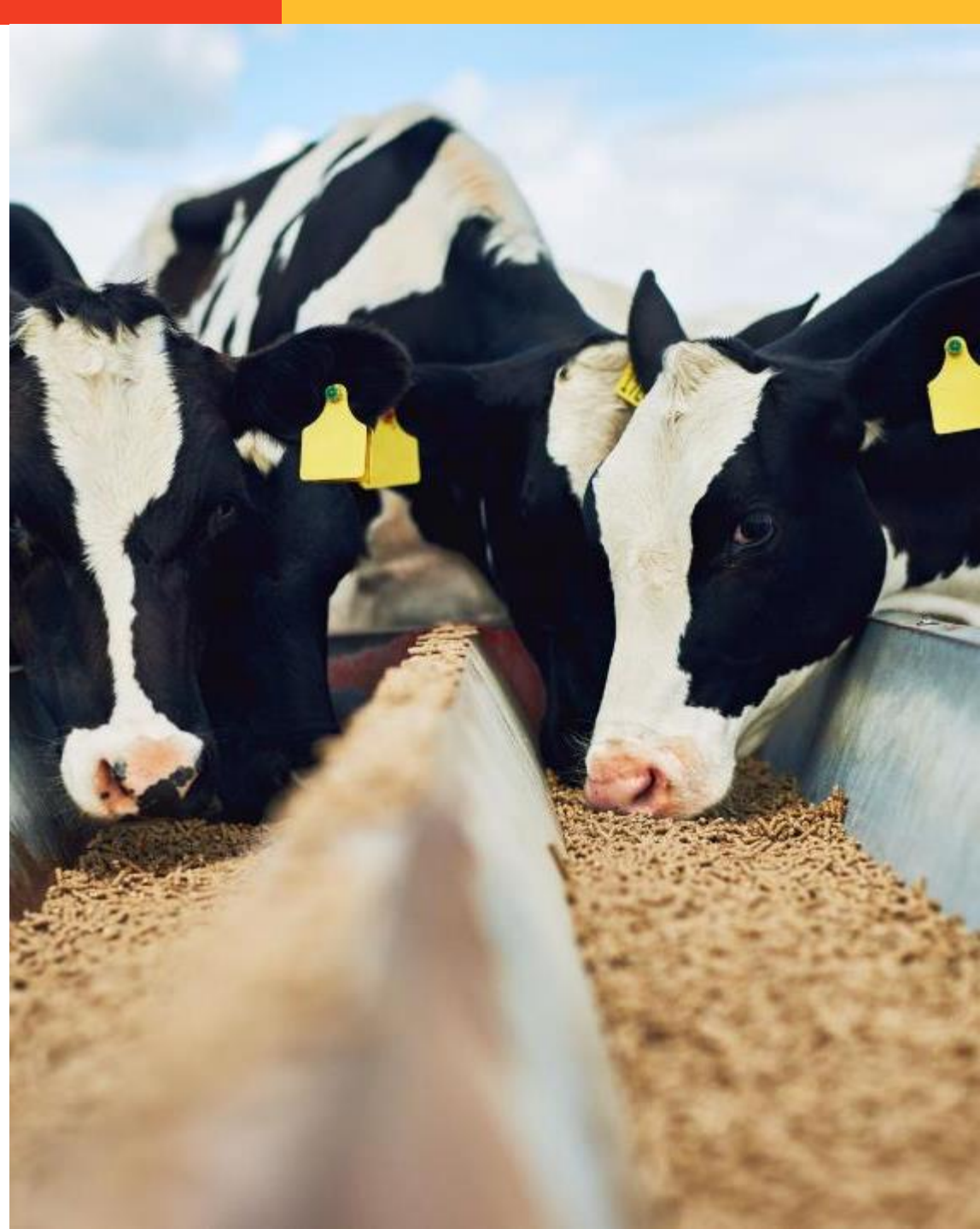
Biosecurity

Safeguarding Herd and Employee Health

[Learn More →](#)

After the Plan is Developed

- Revisit and Practice
- Media training/spokesperson prep
- Update regularly
- Communicate
- Have copies
- Drill at least annually



Questions?



Action Steps in a Crisis

First hour, Following Hours and Ongoing



First Hour

- Assess the situation
 - Immediately contact authorities/911 if necessary
- Enact the farm crisis plan
 - Alert all crisis team members
 - Agree on immediate actions, messages
- Contact all employees
- Call your processor/cooperative and Midwest Dairy Farmer Relations Manager
- Identify an area where the team can meet and work



Who to Contact

Following Hours

- Contact your stakeholder list
 - Veterinarian
 - State Veterinarian
 - Nutritionist
 - Government agencies
 - State Trade
 - Etc.
- Contact the farm's insurance agent, if appropriate, about the situation and possible claims
- Contact legal representation, if appropriate

Develop Communications Plan

Following Hours

- Centralize all communication
- Identify your spokespeople
- Develop key messages and statements
 - Be prepared to post a statement as necessary
- Monitor farm social media accounts
- Implement real-time media monitoring
 - Work with Midwest Dairy to monitor
- Consider changing phone messages



Telling Your Story

Online Media Training Course Guide

Course Topics:

Welcome Video
When a Reporter Calls
Interview Logistics
Key Message Development
Anticipating Reporters' Questions
Staying On-Message
Being Quotable
Practice
Media Protocol FAQs
Virtual Interview

Scan the QR code to
access the training!



Password: DairyTraining

(this will be needed once the webpage opens)



Regroup and Plan

Following Hours

- Evaluate the need for additional resources
 - Develop procedures for handling incoming calls
 - Designate and train specific staff members to take calls
- Plan for tomorrow
- Determine immediate steps needed if crisis worsens

Ongoing Actions

- Keep Midwest Dairy informed
- Monitor social media accounts
- Respond to media requests
- Keep a record of everyone the team talks with
- Summarize the day's activities and share it with the team
- Take care of yourself and your cows

After Action Review

Improve Future Preparation

- How can each stakeholder improve?
- What lessons were learned?
- What additional steps are needed now?
- Provide feedback to stakeholders.
- Monitor ongoing reputation.
- Follow up with key contacts.



Questions?





Farm Crisis Plan Workbook

Add Farm Name Here

Questions?



Thank you!

