

Supporting Animal Ag's Freedom to Operate

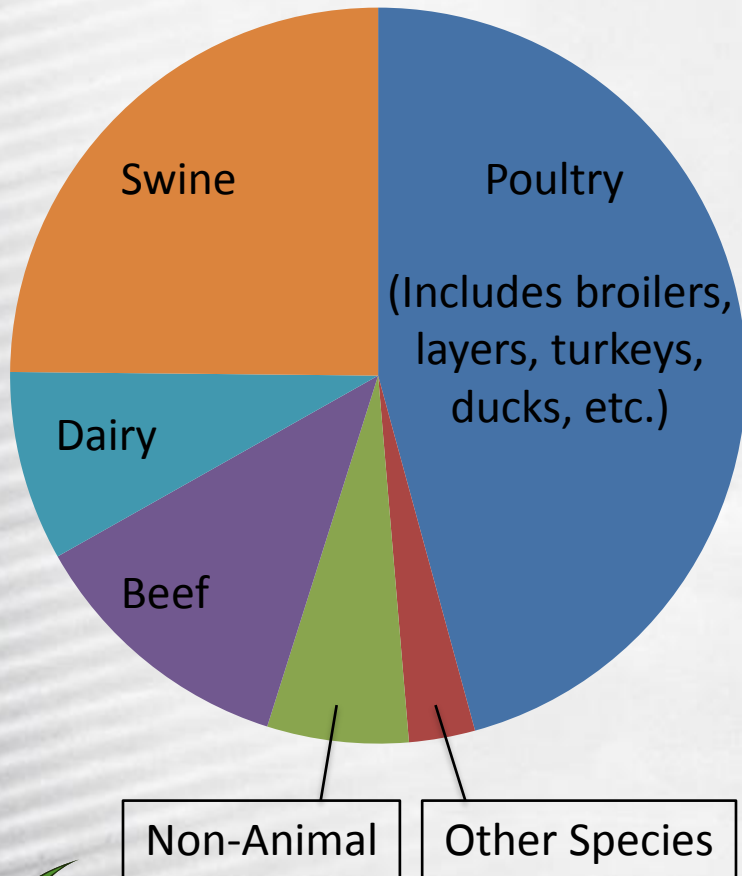
Jim Schriver

United Soybean Board Farmer-Leader
Montpelier, Ind.

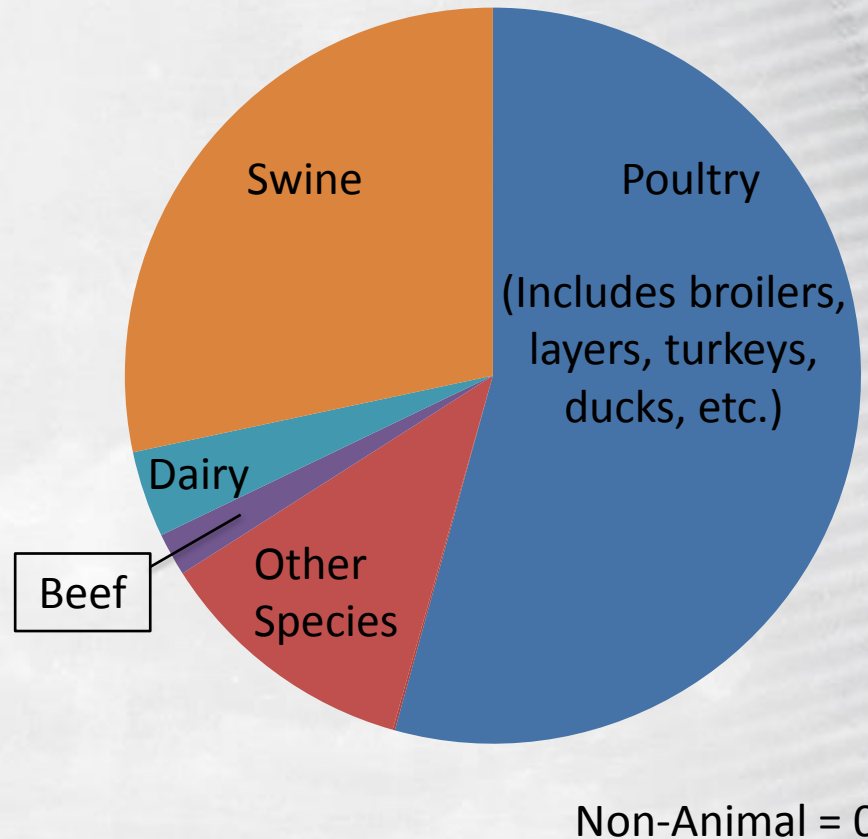


U.S. Soybean Meal Consumption

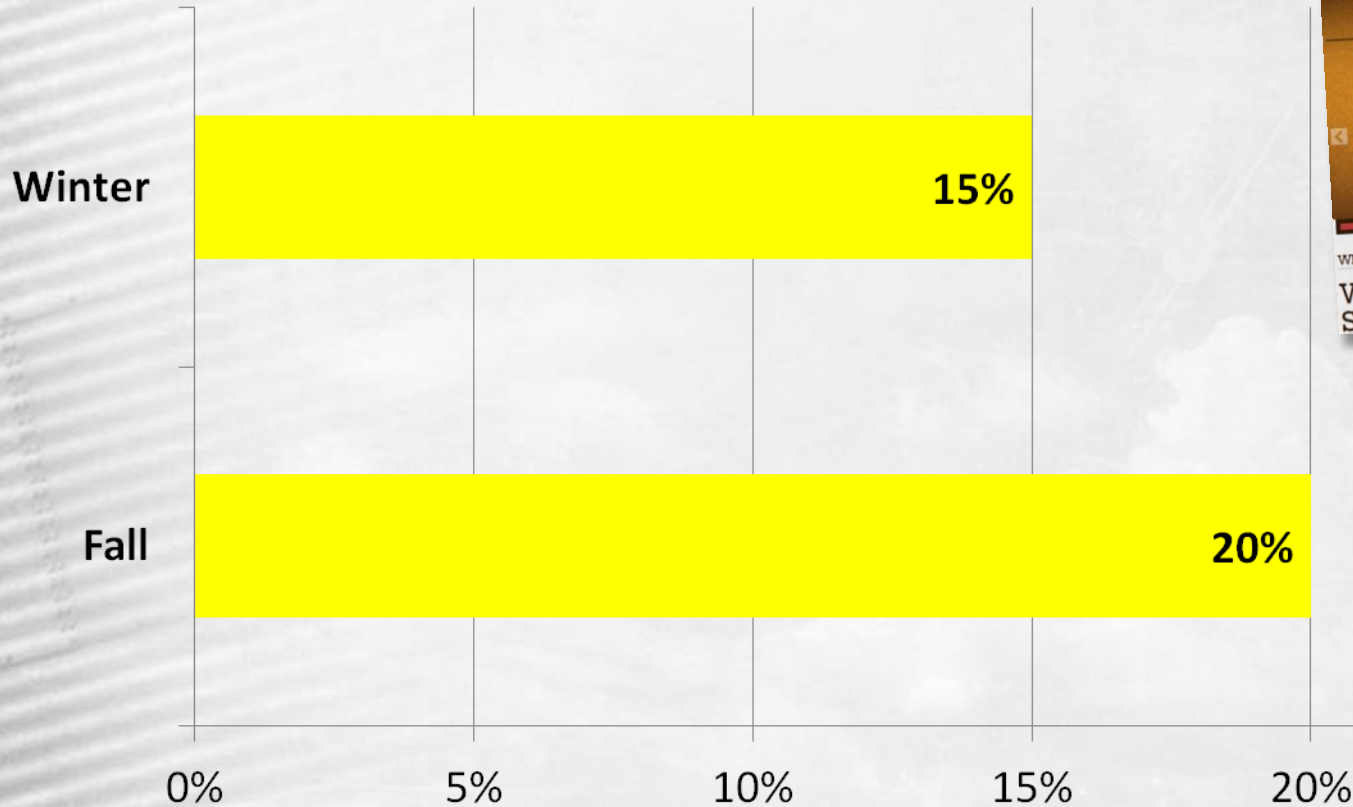
Domestic



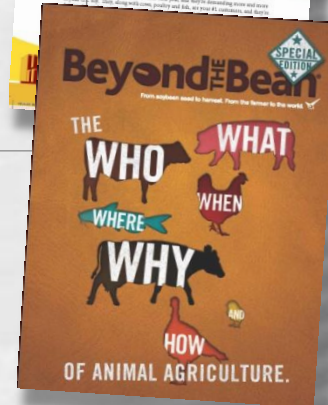
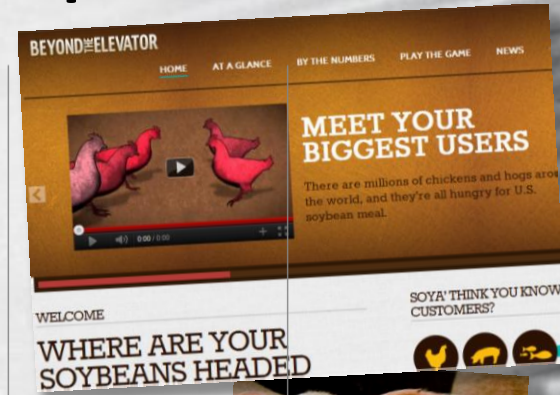
International



Animal Ag Awareness Up 5%



U.S. soybean farmers who know importance of animal ag



Predicted Global Growth by 2030

2010

Population:

7 billion

Per capita meat
& egg consumption:

95 lbs.

2030

Population:

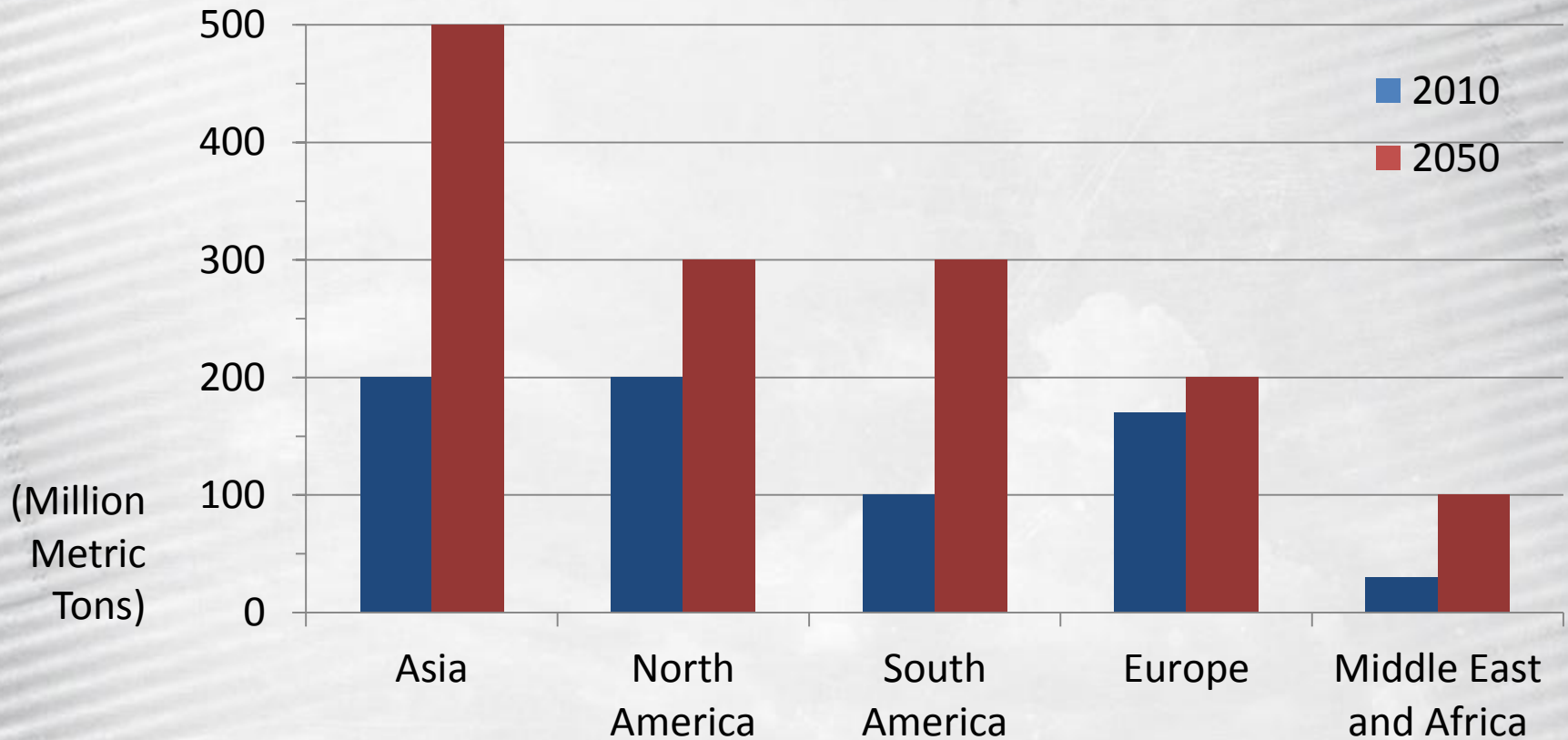
8 billion

Per capita meat
& egg consumption:

121 lbs.

Source: USDA; Paul Aho, Ph.D.

Rising World Demand for Feed



TOTALS **2010: 700** **2050: 1,400**

Source: USDA; Paul Aho, Ph.D.

Benefits of U.S. Animal Ag

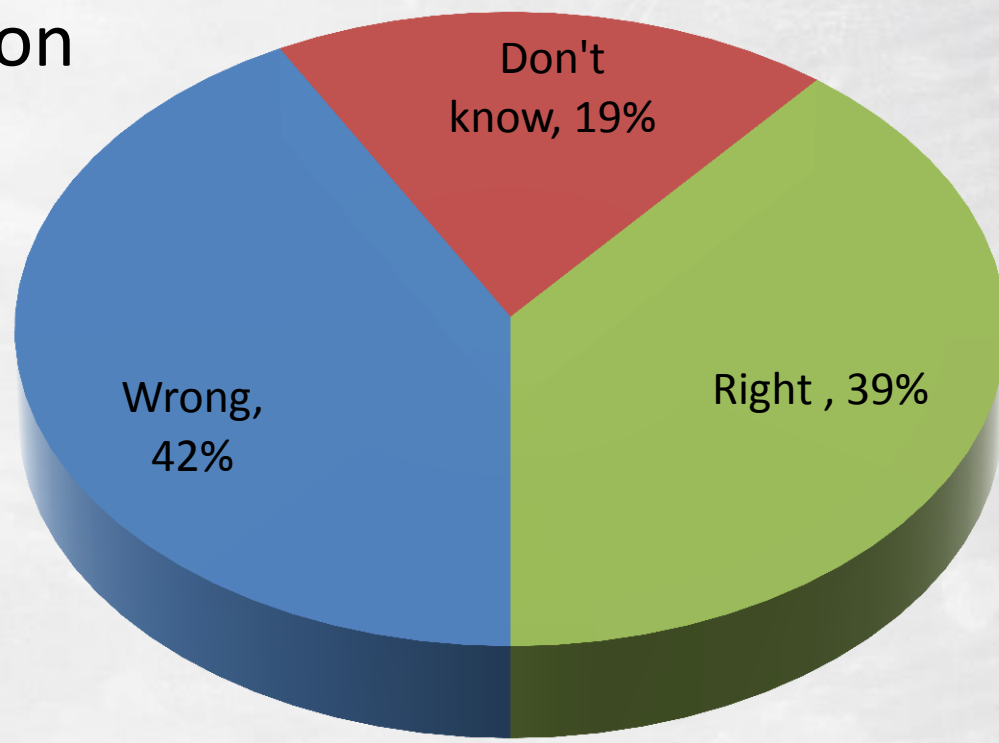
30 million metric tons of soybean meal used annually = **1.2 billion** bushels of U.S. soybeans

1.8 million U.S. jobs created annually = **\$51 billion** added to U.S. household incomes

Source: USB/Promar International Animal Ag Economic Analysis: 2010

Consumer Confidence in Food

Is the U.S. heading in the right or wrong direction in the way we produce food?



Sources: 2011 USFRA Consumer Survey

Women Make Up Key Audience

Research says women ...

- Think about food issues more than men
- More concerned than men with direction of food production
- Want more information to make food-purchasing decisions
- Likely to buy products based on blog recommendation



Sources: 2011 USFRA Consumer Survey; 2011 CFI Consumer Trust Research; 2011 Social Media Matters Blog Survey

Let's Tell Our Story!

- www.UnitedSoybean.org/consumer
- www.FindOurCommonGround.com
- www.FoodDialogues.com
- www.FoodIntegrity.org



The screenshot shows the 'FOOD DIALOGUES' website. At the top, it features the 'U.S. Farmers & Ranchers Alliance' logo and navigation links for 'About USFRA', 'Blog', 'Newsroom', and 'Contact Us'. Below the header, there are three main navigation buttons: 'JOIN OUR COMMUNITY', 'START THE DIALOGUES', and 'LEARN ABOUT YOUR FOOD'. The main content area is divided into two columns. The left column features a large orange banner with the text 'Results from Surveys of Farmers, Ranchers and Consumers' and a large '79%' statistic. Below the banner is a row of icons representing various agricultural products and a 'READ MORE' button. The right column has a search bar at the top, followed by a '99%' statistic and a 'SEE SURVEY RESULTS' button. At the bottom of the page, there is a 'FOOD DIALOGUES QUESTION OF THE WEEK' section with a question icon and the text 'Is our food in the U.S. safer today than 50 years ago?'.