



The National Pork Producers Council's Grassroots Network

RESOURCE MANUAL



*The Global Voice for
the U.S. Pork Industry*



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How to Find Your Lawmaker's Contact Information

There are 435 members in the US House of Representatives, and 100 members in the US Senate. This is not including the members of your House and Senate in your state. As a result, it can feel a bit overwhelming to figure out where to start or who to contact. Here are three simple steps that you can take to identify your elected officials and their contact information.

STEP 1: Visit openstates.org/find_your_legislator and enter your zip code.

STEP 2: Upon entering your zip code, a list of all officials that represent you will show up on the screen. Click on the name of the individual you wish to reach.

Find Your Legislators
Look your legislators up by address or use your current location.

50322 [Search by Address](#) [Use Current Location](#)

State

NAME	PARTY	DISTRICT	CHAMBER
John Forbes	Democratic	40	lower
Brad Zaun	Republican	20	upper

Federal

NAME	PARTY	OFFICE
Joni Ernst	Republican	U.S. Senate
Chuck Grassley	Republican	U.S. Senate
Cynthia Axne	Democratic	U.S. House IA-3

STEP 3: After clicking on the name of the person you wish to reach; all their office locations and contact information will appear. It will look like the screen below. From there, determine the office you want to reach, and the method for which you want to contact them (phone, email etc.).

Chuck Grassley
• Senator • Republican • Iowa

Online	Capitol Office	District Office #1	District Office #2	District Office #3	District Office #4	District Office #5	District Office #6
WEBSITE https://www.grassley.senate.gov/contact/contact-form https://www.grassley.senate.gov/website	135 Hart Senate Office Building Washington DC 20510 PHONE 202-224-3744	111 7th Ave. SE Suite 6800 Cedar Rapids, IA 52401 PHONE 319-363-6832 FAX 319-363-7179	8 S. 6th St. 307 Council Bluffs, IA 51501 PHONE 712-322-7103 FAX 712-322-7196	201 W. 2nd St. Suite 720 Davenport, IA 52801 PHONE 563-322-4331 FAX 563-322-8552	210 Walnut St. Suite 721 Des Moines, IA 50309 PHONE 515-288-1145 FAX 515-288-5097	320 6th St. 120 Sioux City, IA 51101 PHONE 712-233-1860 FAX 712-233-1634	531 Commercial St. 210 Waterloo, IA 50701 PHONE 319-232-6657 FAX 319-232-9965

SERVING IOWA

Calling Legislators on the Phone

Telephoning your legislator's office is a useful way to communicate your opinions, especially on issues where an action is pending, such as a vote. You will not speak to the legislator directly. As with letters, legislative staff track the number of calls they receive on various topics. Just a couple phone calls into an office over a short period of time can bring an issue to the attention of your legislator and have a big impact. Here are some tips to help you make that call:

- **Call congressional offices directly or through the switchboard.** If you do not have the direct number, you can reach U.S. representatives by calling 202-225-3121, and U.S. senators by calling 202-224-3121. Ask the operator to connect you to the individual office.
- **Ask to speak to the aide who handles the issue about which you are calling.** Your call will be more influential if you speak to the correct aide. However, Congressional aides are very busy and this is not always possible. If you cannot speak directly with the aide, leave a message with the receptionist stating your views. Let them know that you are a constituent. Elected officials are most interested in your opinions if you are from their Congressional area.
- **Know your facts.** Be sure you have the basic information about your topic in front of you when you call. You should be able to specifically describe the topic about which you are calling and state your opinion on what your legislator should do.
- **Note your expertise.** If you have professional experience on the issue on which you are calling, be sure to mention it. It will help to establish your credibility on the issue and may even prompt the aide to ask you for some guidance on the issue.
- **Be brief.** Aides receive a high volume of phone calls every day, so keep your call short.
- **Be timely.** Timeliness is especially important when you are phoning. If the vote on your issue is imminent, the aide is much more likely to pay attention to what you say.
- **Consider calling the local office.** Calling the office in your district or state, rather than the Washington office, can sometimes be very effective. If you are calling about a vote or other timely issues, always call the Washington office. But, if you are calling generally about an issue that affects your district or community, calling the local office can be a good way to make them aware of an issue.

Writing a Letter or Email

Personal messages from constituents can be a very effective way of communicating with your legislators. Always be sure to introduce yourself and why you're writing to them. Include your name and address to make it clear that you live in the relevant district or state. All letters/emails should start with Dear Senator/ Representative, and they only need to be a few paragraphs about a single issue.

Include specific information about the bill or program about which you're writing. Details about personal or local impact are very effective. Always be courteous, and be very clear about what action you'd like your legislator to take. Use the human action model as best you can to articulate yourself in your letter.

When writing to the Chair of a Committee or the Speaker of the House, it is appropriate to begin letters with "Dear Mr./Madam Chairman/woman" or "Dear Mr./Madam Speaker."

Address your letter/email as follows:

FOR U.S. SENATORS

The Honorable (Full Name)
[Room #], Senate Office Building
United States Senate
Washington, D.C. 20510

FOR U.S. HOUSE OF REPRESENTATIVES

The Honorable (Full Name)
[Room #], House Office Building
United States House of Representatives
Washington, D.C. 20515

FOR THE PRESIDENT OF THE UNITED STATES

The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20500
Comment Line: 202-456-1111
Fax: 202-456-2461
Email: president@whitehouse.gov

Write a Positive or Thank You Letter/Message

Finally, Congressmen receive a lot of negative complaint letters after nearly every action they take. If your congressman voted as you wanted him or her to vote, take a few minutes to write send a short thank you message (especially if you previously wrote them a letter expressing your opinion).

Sample Letter

Note: The address below is not necessary for E-mails. Simply start with “Dear Senator/Representative [insert name] and add your content from there.

The Honorable Jane Doe
Room # 205, Senate Office Building
United States Senate
Washington, D.C. 20510

Dear Senator Doe,

My name is Lucy Russell, I am the CEO of X Farms out in [location relevant to the Senator’s/ Representative’s area]. I am deeply concerned about the complications facing the hog industry today and am writing to you regarding [specific bill number if possible, if not, type “legislation”] that would authorize USDA to extend much needed compensation to hog farmers struggling to make ends meet.

COVID-related pork packing plant disruptions have resulted in pigs backing-up on farms with two dire consequences. With too many hogs and no place to market them, hog values have plummeted. As a result, U.S. hog farmers and business owners like me, will lose more than \$5 billion collectively on hogs marketed this year. We also face staggering losses for pigs that we are forced to euthanize to avoid animal suffering as our farms become overcrowded with animals. Overcrowding impacts pigs’ ability to rest comfortably and may result in aggression and injuries. Maintaining air quality and temperatures that keep animals comfortable is also challenged. Tragically, euthanasia is the only humane response in many cases.

Hog farmers are essential to the nation’s pork production system, and we need your support to weather the worst crisis producers like me have ever seen. Compensation in this instance would go a long way in ensuring that we can continue feeding families around the world and maintain our livelihoods we know and love.

Senators Joni Ernst, Chuck Grassley and Tina Smith have circulated a letter to you and other Senate colleagues seeking support for [specific bill name if possible. If not, simply type “legislation”] that would authorize USDA to extend compensation to hog farmers forced to euthanize pigs, including funds to cover the costs of depopulation and disposal. Please lend your support to this critical legislation.

Sincerely,



Lucy Russell
CEO, X Farms

How to Contact Your Legislator via Social Media

Social media has radically increased the number of venues and opportunities constituents have to communicate with lawmakers. Legislators continue to rely on traditional means such as their own websites and email, but have begun using blogs, YouTube, Twitter, and Facebook to be more accessible to those that elect them. Additionally, electronic communications are less expensive than sending postal mail, and allow legislators to respond much more quickly.

Finally, social media allows you to break down geographical barriers to communicating with Congress. Normally, legislators only want to hear from constituents – the people that live in their district, vote for them and keep them in office. Social media, of course, is not tethered by these restrictions; you can communicate through Twitter and Facebook with a legislator in a position of leadership, or who has jurisdiction over a key health committee, even if they are not your legislator.

FACEBOOK: More than 90 percent of legislators in Congress have a Facebook page and use it for sharing information with constituents. Legislators are most frequently using Facebook to communicate their opinion on pending issues or legislation. However, they also use Facebook to talk about what is going on in their states or districts, including events they're holding or attending – this is a good way to find out about where you can meet your legislator in person.

In addition, legislators read comments and posts on their Facebook pages. In a study by the Congressional Management Foundation, nearly two-thirds of House and Senate social media managers said Facebook is an important tool for understanding constituent views and opinions. Keep track of what they post and add your thoughts; these are great ways to make your voice heard.

TWITTER: Twitter has become a favorite tool of legislators to release press statements, photos, and short news items. In the 113th Congress, 100 percent of senators and more than 90 percent of representatives use Twitter. Every state has at least 70 percent of its delegation on Twitter.

There are two easy ways to find your legislator's Twitter handle:

1. Visit www.tweetcongress.org and enter your home address. You'll be given information about your legislators as well as their Twitter handles.
2. Visit www.govsm.com, a Wiki page devoted to legislators' social media usage. You'll need to know the names of your legislators in advance, but you'll see the full range of social media platforms they are currently using.

Reaching your legislators through Twitter is easy; simply begin your tweet with their Twitter handle (user handles begin with an @ sign). You'll also want to include relevant hashtags, (which begin with a # sign). Hashtags are a way of branding your tweet and making it easier to track conversations.

Sample Template for Contacting Legislators

Note: This template may be used for any form of communication to legislators. Be sure to make formatting changes depending on the method you use. Those formats can be found in the previous pages.

INTRODUCTION

(name, job, company, where you live, what specific legislation or issue you want to talk about)

Lucy Russell, CEO of X Farms, live in Des Moines, IA in your district, here to talk about HR 12, which would establish new standards for confinement of specified farm animals; ban sale of noncomplying products

SENSE OF UNEASE

(Why are you worried about this issue/legislation?)

As a business owner, HR 12 would fundamentally change the way I do business for worse, as it would prevent me from providing the best possible products at the lowest possible prices for consumers and endanger my animals.

VISION OF A BETTER STATE

(How can the situation be alleviated?):

Our farms are already up to do date with all the latest best practices for animal welfare and safety. These new standards in HR 12 would create an unnecessary burden on my farm and for my animals, as these new standards do not comply with the best practices in our industry for animal safety. Keeping standards the way they are would go a long way in empowering my business to create the most value for the people we are proud to serve and keep my animals safe.

PATHWAY TO GET THERE

(What can the legislator do to help you?):

For these reasons mentioned, I urge you to oppose HR 12

FULL SCRIPT

(using the outline above):

Hi Representative Smith, thank you for your time today. My name is Lucy Russell. I am the CEO of X Farms and live in your district in Des Moines, IA. I am here today to discuss with you HR 12. HR 12 would establish new standards for confinement of specified farm animals and ban sales of non-complying products. I am firmly against HR 12 for a variety of reasons. As a business owner, HR 12 would fundamentally change the way I do business for worse, as it would prevent me from providing the best possible products at the lowest possible prices for consumers and endanger animals everywhere. Our farms are already up to do date with all the latest best practices for animal welfare and safety. These new standards in HR 12 would create an unnecessary burden on my farm and for my animals, as these new standards do not comply with the best practices in our industry for animal safety. Keeping standards the way they are would go a long way in empowering my business to create the most value for the people we are proud to serve and keep my animals safe. For these reasons mentioned, I urge you to oppose HR 12. Thanks again for your time and I am happy to answer any questions you may have.

Blank Template for Contacting Legislators

Note: This template may be used for any form of communication (email, social media, letter, phone call, in person etc.). Be sure to make formatting changes depending on the method you use. Those formats can be found in the prior documents.

INTRODUCTION

(name, job, company, where you live, what specific legislation or issue you want to talk about)

SENSE OF UNEASE

(Why are you worried about this issue/legislation?)

VISION OF A BETTER STATE

(How can the situation be alleviated?):

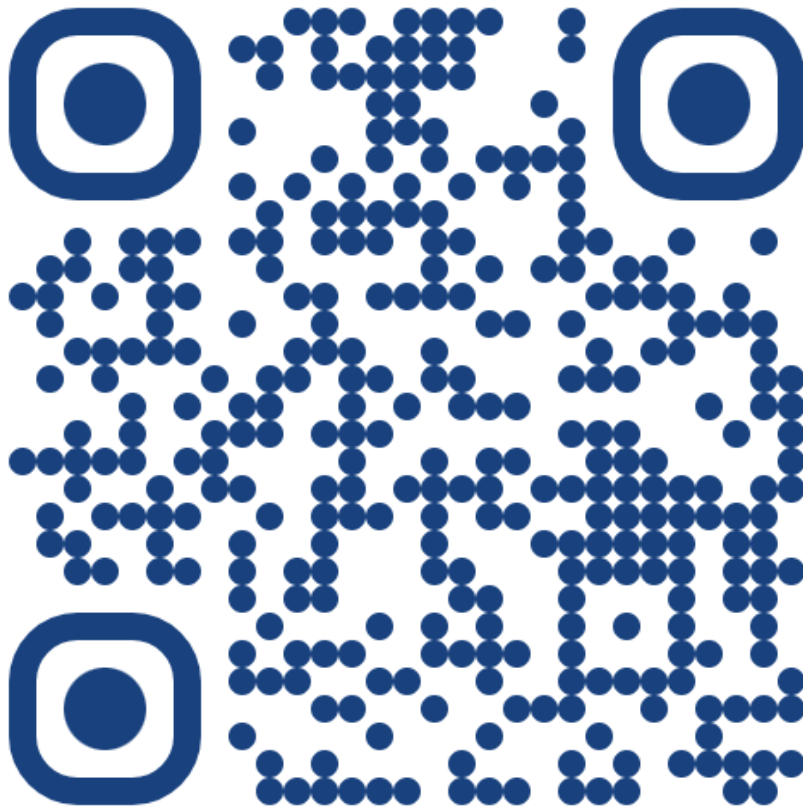
PATHWAY TO GET THERE

(What can the legislator do to help you?):

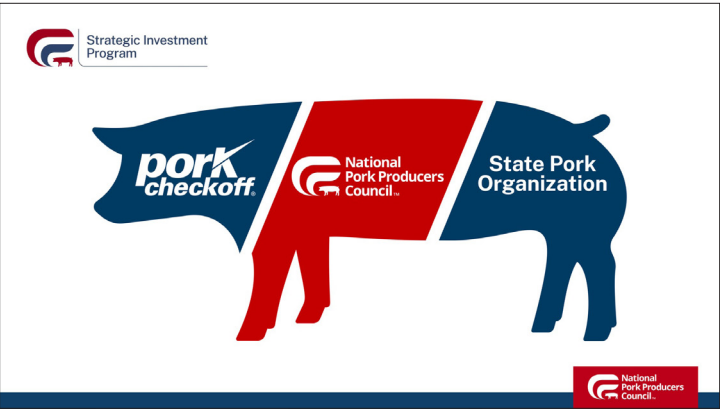
FULL SCRIPT

(using the outline above):

LEADR Program One-Stop Shop



Use this QR code or visit
www.nppc.org/leadr-program
for more information.



NPPC Mission Statement

National Pork Producers Council advocates for the social, environmental, and economic sustainability of U.S. pork producers and their partners by fighting for reasonable public policy, defending our freedom to operate, and expanding access to global markets.





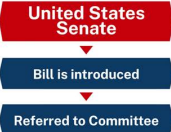
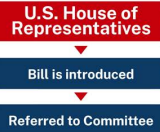

(Board Approved 2/15/2021)



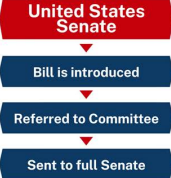
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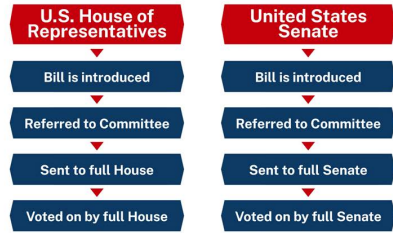
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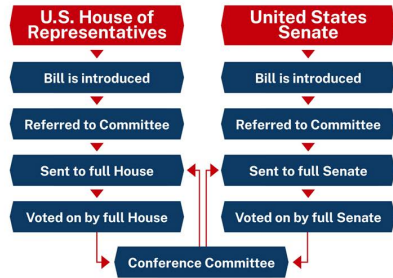
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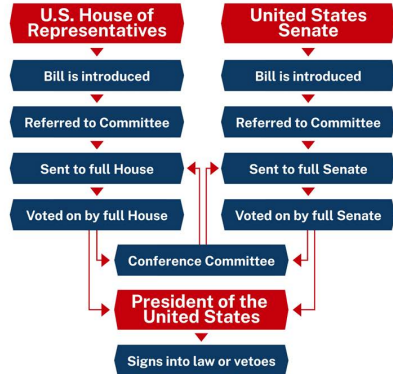
LEGISLATIVE PROCESS



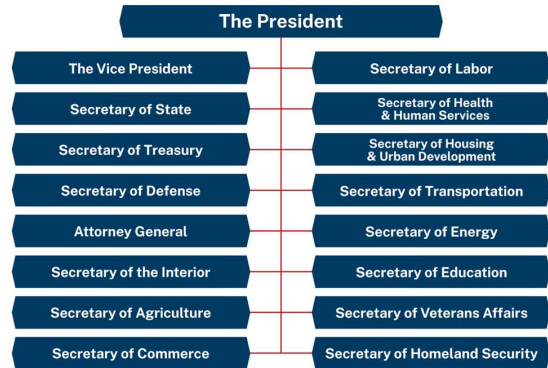
LEGISLATIVE PROCESS



LEGISLATIVE PROCESS



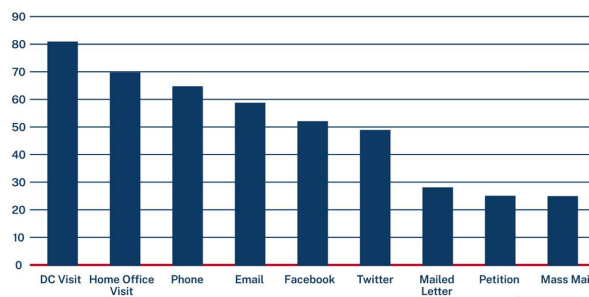
EXECUTIVE BRANCH



“Farming looks mighty easy when your plow is a pencil and you’re a thousand miles away from the nearest corn field.”

-DWIGHT D. EISENHOWER

Effectiveness of Grassroots Communications





WHY GRASSROOTS WORKS

Elected officials understand the value of a **VOTE**



WHY GRASSROOTS WORKS

Elected officials want to understand the **ISSUES**

Expertise



- ▶ **Personal Connection**
- ▶ **Unique Understanding**





WHY GRASSROOTS WORKS

Elected officials crave PERSONAL RELATIONSHIPS



Relationships
▼
Trust
▼
Education



Talking to Legislators in Person

DOS & DON'TS



Talking In Person - Don't



Talking In Person - Do



The Three “C’s”



- ▶ **Clear**
- ▶ **Concise**
- ▶ **Compelling**



LEADR Program One-Stop Shop



Use this QR code or visit www.nppc.org/leadr-program for more information.



Phone Calls

DOS & DON'TS



Phone Call - Don't



BREAKING NEWS
GOP REP. THREATENED AFTER INFRASTRUCTURE VOTE
CBS EVENING NEWS — NORAH O'DONNELL



Phone Call - Do



Writing

DOS & DON'TS

Writing - Don't



Laurie Pohutsky
@lpohutsky19

This was sent to my office this evening from Randall Yaeger, who chose to send it from his work email at Yaeger Construction. This email has already been sent to the authorities after my staffer, Sara, read it. Sara gets emails like this every day. (1/5)

Subject: Urgent!

IF NOT BALLOTS, THEN BULLETS!

The voters of America have been dealt a great injustice by their elected officials. They have few options left to them, in normal times I would suggest vote out the scoundrels that either perpetrated or supported this bogus election. But the fact that there is no reason to think future election will be any less fraudulent. I am afraid that all American voters will now be forced to change our government officials with bullets instead of ballots. I predict a mass execution of public officials across this land and I predict it to start very soon. It is a shame that government official think they can control the American people by these corrupt means. The American people are and always will be the force of power in America. Without the ability to control our government at the ballot box, they will control their government in other, less civilized manners.

January 6th is our last best chance for our government to right the ship. If our congress brings out the troops



Writing - Do



- ▶ **Personalize it**
- ▶ **Write to persuade, not scold**
- ▶ **Be concise**
- ▶ **Double-check everything**
 - ▶ Name of Bill
 - ▶ Committee name
 - ▶ Relevant facts and data
 - ▶ Spelling and grammar



Writing Dos - Format



- ▶ **Three to Four Paragraphs**
 - ▶ Who you are, your credentials, why you are writing
- ▶ **Human Action Model**
 - ▶ Unease - Why it concerns you
 - ▶ Vision - How it could be better
 - ▶ Path - Call to action



Finding Your Lawmaker's Contact Information



- Go to openstates.org
- Scroll to "Find your Legislators" and enter your address
- Click on your state or federal legislator
- Contact information is on the left
- Tell them your story!






THE HUMANE SOCIETY OF THE UNITED STATES






Final Thoughts



- ▶ As part of the U.S. pork industry, your participation in the public policy front is vital
- ▶ Grassroots participation does not have to be a complicated process
- ▶ As a constituent, you WILL have an influence on your elected officials
- ▶ Know your message – tell your story!



NEXT STEPS



You have 3 options

- 01 Make things happen
- 02 Watch things happen
- 03 Wonder what happened



CALL TO ACTION



June 30, 2023

The Global Voice for the U.S. Pork Industry



CALL TO ACTION: Contact your lawmakers regarding a federal solution to Prop 12!

Since the Supreme Court ruled on Prop 12, representatives from and allies throughout the industry have been working diligently to help find a solution to the challenges that Prop 12 brings. We need your help! Please contact your Senator to convey the urgency of finding a bi-partisan federal solution to the ruling on Prop 12 - and to ask for their leadership and support in doing so. While we support the EATS Act, some may not, but that does NOT mean these Senators are unwilling to work with us to find a solution.

Due to the direct impact on pork production across the U.S., NPPC asks you to immediately contact your senator via phone or set up an in-person meeting during the July 6th or August recess to tell your story.

California represents approximately 15 percent of the U.S. pork market and has large Hispanic and Asian populations, both of which have a cultural preference for pork. According to a University of Minnesota study, converting sow barns to group pens would cost between \$1.9 billion and more than \$3.2 billion. Because of the way pork is processed, it would be difficult to separate meat based on the farm's production practices, impacting the entire supply chain. Proposition 12 will mean significantly increased prices at the grocery store and fewer



CALL TO ACTION

Farm Bill Call to Action

TITLE (REQUIRED)

SEND NAME (REQUIRED)

SEND NAME (OPTIONAL)

EMAIL ADDRESS (REQUIRED)

ADDRESS 1 (REQUIRED)

ADDRESS 2

CITY

STATE

PHONE NUMBER (OPTIONAL)

PHONE NUMBER (OPTIONAL)





WILL YOU BE A LEADR?



Contact us anytime -

Cody McKinley
VP of State & National Relations
mckinleyc@nppc.org
515-864-7991

Andrew Beardslee
Director of State Policy
beardsleea@nppc.org

Lucy Russell
Manager of Producer Engagement
russell@nppc.org
515-864-7983





