



2019 ANNUAL REPORT

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Executive Director

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PROJECTS

Promoting, Connecting, & Educating Together

Our mission would not have been possible without our valued partners, dedicated sponsors, and the many professionals who helped overcome livestock welfare challenges. Together we have coordinated a number of outreach projects, raised awareness, and provided support to countless livestock in stress.

Our Vision

For over a decade, FACCT has been committed to the ever changing perception of animal agriculture. As an industry leader, we have evolved and adapted to preserve and maintain a positive image of animal agriculture to gain the consumers confidence in our food supply.

Our vision, however, remains the same. To collectively represent the animal agriculture industry in Tennessee with factual, proactive voice and serve as a resource regarding humane care, well-being issues, and best management practices.

We represent all animal agriculture to promote, connect, and educate on livestock welfare.

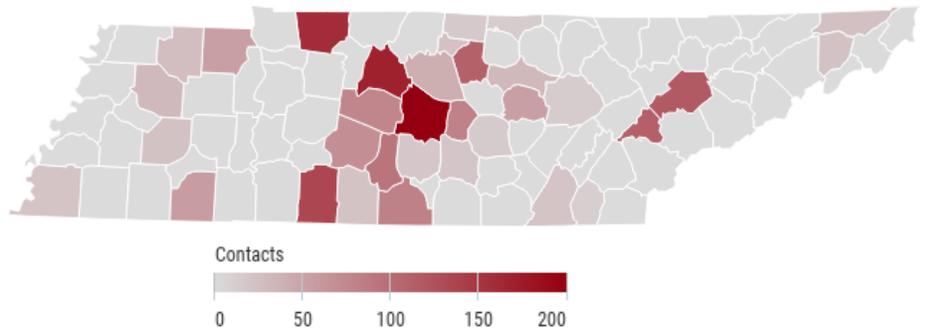




STRATEGY

28634 from 18645

(people reached annually in 2019 from 2018)



Looking Back at 2019...

Outreach



1,676
Emails



515
Conversations



9
Presentations

Audiences



405
Civic Leaders



21,700
Consumers



7,250
Producers

Awareness



93%
Social Media Growth



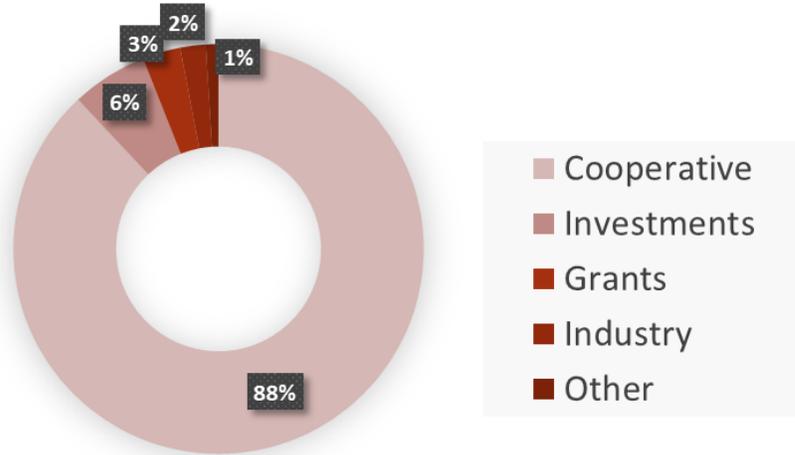
2,267
Webiste Visits



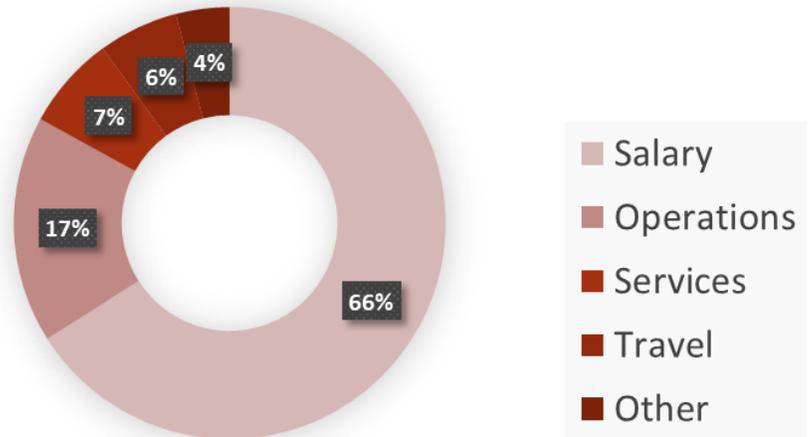
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Educational Displays

FINANCE

Sources of Funding



Annual Expenses 2019



Additional Remarks

Operations

- New computer and printer purchased
- Promotional items purchased to use in marketing FACCT

Services

FACCT contracts outside service for accounting purposes of the organization.

Travel

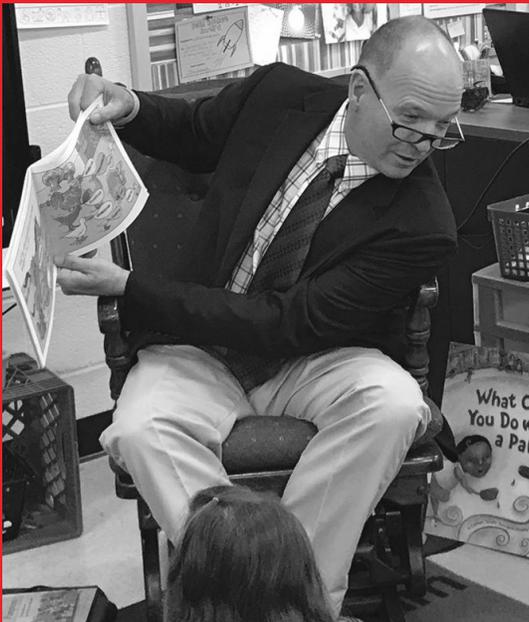
- Cost for director to attend conferences and speak at events.
- Travel expense for speakers of FACCT events



Education

Consumer Education

Fairs across Tennessee serve as great time to capture the attention of consumers and provide information on livestock animals. FACCT partners with Farm Bureau to provide educational experiences through county farm days, field trips at fairs, and media outreach. In 2019, FACCT was able to reach 21,700 consumers through educational exhibits and farm animal displays.



Tennessee Ag Literacy Week

Tennessee Ag Literacy Week is an annual event to promote agriculture to youth. This event is held the week before Thanksgiving. Organizations across the state organize events to promote agriculture through reading books and conducting lessons in local schools. Various organizations across the state participated from all counties and reached over 10,000 youth.

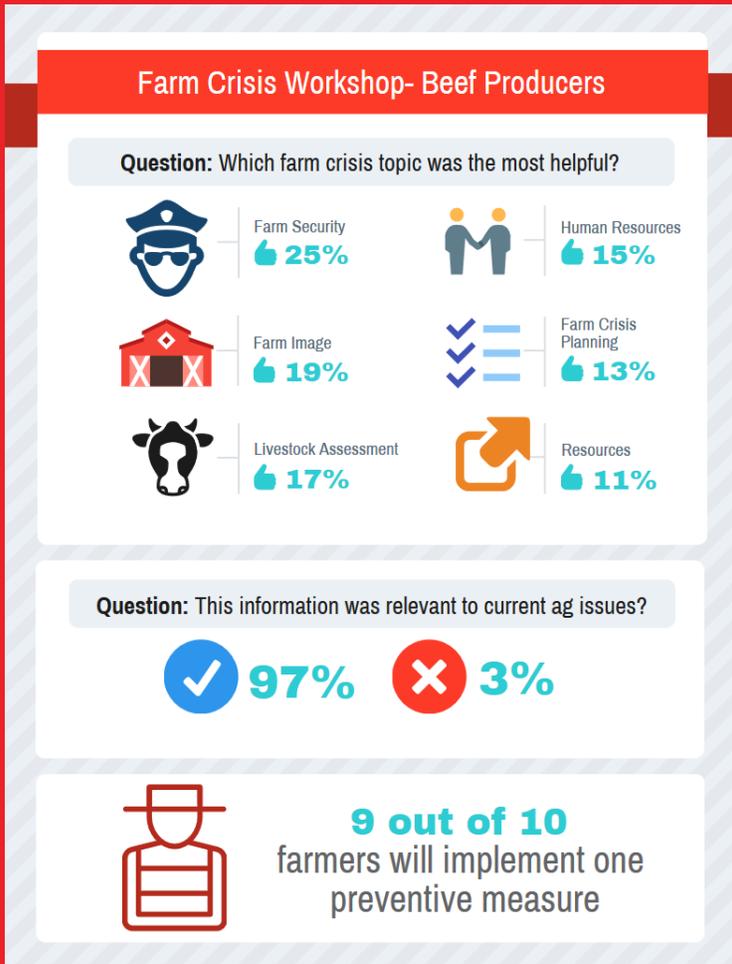
Save the date for 2020 TN Ag Literacy Week,
November 14-21!

Commissioner of Agriculture, Dr. Charlie Hatcher, reading during Tennessee Ag Literacy Week at a local elementary school.

Education

Producer Education

Farm Crisis workshops were presented across Tennessee for Master Beef Courses and for Farm Bureau Young Farmers & Ranchers. This workshop was conducted along with information provided by UT Extension. As a result of the workshop, 90% of farmers gained a useful tool to implement on their farm to prevent a farm crisis.



Law Enforcement Education

Through FACCT's annual Livestock 911 training, sheriffs, animal control, attorneys, and others involved in livestock welfare are encouraged to attend to learn about protocol and resources when handling livestock welfare challenges. This year the conference was held at University of Tennessee, Knoxville. 100% of attendees found the training successfully by identifying at least 3 resources they could use in their counties.

