Animal Agriculture: Indiana’s Long Term Viability
• Negative perceptions, largely correlated with expanding CFOs
• Our intent: Share the positive impacts animal agriculture brings to a community.

TARGET AUDIENCES
1) LOCAL DECISION MAKERS
   • Board of Zoning Appeals
   • Planning Commission
   • County Staff and Attorneys
   • Elected
   • County Commissioners
   • Chamber of Commerce
   • Business Leaders Sector
   • State Legislation
2) INFLUENCERS: “OPINIONS REQUESTED”
   • Agriculture Memberships
   • Environmental Consultants
   • DNR/County Parks and Recreation
3) INFLUENCERS: “VIEWED AS EXPERTS”
4) MEDIA
   • Non-ag media

KEY THEMES
RESPONSIBLE, TRUSTED NEIGHBORS
BUILDING A FUTURE. PROTECTING A LEGACY.
MEASURABLE CONTRIBUTIONS
BUILDING ON TRADITION. ADAPTING FOR THE FUTURE.

IMPLEMENTATION
AWARENESS
REBUTTAL
• [video link]
EDUCATION
WIN
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

WHY?
- Evaluate CAN vs SHOULD
- What happens to the community when a project doesn’t go well
- Industry must move forward with SMART GROWTH

Thank You
- The Livestock Team

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