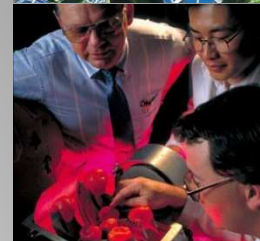


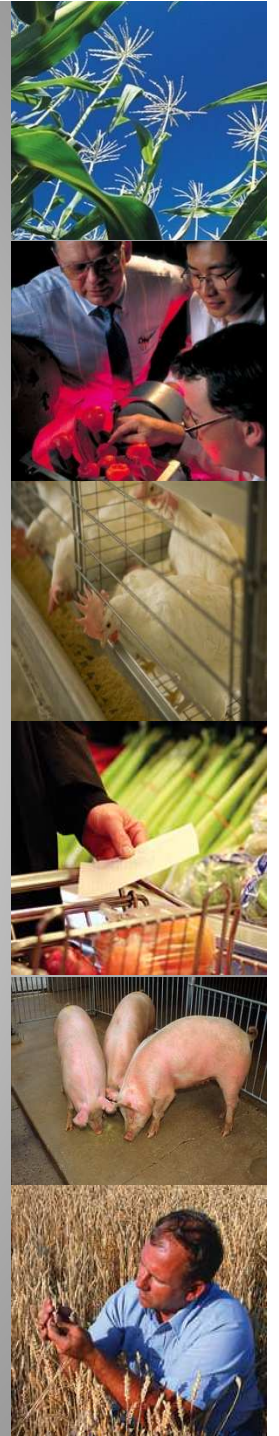
# Livestock Care Public Policy Update

Ohio Farm Bureau Federation  
Trends and Issues Conference  
March 23, 2010



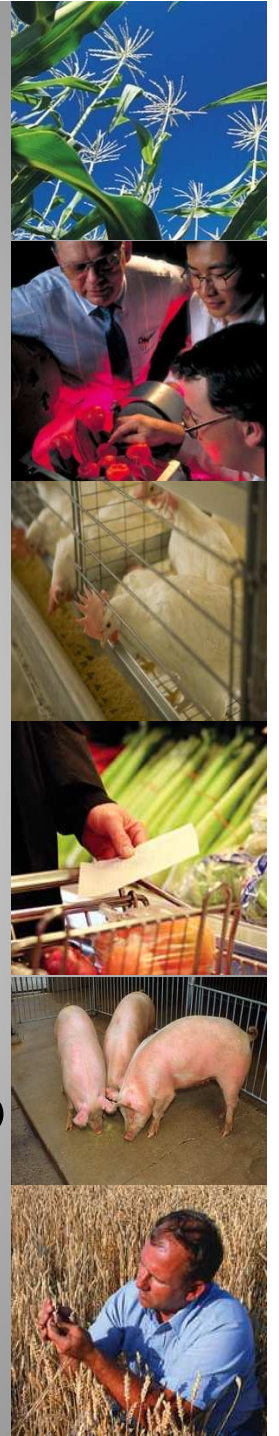
# 2009: A Successful Year

- HSUS visits Ohio in February to share plan
- Ohio's farm community unites with better idea—an Ohio Livestock Care Standards Board
- General Assembly agrees and places measure on ballot by wide majority
- Ohio voters agree by wide majority—64% Yes
- Consumer connection enhanced, Ohio becomes a national leader, and foundation set for future policy



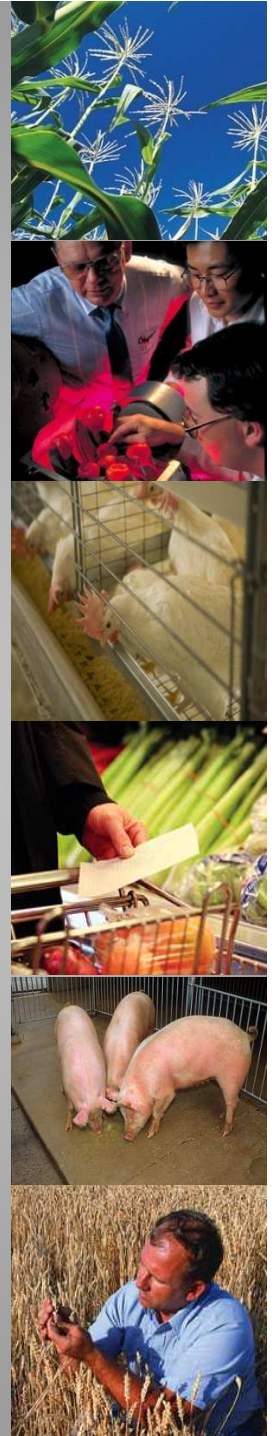
# Key Messages

- Ohio farmers have always cared for their livestock
- Board will ensure excellent care
- Provide for a safe, high quality, locally grown food supply
- A panel of knowledgeable Ohioans
- Keep decisions about livestock care in Ohio
- Reinforce consumer confidence



# Current Status

- Enabling legislation underway—HB 414 (Rep. Sayre) and SB 233 (Sen. Gibbs)
- House passed their measure, 98-0
- Senate bill has had several hearings-action expected soon



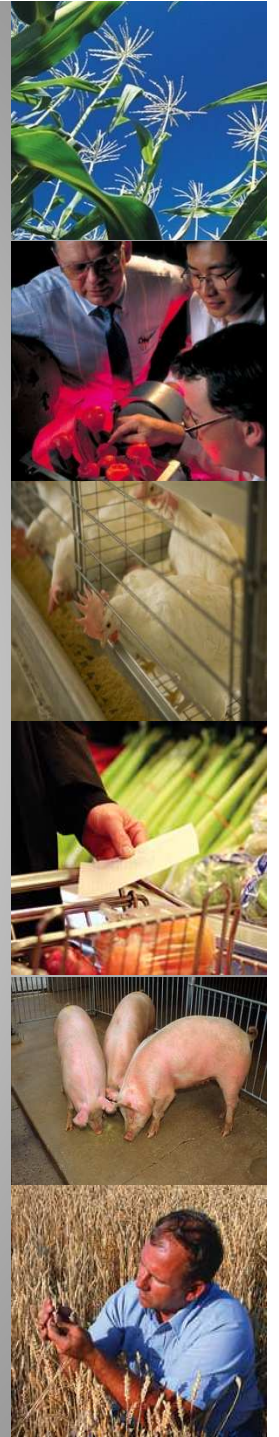
# Key Items in Legislation

- Spells out operational details of the Board
- Does not set standards, but provides rulemaking instructions (ORC 119)
- How 13 member panel will be named, length of terms, no compensation beyond actual expense
- Duties of the Board and duties of ODA
- Outlines complaint driven process
- Addresses funding



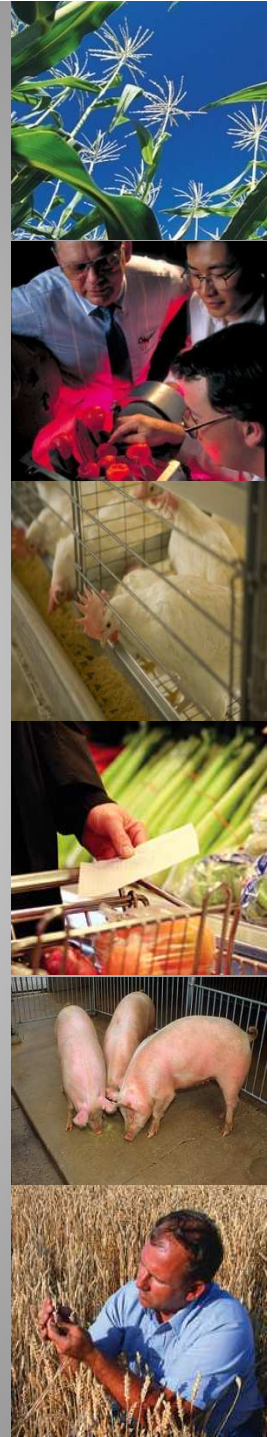
# Immediate Next Steps

- Pass the legislation
- Appoint the Board, hold first hearings
- Continue with consumer outreach across Ohio
- Build connections with farmers across the nation
- Monitor HSUS activity



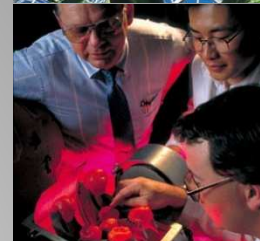
# 2010: Here they come again.....

- HSUS has proposed their own measure
- Petition language has been certified and signatures are being gathered
- 402,275 signatures are needed by 6/30
- November 2010 ballot—a big year
- Ohioans for Humane Farms
- Farmer endorsement request letter



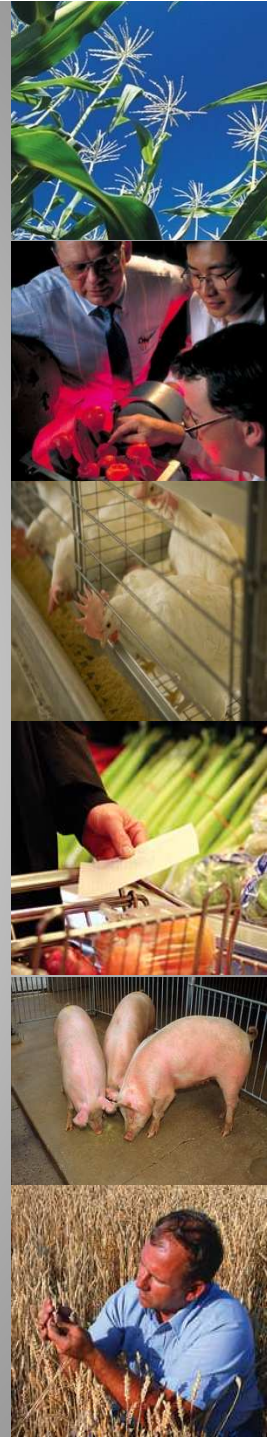
# Petition Language

- California Proposition 2---”stand up, turn around, .....
- No downer animals in the food chain
- No strangulation as euthanasia

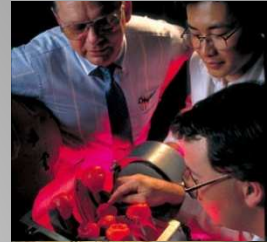


# Our Response

- Let the Board work
- Understand HSUS, other activists
- Earned media responses; interviews, letters to the editor, etc.
- Ohioans for Livestock Care
- Continue the consumer outreach



# Your Response



**Thank You!**

**QUESTIONS ?**

