

Private Eyes: What Do I Do?

A workshop to address undercover videos, follow-up actions, and social media training

September 17, 2019 – Rutherford County Extension Office, 315 John Rice Blvd., Murfreesboro, TN 37129

September 18, 2019 – WNC Regional Livestock Center, 474 Stock Dr., Canton, NC 28716

September 19, 2019 – Iredell County Extension Office, 444 Bristol, Dr., Statesville, NC 28677

Agenda:

Time	Topic
8:30 - 9:00 AM	Registration, Welcome, Refreshments
9:00 - 9:30AM	Curb Appeal: Perception of your farm
9:30 - 10:15AM	Animal Care Standards: Body Condition, Locomotion, Cleanliness, and Cow Comfort
10:15 - 10:30AM	Break
10:30 - 11:15 AM	Developing an Emergency Management Plan
11:15 AM - 12:00 PM	Protecting Your Farm- Legal rights and employee management
12:00 - 1:00PM	Lunch
1:00 - 1:30PM*	Media Training: Introduction, Case Studies
1:30 - 3:00 PM*	Social Media: Right response, Right time

*Agents must attend afternoon media training to receive continuing educations credits. Farmers and other participants are also encouraged to attend.

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