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A PUBLICATION OF THE OHIO FARM BUREAU FEDERATION

BUCKEYE FARM NEWS

OHIO'S LARGEST AGRICULTURAL NEWSPAPER

SEPTEMBER 23, 2010 | VOLUME 10 | ISSUE 3

Proposed climate legislation fell short

BY SETH TETER

Ohio Farm Bureau Federation (OFBF) State Trustee Pam Haley recently spoke at a jobs rally supported by energy and business organizations, saying that climate change policy took center stage for Farm Bureau at the national level in the past year.

OFBF had opposed climate change legislation that had come before Congress because it failed to meet several key principles.

"We must emphasize at the outset that this legislation would increase fuel, fertilizer and energy costs to farmers and ranchers. Farmers are price takers, not price makers, and it would be very difficult, if not impossible, to offset these increased input costs," Haley said.

OFBF has said that any cap-

and-trade legislation must provide benefits that outweigh costs, "plug the hole" created by lost energy sources, provide a global response and recognize and support the benefits that farmers can provide.

"The discussion and inclusion of agricultural offset titles in these bills was appreciated, but these provisions provided few opportunities for farmers to balance some promised benefits with guaranteed new costs," Haley said.

Haley urged the U.S. Environmental Protection Agency to rethink its greenhouse gas regulations and Congress to rethink its interest to act on a matter that could have a drastic effect on farmers.

Economists have estimated that the bill could reduce America's net farm income by more than \$5 billion annually by the year 2020.

OFBF works to implement policy on water quality regulations

BY SETH TETER

Ohio Farm Bureau Federation (OFBF) recently outlined its policies on water quality and nutrient management in a letter to the Department of Natural Resources as the agency considers new rules that impact farmers.

The rules, which will apply to "watersheds in distress," are being developed in response to pollution concerns in the Grand Lake St. Marys watershed and include restrictions on winter manure application.

"OFBF and our members in Mercer and Auglaize counties are very concerned with the conditions of Grand Lake St. Marys and remain committed to helping to develop

and implement solutions to promote and maintain a healthy lake watershed," wrote OFBF Executive Vice President Jack Fisher.

However, OFBF said there are no specific criteria in the rules for how "watershed in distress" will be designated. OFBF also raised several questions regarding how new regulations on manure application will be implemented and expressed concern about ODNR overstepping its authority.

"As written, the proposed draft rules agree in principle with current OFBF policies," Fisher wrote. "Our primary concerns are related to the scope of ODNR authority and the vagueness presented in the proposed draft rules."

"The proposed draft rules agree in principle with current OFBF policies."

~Jack Fisher, OFBF executive vice president



Photo by Seth Teter

A lot to consider: Tuscarawas County farmer Jim Rowe, center, joined other farmers on Ohio Farm Bureau's Policy Development Committee to review policy positions at a recent meeting. In December, delegates who have been selected by each county Farm Bureau will consider recommendations from the committee or provide their own ideas at Ohio Farm Bureau's annual meeting.

From farm to plate, how to manage salmonella risk

Experts discuss recent food safety issues

FROM TOWN HALL OHIO

A salmonella outbreak in eggs from Iowa that dominated the news last month demonstrated how seriously the nation takes food safety concerns.

But Jim Chakeres, executive director of the Ohio Poultry Association, said the effort to track the eggs back to the farm demonstrated that the nation's food safety system worked.

"This is what keeps our food supply safe, the fact that we have recall measures and that farmers and producers are willing to voluntarily recall product when there is any type of illness associated," he said on a recent edition of Ohio Farm Bureau's radio show *Town Hall Ohio*.

He also noted while this was an unusually large egg recall, it still only represented less than 1 percent of the eggs produced in the country, and eggs contaminated with salmonella are relatively rare.

"We used to talk about 10 years ago that there was one in 20,000 (eggs contaminated) but that was before all of the current Egg Quality Assurance Programs. We think it's far less than that today," Chakeres said.

Chickens can become infected with salmonella by eating contaminated feed. Salmonella can also be



Photo by Dave Liggett

The Ohio Egg Quality Assurance program includes several measures to prevent and detect incidences of salmonella.

spread by rodents or insects. The most common way for an egg to become infected is when it comes in contact with fecal matter from a contaminated hen. Infected hens can also contaminate the inside of an egg before the hard shell is formed. However, not every egg from an infected hen contains salmonella.

Jennifer Perry, an Ohio State University food safety expert, said studies show no evidence that the

type of production system that hens are raised in affects the risk of salmonella.

For example, when it comes to rodents, insects or contaminated feed "those risks are still going to be there regardless of how the chickens are raised," she said.

Through measures such as Ohio's Egg Quality Assurance Program, Chakeres said farmers source their

See EGGS, pg 2

THE MESSAGE BOARD

“Their Words

“Encouraging Ohio companies to sell around the world and expand their global presence should be a priority for our leaders.”

~ Kenyon College Professor William Melick in an op-ed column in the Columbus Dispatch saying the nation's corporate tax code limits competitiveness.

“The debate over animal confinement, it seems to me, is fundamentally one of values, and comes at a time when public notions about animal welfare are shifting. The critics of crowded cages and small crates for pregnant sows make (disputed) points about the risk of disease and about animal health, but the core objection is the tight confinement. Either you think that chickens suffer if they don't have room to spread and flap their wings, and you care more about this than the price of eggs, or you don't.”

~ New York Times reporter Erik Eckholm summarizing his thoughts after visiting large livestock farms.

Agriculture Grants Available

The Ohio Farm Bureau Foundation is offering a new series of Agricultural Action and Awareness Grants for the 2010-11 program year. The competitively awarded \$1,000 - \$3,000 grants are earmarked to support programs and projects focusing on agricultural education as well as environmental and/or economic development.

Grant application forms and proposal instructions are at www.ofbf.org/foundation. Completed forms and proposals must be received by November 15. Participants will be selected and awards given in January 2011.

Since its creation in fall 2005, the Foundation's Agricultural Action and Awareness Grant Program has collectively awarded close to \$100,000 to community action organizations, schools, producer organizations, non-profit service organizations, neighborhood groups and individuals. Grant resources have been used to enhance projects in rural, suburban and urban communities throughout Ohio.



WORTH FOLLOWING

My thoughts with all at Ohio State's ATI and OARDC in Wooster. Damage from tornado, but thankfully no serious injuries.

~ A recent tweet by Ohio State University President Gordon Gee

Follow @presidentgee on Twitter or visit <http://tinyurl.com/ofbfsocialmedia>

BY THE NUMBERS: 925 million

That's the number of chronically hungry people in the world according to the United Nations. While the number is down 98 million people from 2009, the U.N. called it "unacceptably high." A child dies every six seconds from malnourishment related problems, it said.

EGGS from PG 1



Photo by Dave Liggett

it's really not used very much. I think it's really underutilized," Perry said.

Perry said that consumers also tend to forget their role in making sure that food stays safe once it is in the home environment.

"The vast majority of the food that is produced in this country is completely safe and nothing to worry about," she said.

Hear the full conversation about salmonella and other topics by visiting www.townhallohio.org or facebook.com/townhallohio.

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chicks from certified salmonella free flocks, test their pullets at 14 to 16 weeks of age, utilize vaccination programs and test their chickens' living environment as well as manure.

If salmonella is detected, eggs are typically diverted to a breaking facility where they are pasteurized to kill the bacteria and tested again before being shipped to the consumer. Risk of salmonella is eliminated if eggs are fully cooked.

"What we usually say in food science is that if you want sterile food you need to eat canned food all the time, just canned food," Perry said.

"Most products do have bacteria on them and that's usually something that we expect."

She also said that due to the high-profile attention that food-

"The vast majority of the food that is produced in this country is completely safe."

~Julie Perry, Ohio State University food safety researcher

safety issues have received, there is more interest and more money available for research. One new method looks to use ozone gas to pasteurize eggs without altering the quality. However, consumers are sometimes leery of new food technologies, as was the case with irradiation, she acknowledged.

"Consumers have been so averse to accepting that technology, that

2010 Farm Bureau Goals

Market Farm Bureau to achieve membership growth

Increase grassroots involvement by creating a volunteer-friendly Farm Bureau

Expand relations with Nationwide and other affinity organizations

Promote farming and the agbioresource industry

Influence the adoption of OFBF and AFBF policy

Speak out and stand up for animal agriculture and the food industry

Protect personal property rights

Engage members in the 2010 elections

ANALYSIS

Who do you want telling your story?

More Ohio farmers finding social media fruitful in engaging a non-farming public

Ninety-eight percent of Americans have little to no on-farm connection, but are increasingly vocal about how food is produced and how farms should operate.

At such a high percentage, it's not surprising agriculture takes some lumps.

But how does the 2 percent of the population that is farming reconnect with an increasingly distrusting public?

The solution is simple, often say farmers and ranchers: "They need to be educated about what we do."

But this phrase is typically followed with, "But I'm too busy. I don't have time to do it."

Leaving the work to groups such as Farm Bureau would have been the way to handle the situation as recent as five years ago, but in today's world of instantaneous connections, the non-farming public wants more.

"Consumers want to hear the story of agriculture from those directly involved in agriculture," said Ohio dairy farmer Brenda Hastings, who authors a blog titled The Dairy Mom.

And why wouldn't they want to talk with the people raising the products they'll consume? After all, it's not very often a farmer buys a new piece of equipment without first consulting the person selling it.

Nowhere have genuine conversations been gaining more ground than through social media such as Facebook, Twitter, YouTube and blogs.

"Social media has become an important part of our culture. It's here to stay, and we need to be a part of the conversation. It's important to build trust," said Hastings, who was among 50 individuals (including a handful of Ohioans) selected to attend the first-ever social media "advocacy" training strictly for farmers.



Visit Hastings' blog at thedairymom.blogspot.com.

The training was hosted by the AgChat Foundation (<http://agchat.org>), the nonprofit grassroots brainchild of four U.S. farmers - including Wayne County Farm Bureau member Mike Haley - who realized their shared interest in connecting with non-farmers through a weekly moderated chat on Twitter known as "#agchat."

Hastings said she came away from the two-day conference inspired by learning how to effectively engage in social media conversations from the top advocates in the nation.

And we're not talking about spreading feel-good messages such as "Farming is the

original 'green' business" and "Every day is Earth Day to a Farmer." Those often repeated slogans increasingly fail to instill confidence in skeptical consumers, according to Larry Kaagan, president of Kaagan Research Associates, at Ohio Farm Bureau's recent Leadership Conference.

Instead, Hastings said it's critical to realize that listening and engaging is more important than catchy sound bites.

"We often want to educate consumers about agriculture, while what we should be doing is engaging them in dialog to get a better understanding of their concerns, and then provide factual information. It should be a conversation, not a lecture."

Her takeaway message to Ohio farmers: "It's challenging to find the time and put ourselves out there, but it must be done. We can't allow special-interest groups to define us. Conversations via social media will happen with or without us. Who do you want telling your story?"

Did you Know?

- Facebook now receives more U.S. Web traffic than Google
- Facebook reached 150 million users nearly three times faster than cell phones
- More than 8,100 search results appear for the word "farm" on Facebook
- More than 2,500 people from four countries have participated in the weekly #agchat on Twitter. Similar weekly chats have started in Australia and Africa, with growing interest in Europe.
- More than 840 agricultural Twitter users can be found on the FollowFarmer list at <http://bit.ly/FFarmer>
- These stats and more can be found on YouTube.com by searching for the video "Evolution of online agvocacy."

Ohio Farm Bureau can help!

For the beginner and advanced user, Ohio Farm Bureau's award-winning and newly updated guide to social media can help you understand and become



comfortable with social media tools. Find a copy of the guide online at: <http://tinyurl.com/OBFSocialMedia>
Interested in having a hands-on Ohio Farm Bureau social media training in your county? E-mail us at info@ofbf.org or call 614-246-8233.

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POLICY & POLITICS



Advisory Councils: *Speak Out*

Advisory councils are part of the grassroots power of Ohio Farm Bureau. As the state's largest agricultural organization, politicians pay special attention to what our members are saying. Review the Election Guide included in this issue. This is your opportunity to speak out and let candidates hear from you.

Advisory Council Questions: 2010 ELECTION See Election Guide

1. What is your single biggest concern/issue when it comes to agriculture in Ohio?
2. The state's economy continues to provide both challenges and opportunities. What is your biggest concern dealing with the economy, and what opportunities exist to create jobs or improve life and business in Ohio?
3. Each year, Ohio Farm Bureau members suggest policies to guide both our organization and have input to legislators. What single state policy resolution from your county annual meeting would you share with your elected official and why do you think it's important?
4. If you could share one piece of advice or clear expectation to your elected official, what would it be?

NEWS *briefs*

U.S. agriculture paying price for inaction on Mexican trucks

Mexico's trade retaliation against the United States is expanding in size and scope due to the U.S. government not meeting obligations, under the North American Free Trade Agreement (NAFTA), to allow Mexican trucks to operate in the United States. Due to this inaction, America's farmers and ranchers are paying a steep price, and American Farm Bureau Federation is calling for immediate action to correct the matter. The most recent retaliation list published by Mexico includes tariffs against U.S. pork, certain types of U.S. cheese, pistachios, a wide range of U.S. fruits and vegetables and other farm and non-farm goods. "Mexico is one of our best trading partners and allowing this retaliation to continue for a provision we are obligated to meet is simply unacceptable," said AFBF President Bob Stallman. Mexico brought a NAFTA case against the United States on the issue. A ruling found that the United States was not in compliance with its obligations, and Mexico was granted the authority to retaliate if efforts are not taken by the United States to comply. "We sell a huge amount of food and farm goods to Mexico, so we have a lot to lose," Stallman said. "As the retaliation list continues to grow, it comes at a steep cost to U.S. agriculture. Under NAFTA, U.S. food and agriculture exports have more than tripled, climbing from an average \$3 billion to \$4 billion per year prior to NAFTA to more than \$12 billion in 2007, making Mexico the second largest export market for U.S. agriculture products."

AFBF supports Microbusiness Credit Act

Farm Bureau is supporting the Rural Microbusiness Investment Act of 2010, H.R. 5990 introduced by Rep. Ron Kind (D-Wis) and Wally Herger (R-Calif.). The legislation is designed to generate investment in start-up and expanding rural microbusinesses as well as in beginning farm and ranch operations by providing a 35 percent tax credit. Owner operated businesses with up to five employees and \$1 million receipts located in distressed rural areas would be eligible, along with first-time farmers and ranchers. A new microbusiness owner would be able to carry back the credit for five years and use it to reclaim taxes paid in previous years.

Trade crucial to Ohio economy

OFBF is continuing to share the message that job growth and a strengthened economy would result from expanding Ohio's position in international trade. Ohio's export industry is a bright spot in the state's economy and has the potential to generate additional personal income and government revenues, the organization said in a recent news release.

"The world wants to buy what we're good at making and growing. That's a strength we need to capitalize on," said Jack Fisher, OFBF's executive vice president.

OFBF is calling on the Obama administration and U.S. Congress to enact pending Free Trade Agreements (FTAs) with Colombia, Panama and South Korea. FTAs improve market access and reduce tariffs. The American Farm Bureau Federation estimates that at the end of this year

there will be more than 600 bilateral or regional FTAs in place around the world with the United States being party to fewer than 25.

"Our competitors are making deals. We're sitting on the sidelines," Fisher said.

Nearly 26 percent of Ohio's manufacturing jobs are dependent on exports, according to the Office of the United States Trade Representative, and 12,384 Ohio companies sell products abroad, with 88 percent of these firms being small- or medium-sized businesses.

The Ohio Department of Development reported that last year, Ohio exported nearly \$34.1 billion in products, ranking Ohio as the seventh largest exporting state. Ohio is the largest exporter of glass and glassware, the second largest exporter of automotive and rubber

goods, the third largest exporter of iron and steel products, the fourth largest exporter of plastics and the fifth largest exporter of machinery. Ohio firms also ship large amounts of chemicals, computers, paper, furniture, textiles and appliances.

The food chain also accounts for a large share of Ohio's exported output and demonstrates the potential for growth. Ohio farm product shipments totaled \$2.68 billion last year, a 69 percent increase over the level of five years ago, according to the U.S. Department of Agriculture.

"Ninety-five percent of our potential customers live outside our borders. Exporting to them accounts for a lot of paychecks and a lot of tax revenue. The public conversation needs to recognize this reality," Fisher said.

More vehicles will fall under PUCO regulation

Revised state rules extend the jurisdiction of the Public Utilities Commission of Ohio (PUCO) to regulate vehicles with a Gross Vehicle Weight Rating (GVWR) of 10,001 to 26,000 pounds that are operating on a not-for-hire basis within the state.

However, the existing exemptions for the transportation of farm supplies and farm products haven't changed.

The agency says the new regulations were adopted so the state could continue to receive federal grant money for the Motor Carrier Safety Assistance Program.

Active enforcement will not begin until Jan. 1, 2011. Until this date, unless violations are egregious, no forfeitures or monetary penalties will be issued, according to PUCO.

Vehicles and drivers found not to be in compliance can be pulled from service on the spot. Monetary fines may be issued by PUCO.

Summary of the requirements for vehicle with GVWR of 10,001 to 26,000 pounds:

- Drivers must have a medical certificate (CDL is not required)
- The truck or van must have company marking on each door

- Fire extinguisher must be accessible and secured
- Annual vehicle inspection
- Vehicle equipment must be in proper working order
- Maintenance records must be maintained
- Must maintain \$1 million of insurance when hauling vehicles
- When motor vehicles are hauled there are special requirements for securing the load that must be followed
- A driver qualification file must be maintained – including the application for hire and the medical certificate
- Log books must be maintained, unless the vehicle(s) is within 150 miles of the company location.
- No log book needs to be maintained if:
 - The driver returns to the work reporting location and is released from work within 12 consecutive hours

- The driver does not drive more than 11 hours
- The driver has at least 10 hours off between 12 hour shifts
- The company maintains and retains for a period of 6 months accurate time records



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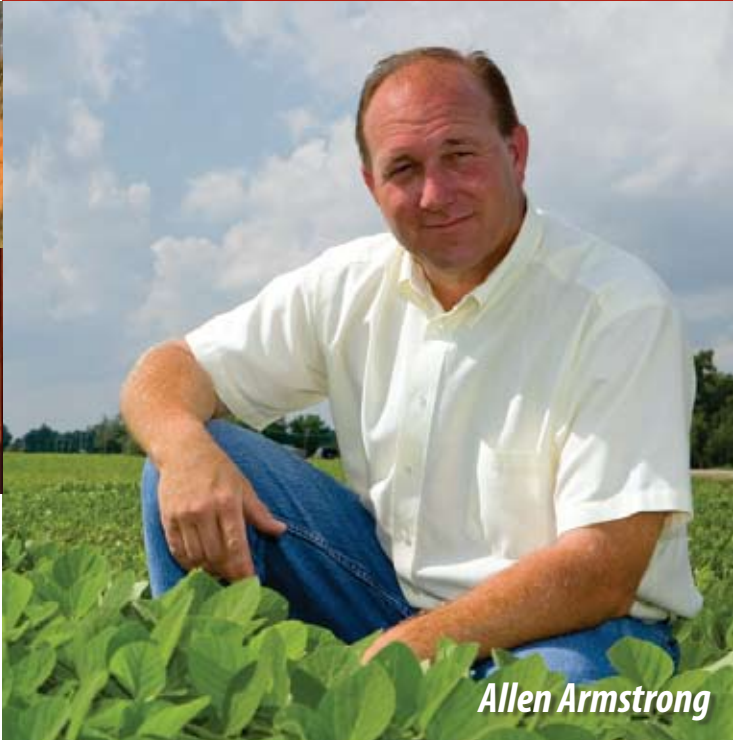
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FARM BUREAU NEWS

Advisory Council takes trip

The Answer Council of Jackson County decided to use a daytime trip to Ohio State University to learn more about animal health and meat safety issues. Dr. Jeffery Lakritz, DVM, met with council members and explained how the Large Animal Clinic of the College of Veterinary Medicine trains students while serving the animal health needs. While at OSU, council members were also treated to a tour of the OSU Meat Laboratory by Dr. Lynne Knipe. The Meat Lab is used in the teaching and research of meat preparation and food safety. "Our council likes to take trips to various locations, and with the concerns of food safety we thought this would be a good way to learn more about what is currently being done," said John Underwood, council secretary. Through the years, the Answer Council, which was started in 1976, has made many trips, some simply



Members of the Answer Council of Jackson County tour the large animal hospital at Ohio State University.

for fun and some to gain a better understanding of a particular topic or issue. "The information we get from these trips help us in our discussions on various topics," Underwood said.

Find out what's happening with your county Farm Bureau by visiting the Ohio County Pages section of the Ohio Farm Bureau website at www.ofbf.org/counties.

Photo courtesy of John Underwood

Young professionals advance in OFBF contests

Several young agricultural professionals recently earned recognition through their success in Farm Bureau competitions.

Nichole Gordon-Coy of Carrollton, Shelby Brammell of Kenton, Andrew Spiker of Adamsville and Tim Street of Richwood have advanced to the Discussion Meet finals to be held during OFBF's annual meeting Dec. 1 to 3 in Columbus.

The contest tests participants' subject knowledge, problem solving abilities and personal and small group communications skills.

Adam and Aubrey Bolender of Russelville were named as OFBF's 2010 Outstanding Young Farmers.

The contest recognizes individuals or couples age 35 or younger for their accomplishments in their farming operations and their leadership in the agricultural community.

Jenifer Weaver of North Jackson has been named the winner of the Excellence in Agriculture Award.

That award recognizes successful people age 35 or younger who are involved in farming but whose primary occupations are not farming or owning an agricultural business. The award is based on involvement in agriculture and participation in Farm Bureau and other community organizations.

The competition winners will represent Ohio in the national contest during American Farm Bureau Federation's annual meeting in Atlanta in January.

To learn how to get involved in OFBF's Young Agricultural Professional programs, contact your county Farm Bureau by visiting www.ofbf.org/counties.

Animals for Life Foundation awards grants

The Animals for Life Foundation, which was established earlier this year to demonstrate the ways animals bring value to human life, recently awarded its first set of grants to develop and implement the Foundation's mission, vision and goals.

Recipients of this year's grants include the following:

- Tuscarawas, Carroll, Jefferson and Harrison county Farm Bureaus for its agriculture in the classroom distance learning project;

- Ohio Livestock Coalition for the development and delivery of a pre-Thanksgiving email message to the more than 11,000 people who opted-in to receive additional information about Ohio agriculture through the Farmers Feed US campaign, and

- Ohio Farm Bureau Federation's Center for Food and Animal Issues for its cause marketing and communications campaign with the theme, "Life is Better with Animals."

The Foundation's vision is to increase public acceptance and understanding of human-animal interdependency. For more information, visit www.aflfoundation.org.



Dirty Jobs' Mike Rowe to speak at AFBF annual meeting

Mike Rowe, the creator and executive producer of Discovery Channel's series *Dirty Jobs with Mike Rowe*, will deliver the keynote address at American Farm Bureau Federation's 92nd annual meeting on Jan. 10, in Atlanta.

More than 5,000 Farm Bureau members from across the

nation will gather at the event on Jan. 9-12 to hear from distinguished leaders and participate in a grassroots policy setting process that will guide American Farm Bureau through 2011. For more information about attending the conference, contact Mary Jo Gerrity at 614-246-8227.

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NOTEWORTHY

How an animal rights group invented a scandal and the media's response

Late last month, the animal rights group Mercy For Animals (MFA) released a video shot on an Ohio veal farm that received widespread media attention.

The video of the farm was accompanied by a call for an end to the traditional veal production practice of tethering calves in individual stalls.

MFA called a news conference to show its "undercover" and "covert footage," which turned out to consist of one of their operatives simply walking through barns operated by Buckeye Veal.

Calves in the video appeared curious, tame, relatively clean, healthy and even received veterinary care in one of the scenes.

The low-quality video includes some scenes in color and others in black and white, which gives an ominous mood to the images.

The video was narrated by former *Price is Right* host Bob Barker and was spliced together with footage of widely criticized animal treatment from other facilities including a New York dairy, a Vermont slaughterhouse and the Conklin dairy farm, where an employee was fired shortly

before being charged with multiple counts of animal cruelty.

Given the heightened attention toward animal care issues in Ohio, it's not surprising that the media sought to cover the announcement.

But before the video's release, some media outlets readily accepted MFA's claims of "horrific" animal treatment, with one news station posting MFA's news release as if it were an independent news article. Television stations trumped up the "new allegations of farm animal abuse" by showing old footage from the Conklin farm.

Other news outlets stuck with the facts and ran articles under less sensationalized headlines.

The good news for farmers is that claims made by MFA at their press conference, which was posted on YouTube by reporter Marc Kovac, drew challenges from journalists.

For example, the MFA spokesperson accused the Ohio Livestock Care Standards Board of "dragging their feet" on veal production standards. But through several exchanges with reporters, she appeared to have had little knowledge of the board's work.

When a reporter asked if MFA

"Honestly...what's new about this?"

~ A reporter questioning Mercy for Animals on its outdated video of an Ohio veal farm



In the Mercy for Animals video, Bob Barker delivered the less than earth-shattering news that vegans don't like veal.

had made its concerns known to the board, the MFA spokesperson replied that the group sent a letter that morning – a day after it announced the press conference.

Reporter: "So this is the first contact you've had with them to ask about it?"

MFA Spokesperson: "Correct."

One reporter notes that the Livestock Care Standards Board has been working on veal calf standards.

MFA Spokesperson: "That's something I'm not aware of."

One of the board's first actions was to make the study of veal production methods a priority.

The veal sub-committee has been very active and is meeting

regularly. It is expected to make recommendations to the board for its consideration in the near future.

The MFA spokesperson also threatened to use the signatures gathered for this year's called-off ballot initiative to put the issue back before voters.

Reporter: "But you don't have possession of the 500,00 signatures do you?"

MFA Spokesperson: "Mercy for Animals does not have possession."

"Honestly, what's new today, what's new about this?" a reporter asks.

Another tries to clarify why Buckeye Veal was targeted, given that it has already committed to transition-

ing its animals to group housing. "We'd like to see that in writing," said the MFA spokesperson at one point.

In a written statement, Buckeye Veal had said it plans to have all of its calves in group housing by 2013 and that the barns shown in the video, which was several months old, are in the process of being converted.

When a reporter pressed the MFA spokesperson on whether MFA would support group housing or if they were against all veal production, she says that "even executed with the highest standards, raising veal is inherently cruel." She also acknowledged the group's support for veganism.

The news media also reached out to other sources including Ohio Farm Bureau and members of the Livestock Care Standards Board to get the rest of the story.

MFA, which appeared to have gained media credibility on the heels of the Conklin dairy farm video, raised skepticism from reporters with their latest effort. However, much of the coverage likely reinforced negative feelings toward agriculture among consumers who didn't look past the headlines and sound bites.

Despite Buckeye Veal exceeding industry standards, food-retailer Costco sought to avoid backlash by condemning the farm and vowing to change its purchasing practices.

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