



INDIANA LIVESTOCK CAMPAIGN



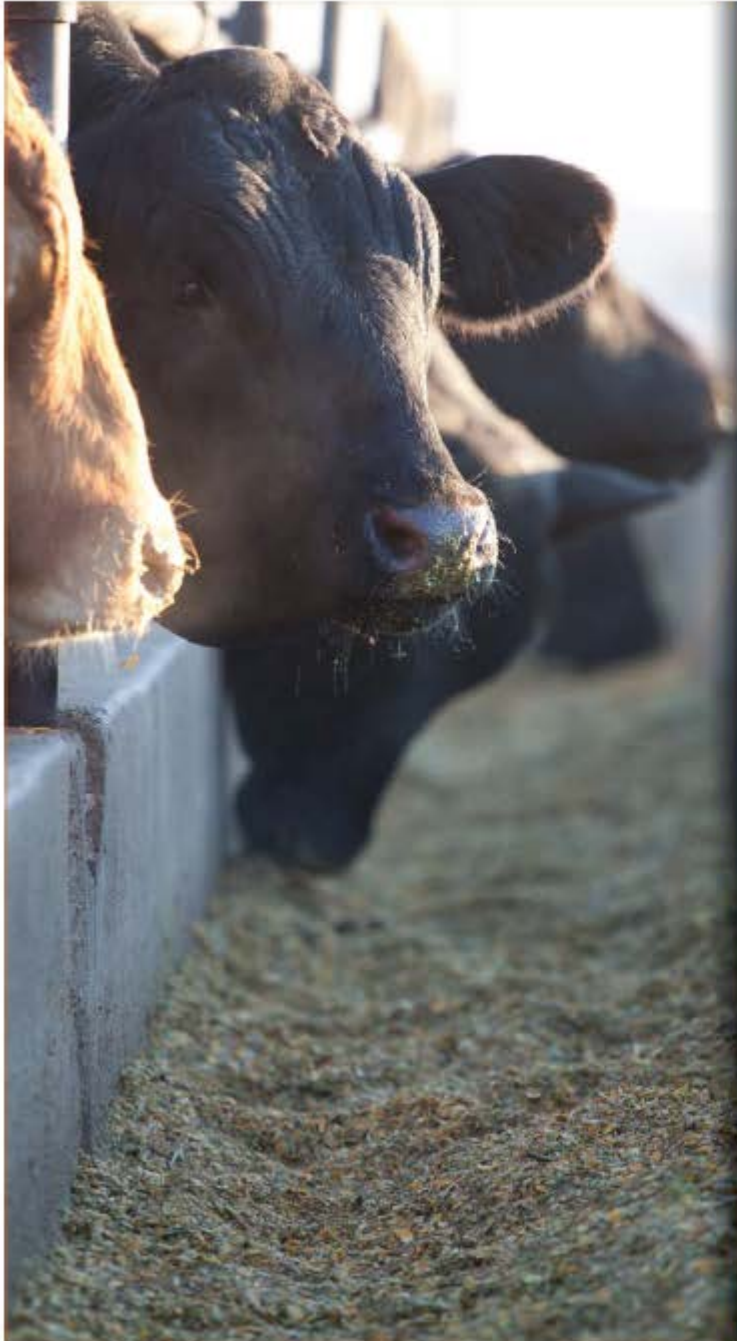


Our Goal

**Work together to grow Indiana's livestock
and poultry sector.**

Three Pronged Approach

- **Work with producers**
- **Work with Local Decision Makers**
- **Assist APCs with zoning issues**



Animal Ag – Indiana's Long Term Viability

- Evaluate can VERSUS should
- What happens to the community when a project doesn't go well
- Who picks up the pieces when a project doesn't go well
- **Industry must move forward with SMART GROWTH**



Livestock Expansion Potential

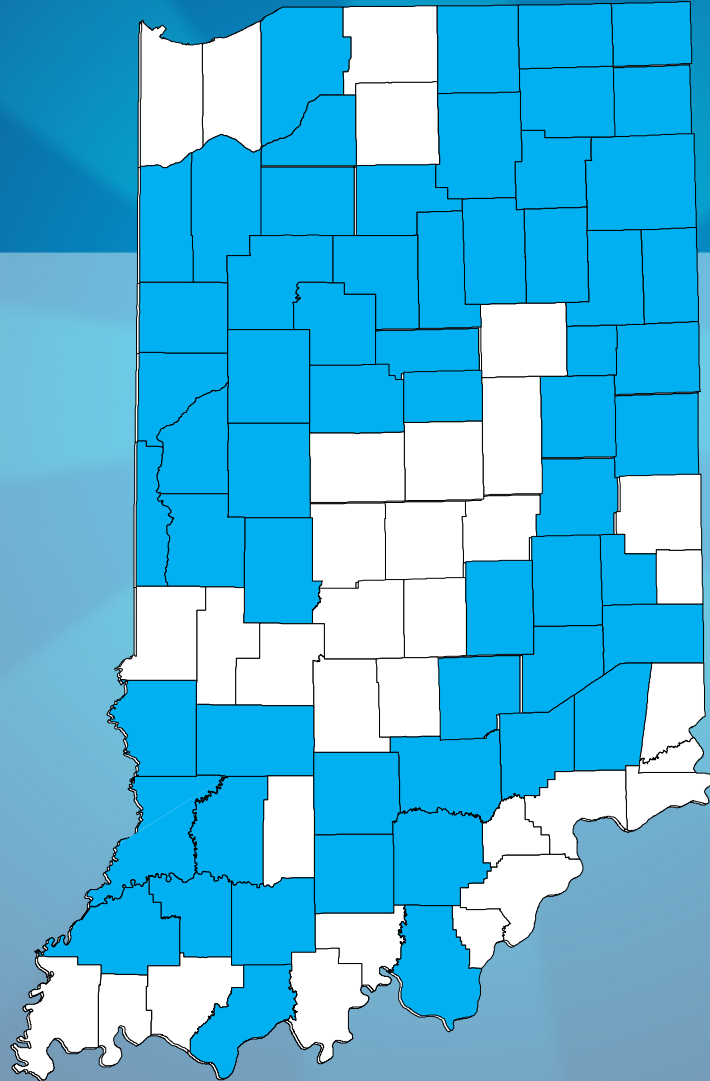
- **Pork**
 - 700,000 finishing spaces
 - 120 – 205 new barns
- **Poultry ***
 - 20,000,000 birds
 - 45 – 65 new barns
- **Dairy**
 - 20,000 cows
 - 5 – 9 new barns
- **Beef**
 - 1,200 head on feed
 - 3 – 6 new barns



Economic Potential of Expansion

- Regional Economic Impact
 - Pork
 - 700,000 new finishing spaces
 - ~ \$423,500,000 - \$493,500,000
 - Poultry
 - 20,000,000 new birds
 - ~ \$595,725,000 - \$980,850,000
 - Dairy
 - 20,000 additional dairy cows
 - ~ \$118,000,000 - \$152,000,000
 - Beef
 - 1,200 additional cattle on feed
 - ~ \$4,800,000 - \$6,480,000

Potential Growth Areas





Potential Economic Impact of Expansion

State Economic Impact

- ~ \$1,142,025,000 -
\$1,632,830,000

New Jobs Across Indiana

- ~ 5,536 – 9,014

- Annual Increase in Feedstock Demand

- ~ 287,000 tons of SBM

- ~ 55.7 million bushels of Corn



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Know Before You Build A Livestock Barn



Key Topics

- Working with neighbors
- How to prepare for community pushback
- Understanding site characteristics
- Understanding environmental regulation
- Local zoning requirements
- How to work with media
- List of resources
 - Attorneys
 - Consultants

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**RESPONSIBLE,
TRUSTED
NEIGHBORS.**

Add some bacon to your burger.



**MEASURABLE
CONTRIBUTIONS.**

Extra spicy sauce for those wings, here.



**BUILDING
A FUTURE.
PROTECTING A LEGACY.**

Want fries with that?



**BUILDING ON TRADITION.
ADAPTING
FOR THE FUTURE.**

Get a cherry for your sundae, here.



WHO: TARGET AUDIENCES



1) LOCAL DECISION MAKERS

- Board of Zoning Appeals
- Area Planning Commission
- County Staff and Attorneys

2) INFLUENCERS: "OPINIONS REQUESTED"

- LEDOs
- County Commissioners
- Chamber of Commerce
- Business Leaders Sector
- State Legislators

3) INFLUENCERS: "VIEWED AS EXPERTS"

- County Extension Educators
- Agriculture Memberships
- Environmental Consultants
- DNR/County Parks and Recreation

4) MEDIA

- Non-ag media



Farmer Spokesperson Training

- Led by professional team of experienced trainers
- Farmers are led through multiple exercises to help them tell their personal stories
- Prepare farmers to discuss highly emotional topics
- Farmers are given multiple opportunities to practice talking through mock scenarios

Final Thoughts

- **Multiple resources available to assist, all focused on advancing Indiana Agriculture**
- **Bad decision at all levels cause unnecessary pain for everyone**
- **The future success of livestock and poultry sector in Indiana will be measured by the dollars**
- **Remember, just because you can doesn't mean you should**

Thank You

The Livestock Team

Amy Cornell, Doug Lemman, Justin Orme, Greg Slipher, Andy Tauer, Ben Wicker

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