

## 81. COMMUNICATION AND PUBLIC IMAGE

We will be a leading voice for Illinois agriculture.

We support:

1. Programs to improve the visibility and contributions of IAA and of county Farm Bureaus.
2. Creating public relations programs and promoting to news outlets a favorable view of farmers and agriculture while actively monitoring public opinion toward agriculture.
3. Centralized, up-to-date information so that members can respond to issues of public concern.
4. Web-based resources to help county Farm Bureaus respond quickly and consistently to local issues.
5. Programs that help non-farmer members understand and support IFB's goals and objectives.
6. The use of scientific names by the media, governmental agencies and healthcare professionals in referring to viruses and diseases.
7. News reporting that balances benefits with possible risks to both agriculture and consumers.
8. Challenging individuals and organizations that misrepresent scientific evidence and financially harm farmers.
9. Encouraging agribusinesses, through their advertising, to present a positive and professional image of farmers and agriculture.
10. Encouraging companies that provide animal feed, shelter and health products to advertise the positive aspects of animal production in addition to their products.
11. The work of non-profit agricultural organizations whose mission is to improve the image of agriculture and to confront negative messages.
12. County Farm Bureau partnerships with other farm organizations to improve public understanding of agriculture.