

loyalty

"We also get over 700 families being involved in Farm Day each year, it's a great way to get city families involved."

A recently launched website called 'red meat, green facts' provided the public with scientifically-based facts on the industry.

Ms Jamieson said they have also made use of search engine optimisation on the internet.

"We're up there, we want to be up there before all the opponents like PETA," she said.

"It's been up for the last six months, and probably the last three months we've experienced some real success, so now we're actually dominating the whole theme and topic of livestock exports.

"We've got animal activists and organisations, and we've got plenty of them in Australia, who are taking their messages not only here in Australia but into our export markets."

Other internet initiatives included presenting a range of case studies of real farmers from all over Australia, hosting forums targeting high school, university students and the media then putting the debates on YouTube.

According to Ms Jamieson, they had started to see positive feedback from these activities and the clips on YouTube have had over 52,000 views.

"We need to keep improving, defending and promoting our integrity, that we are trustworthy and ethical," Ms Jamieson said.

"We need to continue to promote our environmental



World Federation of Merino Breeders past president Glen Keamy, discussed the finer points of the topics MLA community communications manager Samantha Jamieson mentioned during her presentation at LambEx last week.

credentials and our animal welfare practices to ensure the continued demand for lamb.

"If consumers don't have confidence in the environmental measures and

ethical credentials, they may not join groups like PETA, but what they will do is purchase less, or worse still, walk away from our product and I think that's our key challenge."

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