

Cows and Climate Change Social Media Toolkit

A National group called Physicians Committee for Responsible Medicine has purchased billboards that will go up around Columbia urging Governor McMaster to replace animal agriculture in our state with crops as a way to combat climate change. These billboards will be up for about a month. Throughout the month of June (which is also National Dairy Month and South Carolina's beef month), share information about the SC Cattle industry. Here are some talking points and suggested social media posts for you to share in response to these billboards.



Tips when posting on social media:

Do:

- Share your story. Share how your farm is working to reduce greenhouse gas emissions.
- Base your claims on facts/statistics, not opinions.
- Direct viewers to scfb.org for more information.
- Remain positive.
- Make it personal!
- Encourage and foster a conversation!

Don't:

- Share posts from Physicians Committee for Responsible Medicine's Facebook page or website (or other such groups). You don't want to give them more attention than they already have.
- Talk down to commenters. Instead, invite them to have a conversation with you.

Talking Points and Statistics to Share:

- Cattle farms are not, overall, a large source of greenhouse gas pollution. Farmers are still working to control methane releases.
- The U.S. has the lowest greenhouse gas emissions per unit of milk for any country in the world.
- The agriculture makes up 10% of the total U.S. greenhouse gas emissions by economic sector in 2019. Livestock emissions make up less than 4% of the agriculture sector's emissions.

- Cattle is one of South Carolina's top 10 commodities, thus having a major impact on South Carolina's economy.
- Cattle and calves are raised in every county in the state. Beaufort County has the fewest with 700 head. Anderson County has the most with 42,000 head.
- Americans enjoy a food supply that is abundant, affordable overall and among the world's safest, thanks in large part to the efficiency and productivity of America's farm and ranch families.
- The U.S. is a strong country because we have food security and food choices. People should have the right to choose what food they eat.
- Governor McMaster has been a great friend to agriculture and a fierce advocate for rural South Carolina.
- Farmers are part of the solution. Farmers are the original conservationists, whose goal is to maintain and improve the land to be more efficient and sustainable for the future.

Suggested Social Media Examples:

South Carolina's cattle industry has been blamed for climate change for too long. Farmers are the original conservationists, striving to maintain and improve the land for future generations. Here are some stats about how farmers are working to be a part of the solution!

#letsmeatmore

We should all be able to choose what we want to eat and not feel guilty about it. Farmers are dedicated to being part of the solution when it comes to climate change. #letsmeatmore

Eat what you like and choose facts over fear. #letsmeatmore

We're fortunate to have access to a safe, secure food supply in our country. As consumers, we have the opportunity to make our own food choices based on our own preferences – whether those choices are to consume milk and beef or plant-based products. #letsmeatmore

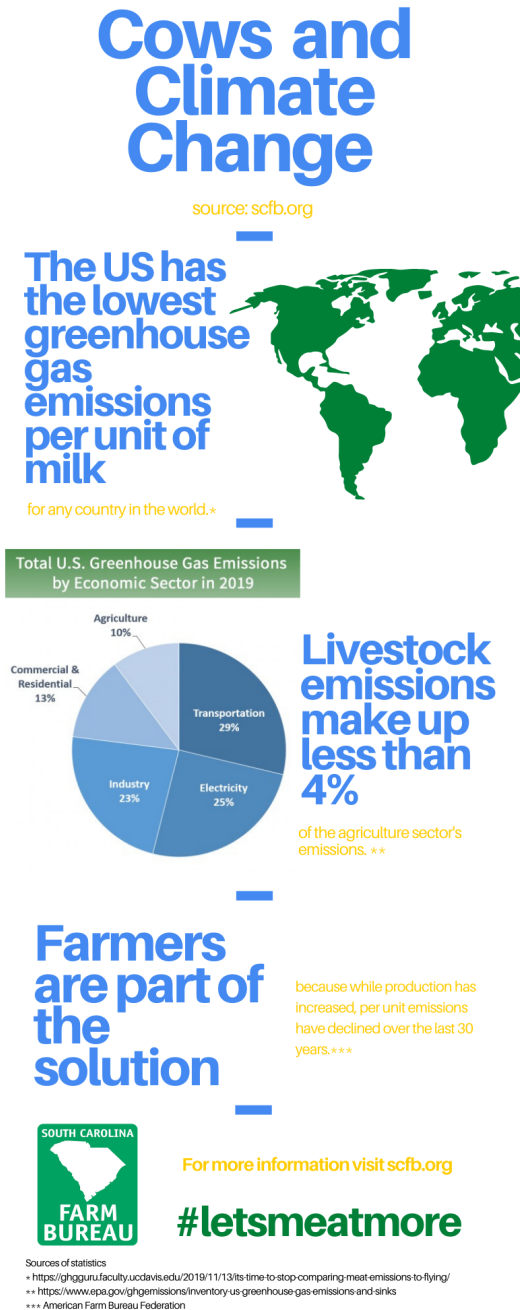
The formula for a captivating post:

Make it personal + share a fact or statistic + end with a positive call to action = a successful post!

Promote the hashtag #letsmeatmore in support of livestock farmers.

Attachments to share:

- Link to the blog post on SC Farm Bureau's website:
<https://www.scfb.org/cowsandclimate>
- Cows and Climate Change Infographic:



Sources:

- <https://www.scfb.org/cowsandclimate>
- <https://ghgguru.faculty.ucdavis.edu/2019/11/13/its-time-to-stop-comparing-meat-emissions-to-flying/>
- <https://www.epa.gov/ghgemissions/inventory-us-greenhouse-gas-emissions-and-sinks>
- <https://beef2live.com/story-south-carolina-ag-facts-0-105006>