

# Farm Crisis Plan Workbook



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*The information provided during on-farm crisis discussions and in the related materials is for informational purposes only. Midwest Dairy makes no guarantee of the completeness of the information provided. We recommend consulting an attorney concerning the laws applicable to any particular situation.*

# INTRODUCTION AND PLAN MAP

A crisis is not a matter of if. It's a matter of when. The following workbook will help you prepare your management team and employees for a crisis, develop procedures for your farm and think through the internal and external relationships that will be key to successfully navigating a crisis.

## Stuff happens...

During challenging situations, emotions are on edge, brains are busy processing the crisis and events occur so rapidly, even small tasks may become difficult. Many people incorrectly assume they can maintain all their normal day-to-day responsibilities, but during a crisis you will have new, unexpected priorities.

Anticipation and preparation will help keep you on track during a crisis and make your business recovery more rapid.

Contact your Midwest Dairy Farmer Relations Manager for support in developing your on-farm crisis preparation plan and for assistance should a crisis occur on your farm. We are here to help.

Visit <http://mwdairy.co/4bPAA0b> or scan the QR code below to access the Farmer Relations staff list.



# IDENTIFY AND BUILD YOUR TEAM

The first step in creating your crisis plan is to designate an internal Crisis Response Team (CRT) made up of employees, owners and third-party experts, such as checkoff staff, veterinarians and nutritionists.

Use the fill-in-the-blank forms in this workbook to compile a team contact sheet, including backup team members. Update this information when personnel changes occur. Go through this plan at least once a year to make updates and stay familiar with its contents.

A crisis response team should consist of 3-5 people within your farm that are ideally in a management role and have authority to make decisions and provide leadership to the rest of the employees.

Roles should include:

- General Manager/Team Leader - this provides overall leadership, maintains the crisis plan and oversees the activities of the CRT.
- Farm Operations Lead - responsible for overseeing employees as they carry out operational response plans. They implement any increased security or bio security protocols that may be needed in a crisis.
- Communications Lead - manages preparation and execution of needed communications and PR. They can act as a spokesperson as needed or prepare spokespeople.
- Quality/Milk Safety Expert - liaison between the farm and their coop/processor.

*It can also be important to build in the roles of your outside experts like animal health leaders, veterinarians, and nutritionists.*

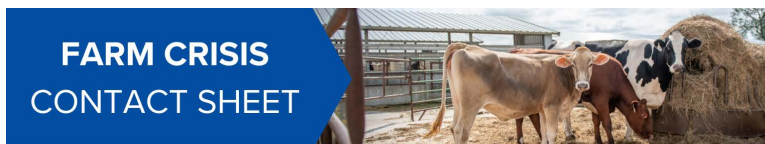
As you complete this workbook, you'll develop roles and responsibilities for each member of the CRT. Depending on your farm, these roles may look different, and some team members may take on additional roles. The important thing is all responsibilities are identified and covered by someone on your team.

# Emergency Response Center

It is important to designate an emergency response center on your farm. Your emergency response center may be your farm office or elsewhere on the farm, but it should be located where your CRT can gather and obtain access to key crisis management tools including:

- Crisis plan workbook
- Maps of the farm including:
  - All entrances to the property
  - Barn layout (including all doors)
  - Chemical and feed storage areas
  - Electric and water lines
  - First aid kits and fire extinguishers
- Emergency contact information
- Phone chargers and other communication aids such as two-way radios
- Key herd management records

Visit [MidwestDairy.com](http://MidwestDairy.com) to download a customizable **Farm Crisis Contact Sheet** at no charge. Post these where all employees can see them. The sheets are also available in Spanish.



If a crisis occurs, contact the farm owner first.

Farm experts and others who can help are listed below.


*Remember to make your Midwest Dairy Farmer Relations Manager one of your first calls!*

**Farm Contact Information**

Farm Owner:	Phone:
Herdsperson:	Phone:
Farm Address:	

**Extended Farm Team**

Veterinarian Clinic:	Phone:
Farm Veterinarian:	Phone:
Cooperative Field Rep:	Phone:
Nutritionist:	Phone:
Milk Hauler:	Phone:
Other:	Phone:
State Veterinarian:	Phone:



For general emergencies, call: 9-1-1

Note: This template can be found in the [Templates Appendix](#).

## Tailor the following list of roles and responsibilities to fit your farm's needs and situation.

Note: Additional stakeholder templates can be found in the [Templates Appendix on page 26](#).

### ROLE: GENERAL MANAGER/TEAM LEADER

NAME

CELL PHONE

HOME PHONE

EMAIL

PERSONAL EMAIL

BACKUP CONTACT

### RESPONSIBILITIES (PREPARATION)

- Provide leadership
- Protect your dairy farm's reputation
- Create and maintain crisis response plan
- Designate CRT and assign roles
- Other responsibilities:

### RESPONSE TO CRISIS

- Assess the situation to determine if it's an issue or a crisis
  - See [Assessment Appendix on page 25](#)
- Contact appropriate authorities as needed
- Obtain information from the appropriate government agency and/or industry leaders
- Serve as liaison with authorities, owners, investors and stakeholders
- Gather CRT and provide a summary of facts
- Work with the CRT to confirm roles and responsibilities, analyze the situation and identify the desired outcome
- Assign someone to track and record a timeline of every step taken. This is important as you will not remember all the details and decisions made as the situation unfolds
- Delegate day-to-day responsibilities, including decision-making
- Contact legal representation, if necessary
- Review stakeholder liaisons
- Schedule and lead daily team meetings/updates
- If appropriate, review biosecurity measures already in place
- Work with your communications leader (identify who this is on your farm) to determine the best spokesperson(s)

## ROLE: FARM OPERATIONS LEAD

NAME

CELL PHONE

HOME PHONE

EMAIL

PERSONAL EMAIL

BACKUP CONTACT

## RESPONSIBILITIES (PREPARATION)

- Maintain the team contact list
- Maintain industry partners list
- Maintain an emergency contact list
- Manage biosecurity control
- Maintain current copies of permits, plans, records and other critical documents
- Other responsibilities:

## RESPONSE TO CRISIS

- Oversee employees as they carry out operational response plan
- Notify co-op or processor representative as appropriate
- Keep team leader informed of all on-farm activities
- Increase on-farm security. Post additional biosecurity signs as needed
- Limit and record on-farm access
- Conduct outreach to designated agribusinesses



## ROLE: COMMUNICATIONS

NAME

CELL PHONE

HOME PHONE

EMAIL

PERSONAL EMAIL

BACKUP CONTACT

## RESPONSIBILITIES (PREPARATION)

- Designate and prepare spokespeople
- Maintain a media contact list
- Maintain a stakeholder contact list
- Engage in community relations before, during and following a crisis
- Create and maintain farm fact sheet, website and social media channels
- Follow guidelines for preparing your farm's social media for a crisis in crisis preparation kit
- Other responsibilities:

## RESPONSE TO CRISIS

- Keep Midwest Dairy as informed as applicable
- Develop key messages for spokespersons to use and update as needed
- Work with the team leader to determine and prepare spokespeople
- Conduct proactive public relations (neighbors, suppliers, customers, media, etc.)
- Write statements and determine distribution (website, social media, email, flyers to neighbors)
- Notify veterinarian/nutritionist if situation is animal or feed-related
- Serve as the community liaison
- Monitor, track and respond to media and social media as appropriate

## ROLE: MILK SAFETY/QUALITY EXPERT (MILK PROCESSOR OR CO-OP FIELD REPRESENTATIVE)

NAME

CELL PHONE

OFFICE/PLANT

EMAIL

BACKUP CONTACT

### RESPONSIBILITIES (PREPARATION)

- Liaison between farm and cooperative/milk plant
- Other responsibilities:

### RESPONSE TO CRISIS

- Request support from co-op management
- Contact Midwest Dairy
- Notify milk hauler if the milk pickup schedule changes (as needed)

## ROLE: VETERINARIAN

NAME

CELL PHONE

CLINIC

EMAIL

BACKUP CONTACT

## RESPONSIBILITIES (PREPARATION)

- Review animal herd management/health records as needed
- Assure appropriate copies of herd health records, animal ID protocol, medication records and other critical documents are in a centralized location for easy access
- Other responsibilities:

## RESPONSE TO CRISIS

- Conduct herd check
- Quarantine animals as necessary
- Notify state veterinarian as appropriate
- Contact appropriate government agencies as needed (USDA, etc.)
- Act as animal health spokesperson, if asked

## ROLE: NUTRITIONIST

NAME

CELL PHONE

OFFICE

EMAIL

BACKUP CONTACT

## RESPONSIBILITIES (PREPARATION)

- Maintain ration/feed records in conjunction with farm
- Other responsibilities:

## RESPONSE TO CRISIS

- If needed, help coordinate new feed supply if the current on-farm supply is jeopardized
- If needed, provide extra copies of TMR records and other critical documents are in a centralized location for easy access

# IDENTIFY STAKEHOLDERS

Next, make a list of stakeholders (groups or individuals directly affected by your dairy farm), along with the staff member/person who will be responsible for each one during a crisis. The CRT portion of your plan should include specific steps of how and when to alert these stakeholders in the event of a crisis.

If your dairy facilities span multiple counties and/or states, make sure to have specific lists for each facility and keep master lists for all locations in one easily accessible location and digitally where others have access.

Note: Additional stakeholder templates can be found in the [Templates Appendix on page 26](#).

LAW ENFORCEMENT	
EMERGENCY PHONE NUMBER	
STATE POLICE PHONE NUMBER	COUNTY SHERIFF PHONE NUMBER
EMAIL	
WHO'S RESPONSIBLE FOR CONTACTING?	

## EMPLOYEES

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CELL PHONE

HOW WILL YOU CONTACT?

EMPLOYEE MEETING/BRIEFING

PHONE

GROUP TEXT

POST UPDATES IN COMMON AREAS

WHO'S RESPONSIBLE FOR CONTACTING?

## PROCESSOR/CO-OP

MANAGER/FIELD REPRESENTATIVE

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?      PHONE/TEXT      EMAIL      FACE-TO-FACE

WHO'S RESPONSIBLE  
FOR CONTACTING?

## SUPPLIERS

MANAGER/FIELD REPRESENTATIVE

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?      PHONE/TEXT      EMAIL      FACE-TO-FACE

WHO'S RESPONSIBLE  
FOR CONTACTING?

## GOVERNMENT AGENCIES/REGULATORS

NAME

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?      PHONE/TEXT      EMAIL      FACE-TO-FACE

WHO'S RESPONSIBLE  
FOR CONTACTING?

## INDUSTRY ALLIES

NAME

PHONE

COMPANY

EMAIL

HOW WILL YOU CONTACT?

PHONE/TEXT

EMAIL

FACE-TO-FACE

WHO'S RESPONSIBLE  
FOR CONTACTING?

## NEIGHBORS

NAME

CONTACT INFO

HOW WILL YOU CONTACT?

FACE-TO-FACE

FLYERS

GROUP TEXT

EMAIL

DIRECT MAIL

SOCIAL MEDIA

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CONTACT INFO

HOW WILL YOU CONTACT?

FACE-TO-FACE

FLYERS

GROUP TEXT

EMAIL

DIRECT MAIL

SOCIAL MEDIA

WHO'S RESPONSIBLE FOR CONTACTING?

## COMMUNITY LEADERS

NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PHONE

PRESS RELEASE

EMAIL

SOCIAL MEDIA

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PHONE

PRESS RELEASE

EMAIL

SOCIAL MEDIA

WHO'S RESPONSIBLE FOR CONTACTING?



## REPORTERS/BLOGGERS

*Prioritize by those you know and those who have historically fairly covered the industry.*

NAME

PUBLICATION NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PRESS RELEASE	SOCIAL MEDIA
WEBSITE	MEDIA NEWS CONFERENCE

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

PUBLICATION NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PRESS RELEASE	SOCIAL MEDIA
WEBSITE	MEDIA NEWS CONFERENCE

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

PUBLICATION NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PRESS RELEASE	SOCIAL MEDIA
WEBSITE	MEDIA NEWS CONFERENCE

WHO'S RESPONSIBLE FOR CONTACTING?

NAME

PUBLICATION NAME

CONTACT INFO

HOW WILL YOU CONTACT?

PRESS RELEASE	SOCIAL MEDIA
WEBSITE	MEDIA NEWS CONFERENCE

WHO'S RESPONSIBLE FOR CONTACTING?

## GENERAL PUBLIC

HOW WILL YOU CONTACT?

WEBSITE	PROCESSOR/CO-OP CHANNELS
SOCIAL MEDIA LOCAL	NEWS OUTLETS

WHO'S RESPONSIBLE FOR CONTACTING?

# MEDIA PLANNING

In our hyper connected world, media planning and preparation is key. Media means much more than your local paper. To have an always on approach to monitoring media have a list of all farm web/social media presence and set Google alerts for your farm and family. Visit [google.com/alerts](https://www.google.com/alerts) to set up alerts for certain keywords appearing in news stories. We recommend settings these up for your company name, farm name, family name, and local chapters of activist groups. Another key piece would be to create a media list that has your local print, radio, and broadcast stations contact information (including key community Facebook pages).

## CHOOSE AND PREPARE SPOKESPEOPLE

In a crisis, you need a spokesperson representing your dairy farm. This person is often a family member or on-farm employee, but that does not necessarily need to be the case – just be sure you choose a representative for your farm. This spokesperson must be well-spoken, available throughout the crisis, able to think on their feet and represent the farm and industry well. Remember the public trusts “someone like them.”

Determine who will be the public face of your farm/business in the event of an incident involving:

- Workplace safety
- Animal care
- Food safety
- Environment
- Farmworker concerns

Review industry-tested key messages, along with interview tips and guidelines with your spokesperson. You can get industry messages from Midwest Dairy to help prepare for dealing with potential crisis scenarios. Our team is available to provide talking points and practice with your spokespersons on any or all these topics.

An online media training course guide is also available on Midwest Dairy's website. This self-taught, on-demand media training is for dairy farmers who like a refresher before a media interview. Scan the QR code below or visit this link: <https://mwdairy.co/3Kwbok5>.

Password: DairyTraining



**Telling Your Story**  
Online Media Training Course Guide

This self-taught, on-demand media training is for dairy farmers who would like a refresher before a media interview. It takes just under 50 minutes to watch all nine videos!



**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)*

**MAKING EVERY DROP COUNT** | MIDWEST Dairy

# RESOURCES

Maintain a list of state, federal and industry resources to aid during a crisis. Add your local and county offices to this list as appropriate.

## REGIONAL

### Midwest Dairy

- Contact your Midwest Dairy Farmer Relations Manager.
- MidwestDairy.com

NAME

CONTACT INFO

*Consider listing state extension services, department of health and human services, and department of agriculture and rural development.*

### OTHER:

## FEDERAL

### USDA

- <https://usda.gov>

### FDA

- <https://fda.gov>

### OTHER:

### USDA – APHIS

- <https://www.aphis.usda.gov/>

### USDA Disaster Resource Center

- <https://usda.gov/topics/disaster-resource-center>

### FARM Program

- <https://nationaldairyfarm.com/>

## INDUSTRY

### Dairy processor/co-op

### OTHER:

### American Foundation for Suicide Prevention

- <https://afsp.org>
- (800) 273-8255 or text TALK to 741741

# CRISIS PLANNING

## NEXT STEPS

Once you have filled in your crisis plan workbook, be sure to test it regularly and keep it updated. Use these hints to keep your plan as up to date as possible:

- Schedule CRT meetings at least once a year.
- Update the workbook regularly so all contact information and lists are accurate.
- Communicate the plan and revisions to employees.
  - Keep a master file for your plan and keep one copy off site. Make sure an updated electronic copy is always available to your team.
- Hold an on-farm crisis drill annually to test your plan, train your employees and identify your strengths and vulnerabilities.
- Conduct annual media training for all spokespeople.

Consider adding these items to your crisis plan workbook:

- Create a map of water, gas and electrical lines and update it yearly.
- Make sure electrical boxes are labeled, and everyone knows where they are located.
- Check fire extinguishers and other safety tools such as smoke detectors regularly.
- Get to know your local fire chief and law enforcement officers.
  - Invite them for a tour so they are familiar with your buildings and farm.
  - Share all access points to your farm and buildings.
  - Discuss parking for equipment/vehicles.
  - Provide your current personal contact information and update these departments if it changes.
- Conduct regular employee training on proper animal handling.
- 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, Bio Security, Environmental Stewardship, and Workforce Development. ([nationaldairyfarm.com](http://nationaldairyfarm.com))
- Maintain a list of all farm vendors and key contact information and keep copies where others have access.
- Review on-farm security protocols - understand access points for activists, consider security cameras, and review visitor check-in policies.

- Institute bio security 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.
- Get to know your local emergency responders - invite police, sheriff and firefighters to the farm to become familiar with your business, facilities and access points.

# CRISIS FOLLOW-UP STEPS

In the wake of a crisis, it's natural to want to forget about the event as quickly as possible. However, depending on the nature of the situation, it is critical to re-establish order and your reputation.

Once a crisis passes, it's time to evaluate your business' in-crisis performance and assess areas to improve so you're more prepared should another crisis occur.

After your farm and team have recovered, consider sharing your learnings with other farmers and others in the industry so they know the importance of having a crisis preparation plan and can use your lessons should the need arise.

Consider where to focus your attention to increase preparedness for the next time a crisis occurs. Shine a light on how each of these groups and actions handled the crisis and what needs to be improved to enhance future responses:

- Families
- Employees
- Neighbors
- Regulators, the community in general, other stakeholders
- The financial aspects of the business
- On-farm processes
- Normal business routines

Determine what lessons were learned:

- Hold a meeting with your CRT to discover your plan's weaknesses and strengths.
  - What were the biggest gaps during the crisis?
  - What were the biggest assets during the crisis?
- If the same crisis were to happen again, how could you be better prepared?
- Do you have additional equipment or technology needs?
- Were team leaders able to manage their day-to-day responsibilities and help manage the crisis?
- Are there newly established key contacts you've met through this process who should be added to your crisis preparedness plan?
- Do you need to take any on-farm "corrective actions" regarding:
  - Visitor sign-in and accessibility?
  - Media and regulatory accessibility?

## CRISIS FOLLOW-UP STEPS (CONTINUED)

- Media spokespersons?
- Your farm's compliance with local, state and federal laws related to the crisis?
- Maintaining an on-farm "culture" of informing you about anything out of the ordinary?

Discuss what can be done to regain trust with affected parties. Are additional community outreach or neighbor relations needed?

Provide constructive feedback to outside groups involved, as applicable.

Finally, follow up with your key contacts one month later to inform them of any action steps that have been taken to recover from the crisis and avert future crises. People will remember how you handled the crisis and respect your transparency.



# INITIAL STEPS DURING A CRISIS APPENDIX

If you need to navigate through a crisis, first call your dairy cooperative or processor and Midwest Dairy for support. Then follow the steps outlined below.

## 1st Hour

- Assess the situation ([see Assessment Appendix](#)). Immediately contact the authorities/911 if the situation involves the health or wellbeing of a family member or farmworker.
  - What do you know about the situation? Who is aware of the situation and what do they know? Who can we contact to find out more?
- Enact the farm crisis plan. Alert all crisis team members and make sure they know their roles.
  - Agree on immediate actions and messages.
  - Clarify roles and establish who will complete each task we outline.
  - Establish protocol for follow up meetings.
- Call your dairy cooperative/processor and call your Midwest Dairy Farmer Relations Manager.
- Contact all employees and inform them of the situation.
  - Send group text to managers so everyone is receiving the same information.
  - Hold employee meetings to make them aware of the situation and minimize any fears.
  - Reassure them the crisis team is doing everything to keep everyone protected.
  - Ask that they not share the information outside of the operation.
  - Inform them to direct all visitors or phone calls to a designated person.
  - Assign someone to monitor who is coming on and off the farm.
  - Provide guidance about completing their jobs, they may have

## Next Steps

- Contact your stakeholder list (veterinarian, state veterinarian, nutritionists, 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, if appropriate, about the situation and possible claims.
- Contact legal representation, if appropriate.

# INITIAL STEPS DURING A CRISIS APPENDIX (CONTINUED)

## Ongoing Actions

- Keep Midwest Dairy informed.
- Monitor social media accounts.
- Respond to media requests (Midwest Dairy can help).
- Keep a record of everyone the farm team talks with about the situation:
  - What the call entailed
  - Key learnings gained
  - 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:
  - Conversation list
  - Steps taken
  - Decisions made

## Tips

- If family and friends offer to help, take them up on the offer. Let them arrange food to feed the farm team or run errands so the family doesn't have to leave the farm and be confronted with questions.
- Note that some family and friends may not know what to say or do. That doesn't mean they don't care – they just don't know what the farm team members are going through.
- Get food and rest. This applies to the entire farm crisis team.
- Animals must be fed, milked and cared for. You may need to remind team members of their role in caring for the animals as they may want to help with the crisis response or may be overwhelmed with the situation.
- Take time to process everything. Write it down. This will be valuable information in preparing for the next steps the farm team will need to take to recover from the crisis.

# ASSESSMENT APPENDIX

When something happens on your farm, the first step is for the team leader (you or whomever you assign this role as outlined in your crisis response plan) to perform a quick assessment to determine the severity of the event. Doing so helps you to rapidly analyze whether the situation is an issue or a crisis and if an issue may develop into a crisis.

**During the assessment phase, use these questions to determine your next steps:**

1. Incident description
2. Known facts and timeline
3. Immediate concerns
4. Immediate action steps and the person responsible
5. Then ask:
  - Who is aware of the situation?
  - Who can you contact to learn more?
  - What authorities have been notified or are involved?
  - Has a specific product, company, co-op or farm been identified?
  - Is public health at risk?
  - Has the safety or wholesomeness of milk or dairy products been called into question? If so, by whom? If not, is there a possibility it may be called into question?
  - Which stakeholders will be affected?
  - Who needs to be notified?
  - Who are your allies?
  - Who are your critics?
  - What are the top two or three messages you want to communicate?
  - What might happen next? How could the situation escalate?
  - Has there been any mention of the crisis in the news or on social media? Have you searched relevant keywords on Google and social media networks? If information is found, who is the source and are the keyword terms trending?
  - Is the media aware of the situation? Are any media on-site or en route?
  - Which contact or organization is the best source for ongoing updates based on Midwest Dairy counsel?

Plan a practice run with your crisis management team at least once a year so these questions become familiar and subsequent steps occur as seamlessly as possible.

# TEMPLATE APPENDIX - TEAM MEMBERS

**ROLE:**

**NAME**

**CELL PHONE**

**OFFICE**

**EMAIL**

**BACKUP CONTACT**

**RESPONSIBILITIES (PREPARATION)**

**RESPONSE TO CRISIS**

# TEMPLATE APPENDIX - TEAM MEMBERS

**ROLE:**

**NAME**

**CELL PHONE**

**OFFICE**

**EMAIL**

**BACKUP CONTACT**

**RESPONSIBILITIES (PREPARATION)**

**RESPONSE TO CRISIS**

# TEMPLATE APPENDIX - STAKEHOLDERS

## AFFILIATION

NAME

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?

PHONE/TEXT

SOCIAL MEDIA

MIDWEST DAIRY CHANNELS

EMAIL

PRESS RELEASE

FACE-TO-FACE

WEBSITE

LOCAL NEWS  
OUTLETS

PROCESSOR/CO-OP  
CHANNELS

WHO'S RESPONSIBLE  
FOR CONTACTING?

## AFFILIATION

NAME

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?

PHONE/TEXT

SOCIAL MEDIA

MIDWEST DAIRY CHANNELS

EMAIL

PRESS RELEASE

FACE-TO-FACE

WEBSITE

LOCAL NEWS  
OUTLETS

PROCESSOR/CO-OP  
CHANNELS

WHO'S RESPONSIBLE  
FOR CONTACTING?

# TEMPLATE APPENDIX - STAKEHOLDERS

## AFFILIATION

NAME

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?

PHONE/TEXT

SOCIAL MEDIA

MIDWEST DAIRY CHANNELS

EMAIL

PRESS RELEASE

FACE-TO-FACE

WEBSITE

LOCAL NEWS  
OUTLETS

PROCESSOR/CO-OP CHANNELS

WHO'S RESPONSIBLE  
FOR CONTACTING?

## AFFILIATION

NAME

PHONE NUMBER(S)

EMAIL

HOW WILL YOU CONTACT?

PHONE/TEXT

SOCIAL MEDIA

MIDWEST DAIRY CHANNELS

EMAIL

PRESS RELEASE

FACE-TO-FACE

WEBSITE

LOCAL NEWS  
OUTLETS

PROCESSOR/CO-OP CHANNELS

WHO'S RESPONSIBLE  
FOR CONTACTING?

# FARM CRISIS CONTACT SHEET



If a crisis occurs, contact the farm owner first.

Farm experts and others who can help are listed below.

*Remember to make your Midwest Dairy Farmer Relations Manager one of your first calls!*

## Farm Contact Information

Farm Owner:

Phone:

Herdsperson:

Phone:

Farm Address:

## Extended Farm Team

Veterinarian Clinic:

Phone:

Farm Veterinarian:

Phone:

Cooperative Field Rep:

Phone:

Nutritionist:

Phone:

Milk Hauler:

Phone:

Other:

Phone:

State Veterinarian:

Phone:



**For general emergencies, call: 9-1-1**



# HOJA DE CONTACTO DE CRISIS AGRÍCOLA



Si ocurre una crisis, comuníquese primero con el propietario de la granja.

A continuación se enumeran expertos agrícolas y otras personas que pueden ayudar.

*¡Recuerde hacer de su Gerente de Relaciones con Productores Lecheros del Medio Oeste una de sus primeras llamadas!*

## Información de contacto de la granja

Propietario de la Granja:

Teléfono:

Pastor:

Teléfono:

Dirección de la Granja:

## Equipo agrícola extendido

Clínica Veterinaria:

Teléfono:

Veterinario de Granja:

Teléfono:

Representante de campo cooperativo:

Teléfono:

Nutricionista:

Teléfono:

Transportista de leche:

Teléfono:

Otro:

Teléfono:

Veterinario Estatal:

Teléfono:



**Para emergencias generales,  
llame al: 9-1-1**