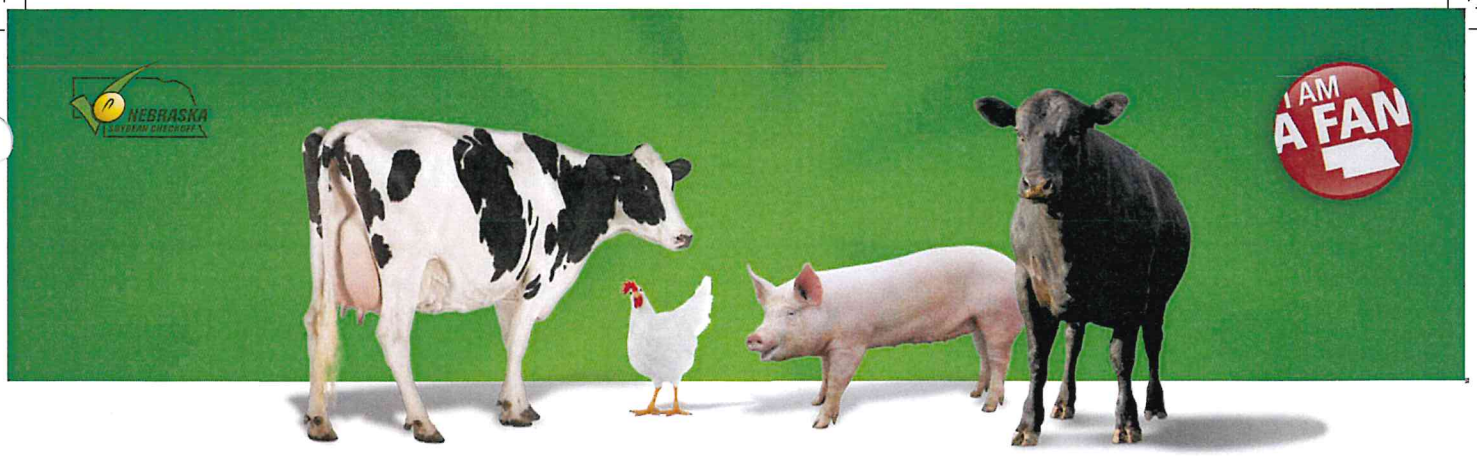


CASE STUDY

PRODUCERS CAN EXPAND PRODUCTION FACILITIES WITH CONFIDENCE AND NEIGHBOR BUY-IN

Expanding a production facility can be met with resistance from neighbors and local authorities, but it doesn't have to be if properly handled. In 2015, Lukas Fricke of Union Farms in Ulysses, Nebraska, decided to expand the nursery hog capacity of his family farm to allow for complete in-house production. Fricke encourages others to build and expand their production barns and facilities, offering valuable insights about how he worked to pave the way for a positive outcome.

"With the ability to look at the animals ourselves, use our corn and soy for our own feeds, and be able to bring myself back home full time to manage the swine side of the business, the decision to expand was easy," said Fricke. However, getting the buy-in from local authorities and neighbors required some strategic planning.

Fortunately, early in his career, Fricke worked as a livestock development and communication intern with the Alliance for the Future of Agriculture in Nebraska. There, he learned the value of process management and neighbor relations, and he applied those learnings to his family's livestock expansion plan.

Navigating the process

Throughout the permit process, Fricke was in continuous communication with agencies, the Nebraska Department of Environmental Quality and county zoning authorities. Such communications can help make the permitting process fairly painless. However, according to Fricke, waiting for the permit to be issued was the hardest part since the family was excited and ready to begin the process.

Communicating with neighbors

Communication with neighbors was important to getting the expansion approved. Fricke believes that a livestock producer should take the time to educate others and be a good neighbor by openly communicating and building relationships.

"AN OUNCE OF PREVENTION THROUGH COMMUNICATION IS WORTH A POUND OF DAMAGE CONTROL LATER."
— Lukas Fricke

"If you don't fully communicate your story, someone else will help fill in the blanks for you, mostly with false information," said Fricke. "So, get ahead of the coffee shop gossip and put the true story out there with the facts." Those facts should include telling about the benefits to the land and community and providing a plan for implementing the expansion. Fricke suggests that producers think long and hard about every "what if" and communicate to neighbors and the community that every contingency has been considered. For instance, consider how trucks and traffic will affect the operation's footprint, what equipment will be required, such as backup systems, wells, generators and extra propane tanks, and have ready answers to questions that may arise.

For Fricke's hog operation, the primary questions revolved around the stink factor. Knowing this would be a concern, Fricke had prepared thoughtful answers to those questions. In addition, he went one step further to organize an open house that allowed neighbors to walk up to the existing building for a first-hand experience of the sights, sounds and smells at the operation. "I really believe people walked away with a better understanding and opinion of our facility because they were able to be there," said Fricke.

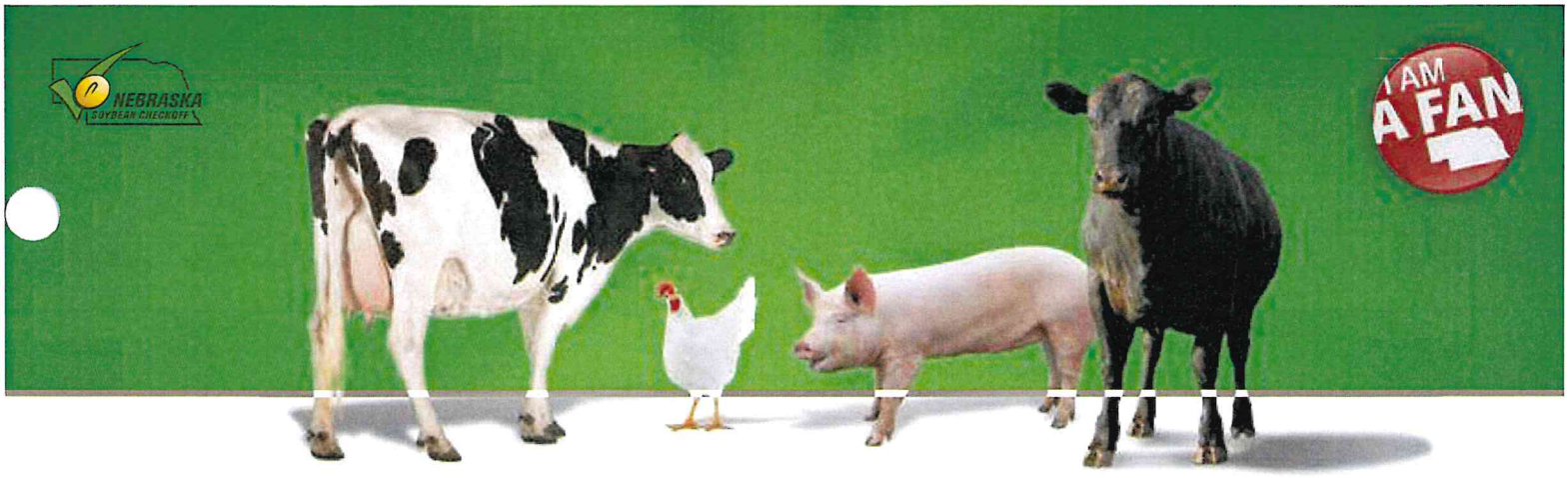
Involving the general public

Relationships with consumers and the general public also carry importance. Producers should be prepared to answer questions, stay involved with the community and endorse the industry without alienating those with differing views. In addition, producers can be active in local agriculture and business classes that show how livestock production encompasses so much more than manure piles and raising animals.

Encouraging others

Fricke believes that properly navigating the process and keeping open lines of communication from the very start about plans for a livestock facility can lead to positive outcomes and improved relationships with neighbors and the community. He encourages fellow producers to learn from his experience and feel confident moving forward with the process.

"As long as we maintain our strong history of public consciousness, environmental stewardship and animal husbandry, we will have no problem raising livestock and making a dollar and a difference for Nebraska," said Fricke.



NEIGHBOR CONTACT INFORMATION SHEET

Name: _____

Home phone: _____ Cell: _____

Address: _____

_____

Email: _____

Preferred method of contact:

☐ Home phone ☐ Cell ☐ Email

Notes: _____

_____

Name: _____

Home phone: _____ Cell: _____

Address: _____

_____

Email: _____

Preferred method of contact:

☐ Home phone ☐ Cell ☐ Email

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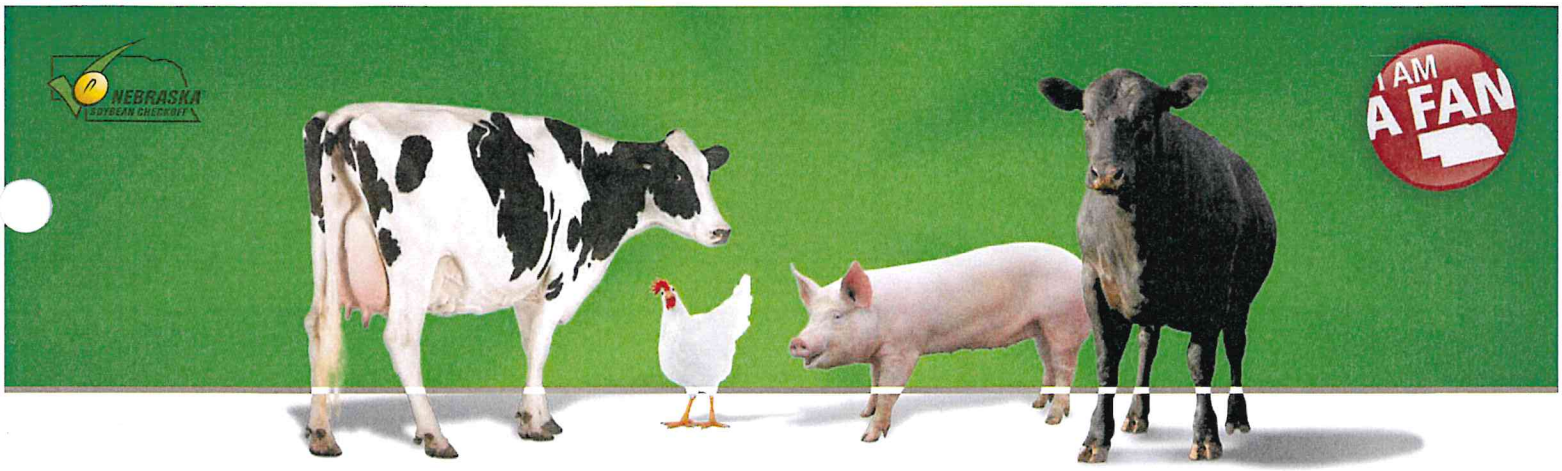


MY BARN INFO

You know your farm, your animals and the plans for your new barn inside and out — but the public and your neighbors do not. Compiling the facts, along with your plans, is a great way to get people on board and give them a tangible reference guide for the construction process and what to expect after completion.

Leave behind this fact sheet about your barn as a reference for your neighbors as you prepare and start to build your new livestock barn.

Your barn fact sheet should include:

- A introduction to yourself, your family and your farm
- A way for neighbors to contact you if they have questions
- Your "why." Why did you decide to build this new/expand your operation?
- Information on your feed plan, including how Nebraska-grown soybean are utilized. Be sure to highlight:
  - In 2015, egg production accounted for 6% of soybean meal usage (http://nebraskasoybeans.org/topics/animal-ag)
  - Nebraska is 12th in the nation in terms of soybean meal consumption — and you are helping boost that market by using soybean meal for your operation (https://tool.animalag.org/stateDocuments/2016/pdfs/NEBRASKA%20Economic%20Analysis%20of%20Animal%20Agriculture%202004-2014.pdf)
  - Explain that Nebraska's egg-laying hens consumed 59.7 thousand tons of soybean meal in 2014 (https://tool.animalag.org/stateDocuments/2016/pdfs/NEBRASKA%20Economic%20Analysis%20of%20Animal%20Agriculture%202004-2014.pdf0)
  - Soymeal is an excellent source of protein and amino acids for feed chickens (http://nebraskasoybeans.org/topics/animal-ag)

continued on back page

- Information about your nutrient management plan
  - Your philosophy for managing manure on your farm: _____

    _____
  - A pledge to notify neighbors before application near their home
  - A pledge for neighbors to agree to notify you if they have an event/gathering planned outside during expected manure application times
  - How you will store manure: _____
  - How/when and where you will apply manure: _____
- Information regarding the approval of zoning process
- Information regarding the local and state regulations your barn will face

Details of your barn

Expected number of animals, including their size and length of their stay: _____

Type and frequency of truck traffic associated with site: _____

Where animals will be marketed: _____

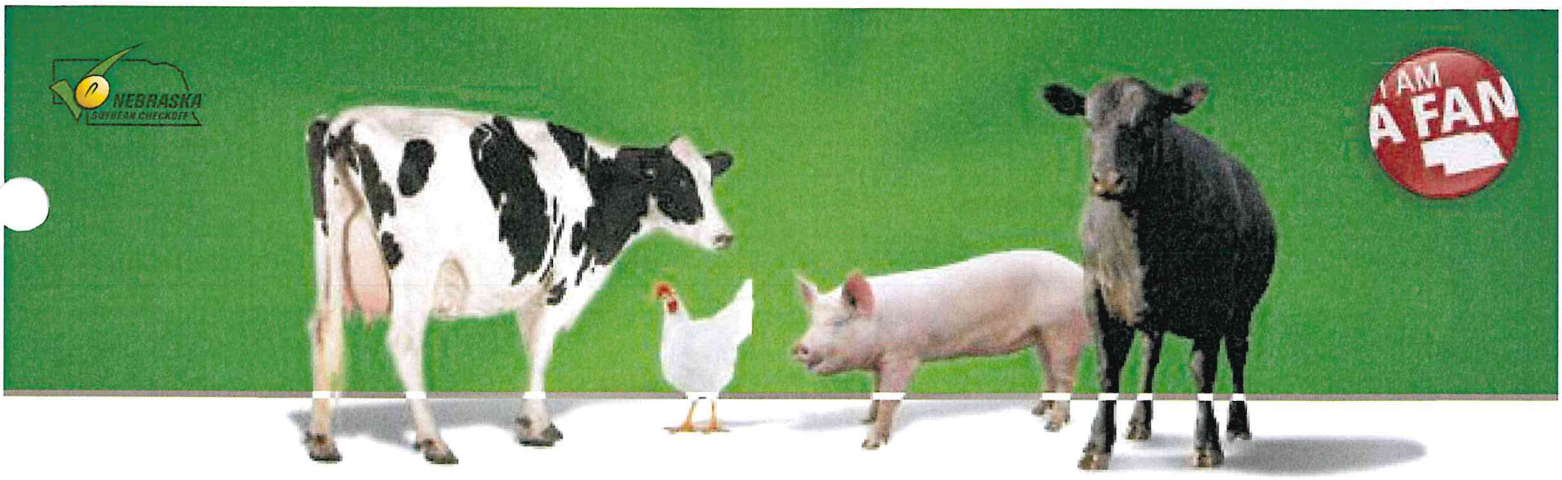
Contractual relationship (if applicable): _____

How much water the animals will drink: _____

- Include photos and/or a map of the site and its proximity to neighbors
- Photos of current similar facilities

How you will handle mortalities: _____

Ensure a date fact sheet is given to neighbors: _____



MY NUTRIENT MANAGEMENT PLAN

Here's how I will manage manure on my farm: _____

_____

I hereby pledge to notify you before application near your home. I ask for your pledge to notify me if you have an event/gathering planned outside during expected manure application times.

How I will store manure: _____

_____

How, when and where I will apply manure: _____

_____

Information regarding the approval of zoning process: _____

_____

Information regarding the local and state regulations my barn will face: _____

_____

DETAILS OF MY BARN

Expected number of animals, including their size and length of their stay: _____

Type and frequency of truck traffic associated with site: _____

Where animals will be marketed: _____

Contractual relationship (if applicable): _____

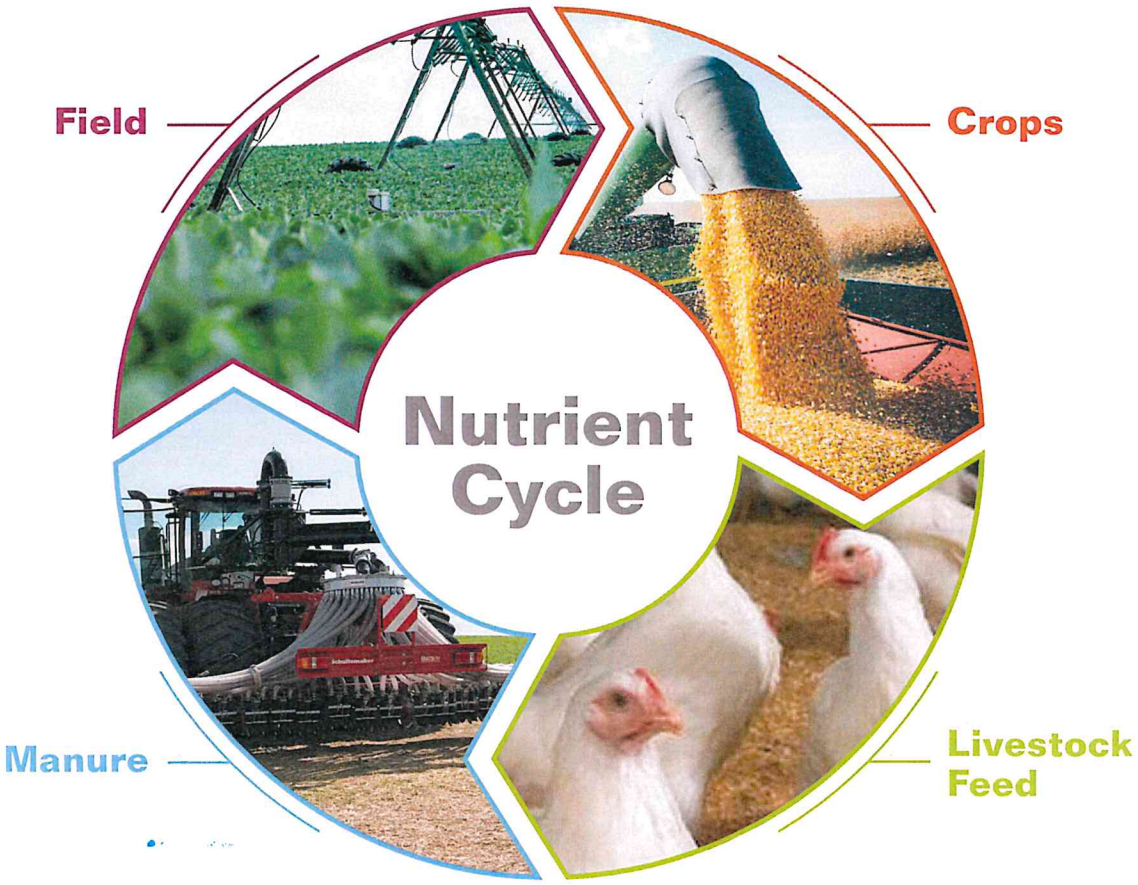
How much water the animals will drink: _____

How mortalities will be handled: _____

Date I shared this fact sheet with you: _____

ON-FARM NUTRIENT CYCLE.

REDUCE, REUSE, RECYCLE AT ITS FINEST.



Nebraska has lots of farmers that produce lots of crops. Those crops are harvested and fed to lots of livestock. The result is lots of meat, milk and eggs, but in between there's a lot of "output." You might call it waste, but to a farmer this output is a precious resource used to fertilize the soil for next year's crops. All of this output is carefully handled and stored safely to keep it out of places it shouldn't be. Farmers are required to have a nutrient management plan that outlines the handling, storage and application of manure.

This handout is reprinted with Indiana Soybean Alliance permission by the Nebraska soybean checkoff, supporting our number one customer — Nebraska livestock and poultry farmers and ranchers.

Nesobo 5610-10

Projected Economic Impacts of Two Commercial Broiler Grow-Houses in Non-metropolitan, Nebraska

September 2017

Kenneth M. Lemke, PhD
Economist
Nebraska Public Power District
1414 15th Street - P.O. Box 499
Columbus, Nebraska 68602-0499
(877) 275-6773, Ext. 5535
Email: kmlemke@nppd.com
Website: econdev.nppd.com

Projected Economic Impacts of
Two Commercial Broiler Grow-Houses in Non-metropolitan, Nebraska

Executive Summary

This study provides estimates of the local economic activity associated with a typical broiler operation in Non-metropolitan, Nebraska. The operation consists of two grow-houses producing between 516,000 and 639,200 birds per year. A computerized, input-output (I-O) model developed for the Non-metropolitan, Nebraska Economic Area[1] is utilized to produce estimates of local wages and salaries, local employment, local sales, local taxable sales, and local production tax revenues associated with the production of broilers in two commercial sized grow-houses.

The total local employment impact of the grow-houses is estimated to be between 1.7 and 1.8 full-time equivalents (FTEs). The labor income impact is estimated to be between $144,000 and $163,000. Output by firms selling to the broiler operation plus local purchases by the growers and local employees affected by the grow-houses is estimated to be between $188,000 and $214,000 per year. The impact of the broiler operation on local taxable retail sales is estimated to be between $33,000 and $38,000 per year and the local property tax impacts is estimated to be between $7,800 and $8,800 per year.

[1] Non-metropolitan, Nebraska includes all Nebraska counties except Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

Projected Economic Impacts of
Two Commercial Broiler Grow-Houses in Non-metropolitan, Nebraska

Introduction

This study provides estimates of the local economic activity associated with the production of broilers by independent Nebraska farmers (growers) under contract to a third party owner of the birds. A computerized, input-output (I-O) model developed for the Non-metropolitan, Nebraska Economic Area[2] is utilized to produce estimates of local wages and salaries, local employment, local sales, local taxable sales, and local property tax revenues associated with the production of broilers in two commercial sized grow-houses.

The typical broiler operation is assumed to consist of two 36,000 to 39,600 square foot specialized structures called grow-houses. Each grow-house would have the capacity to house between 43,000 and 47,000 birds for a total of between 86,000 and 94,000 birds for the two houses. Average annual production is assumed to include between 6.0 and 6.8 turns of birds per year in each house for a total of between 516,000 and 639,200 birds (2 houses times 43,000 to 47,000 birds per house times 6.0 to 6.8 turns per year). Annual income to the grower after expenses is assumed to average between $24,000 and $25,000 per house (total of between $48,000 and $50,000 for two houses).

As is typical of the broiler industry, it is assumed growers provide land and housing facilities, utilities, labor, and other operating expenses, such as repairs and maintenance. The birds are owned by a third party that provides the chicks and controls all other aspects of production.

Feed and chicks provided by the third party owner are assumed to come from a local feed mill and from local breeding and hatching operations. Although, these and other supplies may not be directly purchased by the grower, the local impacts are the same as local purchases made by producers in other industries. Therefore the effects of the owner supplied products and services produced within the local area are included as indirect impacts in this study. These indirect effects do not include the market value of the chicks or feed but do include the value of local inputs used in their production. The impact of processing operations after chickens are delivered are not included in the study. The impacts associated with the initial construction of the broiler grow-houses are also not part of this study.

The U.S. Broiler Industry

The U.S. broiler industry includes breeder flocks, hatcheries, grow-out farms with grow-houses, feed mills, and processing plants. In the United States, the broiler industry is vertically integrated, with most production aspects owned and controlled by an individual company usually called an "integrator." Typically, broilers are raised by independent farmers (growers) in grow-houses with industry integrators

[2] Non-metropolitan, Nebraska includes all Nebraska counties except Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

providing the chicks, feed, veterinary supplies and services, management services or field personnel, and transportation for the birds to and from the farm[3].

More than 90 percent of all chickens raised for human consumption in the United States are produced by growers working under contract with integrated chicken production and processing companies . Most of the other ten percent are company-owned farms and less than one percent are raised by individual growers.[4] Specific contract terms vary from company to company, but typically the grower cares for the chickens and usually provides land and housing facilities, utilities, labor, and other operating expenses, such as repairs and maintenance. Depending on the contract, the grower may also be responsible for manure disposal and chicken house cleaning.

Family-run broiler operations are usually part of diversified farms where growing chickens is not considered the primary operation. Only a small number of families expect to earn their total income from poultry. A typical farm will net about $24,000 to $25,000 per grow-house per year after expenses or between $48,000 and $50,000 for two grow-houses. Chicks are hatched at integrator-owned hatcheries, vaccinated against poultry diseases, and delivered to the grower's farm, where he (or she) houses them in large, specialized structures called grow-out houses. The integrator also delivers feed, which the farmer distributes to the birds. When the birds reach market age and weight in six or seven weeks, the farmer is paid, usually on the basis of weight gained by the flock.

Depending on the contract, the grower may also be responsible for manure disposal and chicken house cleaning. Manure from the operation may be used as a replacement for on-farm fertilizer or as a product the producer can sell in the local market. While the potential value of the manure is not specifically included in this study, some studies indicate a value of about $17 per ton for manure or between $5,000 and $7,000 for two grow-houses.

Economic Impact Analysis

As previously stated, to analyze the potential economic effects associated with the operation of two broiler grow-houses, an I-O model was developed for the Non-metropolitan, Nebraska Area economy. This model uses the IMPLAN database and I-O modeling software. Estimates of values to determine input costs and output values are shown in Table One on the next page. These values were derived from a variety of sources, which are listed in the table.

Because producers do not own the boilers, there is not a true market price for birds delivered to the integrators and an estimate of the value of the broilers delivered by the grower is not provided. Similarly, a final sales value is not available for chicks delivered to the integrators. An estimate of the cost to produce the chicks delivered to the producers was used to determine the indirect impacts of the grow-houses on the local economy.

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[3] Economic Research Service, U.S. Department of Agriculture. *Broiler Farms Organization, Management, and Performance*. Agriculture Information Bulletin No. 748. Available at https://www.ers.usda.gov/webdocs/publications/42203/13408_aib748_1_.pdf?v=41055

[4] The National Chicken Council, *Vertical Integration*, http://www.nationalchickencouncil.org/industry-issues/vertical-integration/.

Table One
Values Used to Estimate Annual Impacts of
Two Typical Commercial Broiler Grow-Houses in
Non-metropolitan[a], Nebraska

Characteristic	Estimated Total for Two Grow-houses[b]	
	Low	High
Number of grow-houses	2	2
Square feet	72,000	79,200
Birds per turn	86,000	94,000
Turns per year	6.0	6.8
Birds produced per year	516,000	639,200
Bushels of corn per year used in feed	52,000	72,000
Bushels of soybeans per year used in feed	20,000	28,000
Annual electricity and fuel bills ($)	18,000	19,800
Annual insurance costs ($)	3,600	3,960
Annual cost of maintenance, supplies and miscellaneous ($)	4,320	4,752
Estimated costs to produce and deliver chicks ($)	185,760	230,112
Average value of grow-houses and equipment ($)	660,000	800,000
Average property levy (%)	1.32	1.32
Average annual property tax	872	1,056
Employees (full time equivalents - FTEs)	0.5	0.5
Net income per year after expenses ($)	48,000	50,000

[a] Non-metropolitan, Nebraska includes all Nebraska counties except Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

[b] Values derived by Kenneth Lemke, Economist, Nebraska Public Power District, using data from sources listed below.

Sources:

Cunningham, Dan; *Guide for Prospective Contract Broiler Producers;* University of, Georgia Cooperative Extension; Bulletin 1167; October 2012.

Greater Fremont Development Council; *Grower Prospectus,* Undated, confidential document.National Chicken Council; website: http://www.nationalchickencouncil.org/about-the-industry/statistics/ .

Perry, David and Green, Robert; *Broiler Farms' Organization, Management, and Performance*; USDS Economic Research Service, AIB 748; March 1999.

Rhodes, Jennifer and Moyle, Jonathan, *Broiler Production Management for Potential and Existing Growers*; Updated 2016; University of Maryland Extension Poultry Website: http://extension.umd.edu/poultry.

Estimated Impacts

Values reported in Table One and the Non-metropolitan, Nebraska Area I-O model were used to produce estimates of annual employment and labor income associated with the operation of two broiler grow-houses. An estimate of local output or sales impacts, exclusive of the value of the broilers was also derived. The percentage of income spent locally on taxable sales (23.1 percent) and the percentage of income paid in property taxes (5.4 percent) were calculated using data from the U.S. Bureau of Economic Analysis' (BEA), Regional Economic Information System (REIS) and the Nebraska Department

of Revenue. These percentages were applied to the increase in local labor income to produce estimates of local taxable retail sales and local property tax impacts.

As shown in Table Two, below a typical broiler operation with two grow-houses would employ the equivalent of one half-time worker. When the secondary impacts are included, the total local employment impact is between 1.7 and 1.8 FTEs. The labor income impact, including the net income of the growers and all secondary effects, associated with a typical broiler operation is estimated to be between $144,000 and $163,000.

As noted earlier, an estimate of the output or sales value for the broilers produced by the growers is not provided in this report. As shown in Table Two, the increase in output by firms selling to the broiler operation plus local purchases by the growers and local employees affected by the grow-houses is estimated to be between $188,000 and $214,000 per year. Approximately one half of this output effect is the estimated value of the chicks and feed delivered to the broiler operation. The impact of the broiler operation on local taxable retail sales is estimated to be between $33,000 and $38,000 per year and the local property tax impact is estimated to be between $7,800 and $8,800 per year.

Table Two
Estimated Annual Impacts of
Two Typical Commercial Broiler Grow-Houses in
Non-metropolitan[a], Nebraska

IMPACT	Direct	Secondary[b]	Total
Employment (FTEs)	0.5 – 0.5	1.2 – 1.3	1.7 – 1.8
Labor Income ($)	57,000 – 59,000	87,000 – 104,000	144,000 – 163,000
Output ($)	NA	188,000 – 214,000	NA
Taxable Retail Sales ($)	13,000 – 14,000	2,0000 – 24,000	33,000 – 38,000
Property Taxes ($)	3,100 – 3,200	4,700 – 5,600	7,800 – 8,800

[a] Non-metropolitan, Nebraska includes all Nebraska counties except Cass, Douglas, Lancaster, Sarpy, Saunders, Seward, and Washington.

[a] Secondary impacts, often called multiplier impacts, include sales of local businesses to the broiler grow-houses along with the labor and wages associated with these sales plus the impacts of local purchases by workers at the grow-houses and workers at businesses selling to the grow-houses.

Source: Values derived by Kenneth Lemke, Economist, Nebraska Public Power District, using an IMPLAN Input-Output model for Non-metropolitan Nebraska and data in Table One.

NEBRASKA ODOR FOOTPRINT TOOL
Separation Distance Results

IANR

University of Nebraska Lincoln

Project title: Poultry Barn - 4 Barn — Prepared for:
Site location: Northeast Nebraska - Rolling Terrain/No Controls — Prepared by:
Location for weather data: Norfolk, Neb. (Northeast Neb.) — Date prepared:

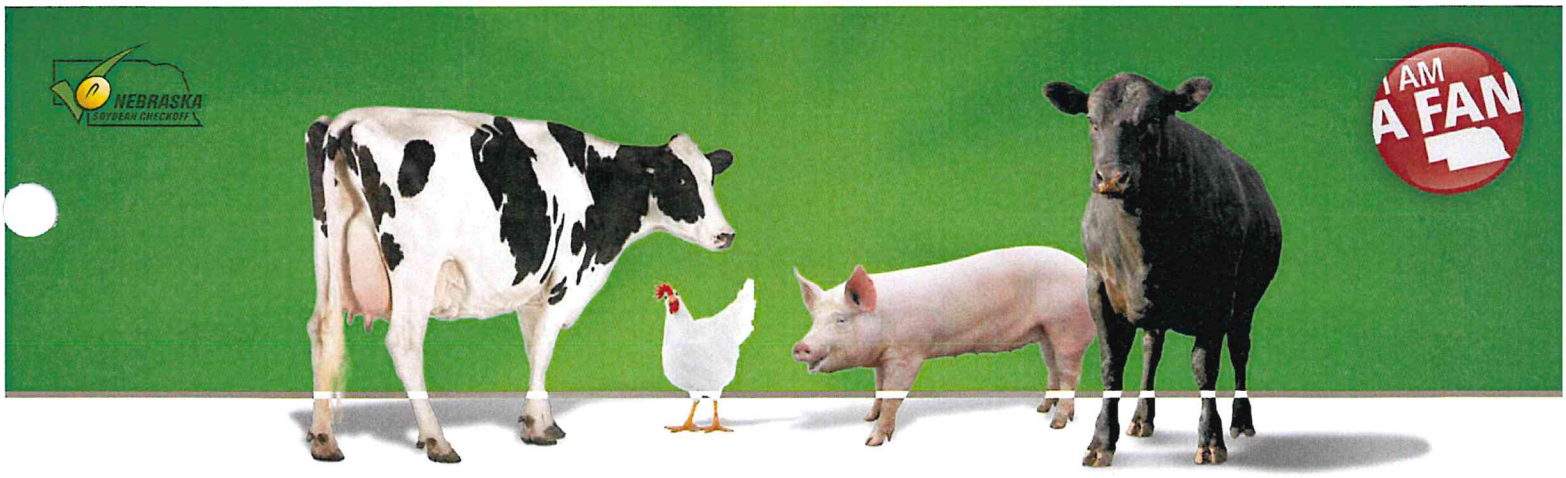
		Source Facility 1	Source Facility 2	Source Facility 3	Source Facility 4
Type of facility:		Poultry, Broiler Floor-raised on litter			
Total plan area:	(sq. ft.)	151,200			
Total number of animals:		168,000			
Base odor control:		No supplemental odor control implemented			
Percentage of total odor:		100%			
Alternate odor control:		No supplemental odor control implemented			
New Percentage of total odor:		100%			

Separation Distance (miles)

		Northeast	Southeast	Southwest	Northwest
BASE PLAN	90%	0.13	0.09	0.07	0.14
	94%	0.18	0.13	0.12	0.18
Odor Annoyance-Free	96%	0.21	0.17	0.15	0.22
Frequency	98%	0.33	0.29	0.21	0.35
	99%	0.52	0.57	0.33	0.67
ALTERNATE PLAN	90%	0.13	0.09	0.07	0.14
	94%	0.18	0.13	0.12	0.18
Odor Annoyance-Free	96%	0.21	0.17	0.15	0.22
Frequency	98%	0.33	0.29	0.21	0.35
	99%	0.52	0.57	0.33	0.67

	Northeast	Southeast	Southwest	Northwest
Terrain: (apply on receptor-by-receptor basis)	Rolling terrain	Rolling terrain	Rolling terrain	Rolling terrain

Funding provided by: The Nebraska Environmental Trust
Pork Checkoff



MEDIA COMMUNICATIONS

In any city or town, new construction of any kind is likely to drum up media attention. Your new barn is a large project that has the potential to impact many people, the community and its economy. Therefore, preparing to speak to and work with the media is a skill you should learn.

Not everyone will be pleased with your barn, but having the media on your side can help tell your story, clarify any misunderstandings and create a sense of togetherness throughout the process. Below are templates to help you communicate with the media in a proactive, impactful way. Our letter to the editor and ribbon-cutting event planning templates will help you create a positive, shareable story.

LETTER TO THE EDITOR

Directions:

Below are multiple questions that were developed to assist you in writing a letter to the editor. Answer a few of the questions to help you. Focus on the questions you feel most comfortable with.

- If needed, reference the supplemental materials provided for facts and figures:
  - "Cost of Community Services" reference sheet
  - Regional economic impact cards
  - You can also visit our website, **FarmersandRanchersDeliver.com**, for more facts and figures.
- Goal of your letter to the editor:
  - Communicate to the community about your new barn — what will they see now that the barn approved to be built?
  - Communicate economic impact that new facility will have on community
  - Thank local decision makers (Area Planning Commission, County Commissioners)
- Try to keep your letter to the editor around 300 words or less. **Note:** your local paper may publish only sections/pieces of your letter to fit within the allotted print space.
- When to send your letter to the editor:
  - Send upon approval of the new barn

QUESTIONS

- Briefly introduce yourself and your farm
- Briefly describe the building process for your new barn
  - Who was involved in the process?
  - Why did you decide to build a new barn/expand your operation?
- Describe the new facility
  - When will/was the barn be completed?
  - How many animals will the facility hold?
  - How often will new animals arrive/depart the new facility?
  - When do you expect to have the first set of animals arrive?
  - Explain what the community will see once the barn is complete
- Describe the economic impact that the new facility will have on your community
  - What effect does a new (hog, dairy, beef, poultry) facility have on the community economically?
- Reference regional economic impact cards
- What does the agricultural sector contribute to your county community?
  - Reference "Cost of Community Services" reference sheet
  - Agriculture has an overall positive impact on Nebraska communities, as it pays significantly more in revenues than the costs it imposes or the services it receives
- Thank local decision makers for supporting the building of the barn

Example letter:

Dear (Mr. Editor),
Since deciding to expand our livestock operation in July 2014, my brothers and I have worked with an environmental consultant and engineer to choose the best building site for our new hog barn. It's meant more than choosing the right site for our family and our pigs — it's about keeping our land, water and our community safe. I would like to thank our county's local decision makers for their unbiased approach. This new hog barn will allow the next generation of our family to continue to live and work on the farm.

Once our new facility is complete, it will be home to approximately 4,400 pigs for 16 weeks at a time. These pigs will arrive when they are about 65 pounds and leave when they are about 280 pounds — ready for market.

This new barn will contribute more than just pork chops, bacon and other favorite pork products. Annually, a barn similar in size to ours contributes $3.1 million in regional output (central Nebraska), $526,990 in additional household income and 17 jobs. These numbers don't include additional contributions like property taxes, income taxes and one-time construction costs.

Animal agriculture is an important economic driver in our community. The agricultural sector has an overall positive impact on all Nebraska communities, as it pays significantly more in revenues than the costs it imposes or the services it receives.

Once our new barn is finished, you will start to see some trucks and you'll probably smell the pigs, but my family will continue to keep our land, our water and the community at the top of our priority list for generations to come — just as we did when choosing our barn's site.

You can include:
As you build your new barn, you may run into some hesitation from neighbors and community members. It's important to shed positive light on your operation to help "ease the blow" if and when there are disagreements with your plan.

To help create a sense of community, share messages about how your farm uses Nebraska soybean and corn, which helps boost the state's economy. This shows you care about Nebraska's economic standing and the health/well-being of your animals.

INCLUDE:

1. **Nebraska's animal agriculture industry represents around $20.3 billion in economic output** (http://nebraskasoybeans.org/topics/animal-ag)

2. **Nebraska's animal agriculture consumed about 825.4 thousand tons of soybean meal in 2014, placing the state as #12 in the nation in terms of soybean meal consumption** (https://tool.animalag.org/stateDocuments/2016/pdfs/NEBRASKA%20Economic%20Analysis%20of%20Animal%20Agriculture%202004-2014.pdf)

3. **The use of Nebraska-grown soybean meal was estimated at nearly 840,900 tons in 2015, growing significantly in just one year** (http://nebraskasoybeans.org/topics/animal-ag)

   - Of that, egg-laying hens consumed 59.7 thousand tons of soybean meal (https://tool.animalag.org/stateDocuments/2016/pdfs/NEBRASKA%20Economic%20Analysis%20of%20Animal%20Agriculture%202004-2014.pdf)

   - Feeding feed chickens with soymeal provides them with excellent sources of protein and amino acids (http://nebraskasoybeans.org/topics/animal-ag)

4. **In effect, the use of soybean meal directly impacts the state's economy, communities and the growth of jobs throughout Nebraska**

These points will help build the story of your operation's positive impact on that state. Be sure to include references on where information has been found.

RIBBON CUTTING EVENT

Directions:

This packet includes all the information you'll need to plan a ribbon-cutting event for a new livestock barn. Think of this as an event for all your friends, a way to share the story of your farm and why you decided to start or expand your livestock operation. Make the event personal; bring photos of your family, show off your new barn and network with members of your community. And, it's great to remind them just how the community will benefit from the construction of the new barn.

PLANNING

- Decide date and time for ribbon-cutting event
- Once you've decided on a date, you'll want to send out your invitations 2-3 weeks prior to your event. We've included a sample invitation to help you write yours.
- Discuss an agenda for the event. Here are some ideas:
  - Introduce family/farm
  - Take a tour of the barn [after the ribbon is cut, of course]
  - Networking — leave some time for attendees to mingle
- Don't forget!
  - Provide livestock campaign materials
  - Have someone take pictures during the event
  - Tell attendees where to park
  - Share your story
- Provide family background, farm history, photos of barn progress, etc.

WHO TO INVITE

- Department of Environmental Quality (DEQ)
- County staff
- County commissioners
- Local Economic Development Officials (LEDOs)
- Chamber of Commerce members
- Local business leaders
- State legislators
- Neighbors
- Local media
- Engineer/environmental consultant
- Builder
- Lender
- Membership organizations you are involved in or who helped you during the building process

PRE-EVENT

Email is a simple, effective way to invite your guests to your event. Use the guide below to write a short, yet memorable invite.

- Attention-grabbing subject line, such as:
  - Join Smith Family Farms for our ribbon-cutting event!
- Introductory statement explaining the event and why you'd like your guests to attend
- Date
- Time
- Location(s)
- Who/where to RSVP
- Salutations

Nebraska's livestock farms are part of the community fabric, caring for the land and animals that feed their families and yours.

As community leaders and economic contributors, Nebraska's livestock farm families are responsible neighbors invested in their heritage, their future and the health of the community.

Learn more about Nebraska's farmers at:

http://www.farmersdeliver.com/nebraska