



1. **Do you think transparency helps relieve some of the negative consumer perceptions about big agriculture? What percent of the industry is engaged in transparency today?**
 - a. **Bill Zucker, Ketchum:** Opinion research indicates that consumers do want transparency when it comes to knowing where and how their food was raised. While those who are firmly opposed to meat production are not easily swayed, consumers with a genuine curiosity do gain confidence and appreciation from seeing information about farmers and their practices. We see this play out in a variety of ways – through advertising and major marketing campaigns, through grassroots social media efforts (@paintthetownag is a great example of that), and through on-pack labeling and QR codes. Not only can farmers help show how meat is raised, they can be a reality check when others spread misinformation.
 - a. **Lauren Arbogast:** I think that transparency is part of the puzzle when it comes to consumer perception of agriculture. As farmers, industry, and others that take pride in agriculture, we can each do our part to show the reality behind our part of the food chain. However, I think another key part regarding consumers is being willing to engage and develop a long-standing relationship, even with those who we deem “the other side.”
2. **While sharing the how is important it seems like consumers/consumer groups have moved to asking and pressing on WHY things are done a certain way. How do you address the why in their questions, especially with non-conventional methods increasing?**
 - a. **Lauren Arbogast:** I think that it is important to share all facets of agriculture – the who, what, when, where, why – as appropriate. I agree that some of these facets are more difficult to answer in a way that is relatable to the general public, however I don’t think that means we can shy away from them. As a former “city-girl,” I tend to empathize with the general public and work to present things in a way that all can understand. This doesn’t mean that I’m decreasing the truth of the issue, but I am making it more accessible.
3. **What is the risk to you, your operations, your family of being so exposed? Have you ever felt threatened?**
 - a. **Lauren Arbogast:** Social media brings inherent risks, regardless of occupation. But it’s true that in a controversial occupation, sharing parts of that on social media can lead to increased risk. Personally, I keep to more generalities when it comes to location and business relationships with regards to the farm.

I have felt threatened (verbally) over social media via comments or responses, but we have never had a personal encounter with a threat here on the farm. We have hosted several open community events on the farm, and have forded many questions and diverse opinions on agriculture – but they have all been respectful.

4. Regarding your efforts to be transparent, what were the steps you took towards receiving approval of the companies that you produce birds for? Do they support the transparency you provide?

- a. **Lauren Arbogast:** Approval for personal social media has been a conversation with the company that we grow for. If (poultry) companies have responsible growers that are committed and passionate towards helping the share the story of agriculture, I would suggest that the company and farm work closely together with shared support. The farmers can be the human link to the general public for an authentic story.

5. Lauren - as a special education teacher, mom, and a farmer who isn't necessarily selling a brand, your passion for wanting to tell your story is inspiring. How do you find the time and why is it so important to you?

- a. **Lauren Arbogast:** I do have a lot of responsibilities, but I try to prioritize these for balance in my life and in my family's life. Sharing our story is a passion of mine and for our family, and that helps to move social media and other agriculture-related events up the priority list. My underlying goal is to create a constant presence and relationship with online engagements and to be a trusted source that they can turn to with questions.

6. The "who" and "where" are important but how can we be more transparent in the industry in the "how" of how the flocks are raised?

- a. **Lauren Arbogast:** Like I stated before, I think that answering all facets of consumers questions are important and should be done as appropriate. I would suggest that farmers and companies work together to showcase more of the "how" of the poultry industry. Just like between farmers and consumers, the relationship between farmers and growers can benefit from mutual trust.

7. You talked about educating the students...how can the industry work with teachers when so much of the messaging these days is around eating less meat or misleading students on the realities of farming?

- a. **Lauren Arbogast:** The reality of education is that a resource has to be timely, aligned to standards, and easily accessible for teachers to incorporate it into their classroom. I think that agriculture – as a whole – needs to think more proactively rather than reactively in their demeanor towards the general public. This could include pushing out resources for educators (and others) that showcase aspects of the business that have traditionally been more behind-the-scenes. Rallying communities around the resources to encourage their adoption is also a plus. This can be done in specific areas and locations, or it could mean partnerships

across agriculture commodities and organizations to give more weight and resources behind materials and events. It's certainly a call to work smarter, not harder, as we work to reach the next generations.

8. How big are your farms compared to the standard farms in America? And can they be as transparent as yours are in your farms?

- a. **Lauren Arbogast:** Farms are different in size and scope all across America. The amount of acreage or animals doesn't define a "farm" or "farmer," it's the passion that's behind the operation. I believe that there is space for all types and sizes of farms to be transparent while not disregarding other farms who do things in a different manner. Diversity is one of our greatest strengths, and we need to embrace (and share!) that in agriculture.

9. How do you see the perception on euthanizing the 1 day old male chickens? It seems not (yet) been too aware at consumers, but what do you expect to happen if it will be?

- a. This practice is not performed in the broiler or turkey industries.