# Temple Grandin Comes To Pa. To Discuss Animal Handling

(Continued from Page A25)

handling) issues," said Ruth, who discussed methods of working with the media.

Do not avoid the subject, he advised, but rather be direct and positive. "We ought to be proud of our track record," he said.

Understanding is a key to communication, according to Ruth. "People just want to try to understand, and that's our job," he

Producers can help the media understand that it is not in a farmer's best interests to mistreat an animal, Ruth suggested.

"Tell the public that farmers are continually looking for new and better ways to raise livestock.

"Be positive, be factual, relate to current society issues, and be truthful. Our job is to protect and raise our animals in the most productive and safe environment we possibly can," Ruth said.

Helen Aceto, University of Pennsylvania School of Veterinary Medicine, also discussed agriculture and the media. "As far as the public goes, the key to this questions is that perception is reality," she said. "The bottom line



The third place team, Westmoreland 4-H, is, from left, Dawn Dancey, coach, April Hawkey, Kate Schramm, Jacob Logan, and J.J. Himler.

is that the consumer is now the Aceto. She noted that animal ship, food security, and public center of the universe," said welfare, environmental steward- health and safety issues are now

also a focus.

Farmers should also convey "that bigger is not always bad with comfortable housing and appropriate nutrition," she said.

Paul Sauder, from R.W. Sauder, Inc., said that he "once dreaded" to meet the public to present agriculture's side of the story, but has since seen the benefit to letting the public "know who we are and put a name with a face," he said. "We always have to make sure that we don't turn them away when they ask for a tour," he said.

In an interview, keep the topics "from becoming an emotional issue. The key word is 'based upon science.' Take it out of the emotional realm and put it in the science base that we have to work with," said Sauder.

Other speakers included Lou Moore, Penn State, who presented a swine market outlook, Marc Tosiano, Pennsylvania Ag Statistics Service, who gave an update on the census for agriculture, and Tom Moyer, Hatfield Quality Meats, who discussed the financial impact of improper swine handling.



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