



## Week of Action: Social Media Kit

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### Topline

This summer, the antitrust Executive Order, “Promoting Competition in the American Economy” was signed. This was the Administration’s first step in showing its commitment to increasing competition in the marketplace—specifically its implications for the agricultural sector. We are gathering and demonstrating support for these bold food system reforms. It’s time to level the playing field!

We have an immediate opportunity to influence future actions taken by this Administration that would protect farmers and create a fairer food system for all.

The organizational sign-on letter ([VIEW HERE](#)) and this Week of Action (September 20-24, 2021) are opportunities for participants to join other organizations that believe it’s time to put an end to unmitigated consolidation in industrial agriculture.

### What is Fair Shake Week of Action?

“Fair Shake” is a public awareness campaign that brings together a broad base of organizations across various interests that are impacted by consolidation in agriculture. The branding (including the badge and other visuals) in this kit do not belong to any one organization. Participants are welcome to use the imagery and language in this kit directly, or draw on it for inspiration in creating their own posts and materials. In addition to joining the organizational sign-on letter, participating groups are encouraged to show their support for the administration's bold antitrust initiatives by promoting and sharing this Week of Action with your networks.

### When is Fair Shake Week of Action?

Mark your calendars, folks! The Week of Action will occur from **September 20-24, 2021**.

# Purpose

- Raise awareness about the existing imbalance of power in our food system
- To uplift, and show respect and gratitude to people working along the food supply chain
- Broaden our power base, engaging a wide range of organizations across sectors and offering an alternative to industrial agriculture's "business as usual"
- Create a "big tent" under which various organizations can coalesce in support of farmer fair practices<sup>1</sup> and other agricultural antitrust reform agenda items

# Goal

During the Week of Action participating organizations will share their experiences and concerns about why having a food system with only a few corporations in control negatively impacts farmers, eaters, animals, communities and workers. By posting collectively during the Week of Action, participating organizations will help raise awareness on social media beyond their typical reach, drive social media engagement, and trend the Fair Shake Week of Action hashtags.

# Key Messages

- **Corporate consolidation cultivates injustice:** Currently, only a handful of corporations control our food from farm to fork. Over the past 50 years, fewer and fewer multinational agribusiness corporations have come to control more and more of our food system, shutting out local and family farmers in the process. With unchecked power, companies have standardized exploitative practices that are harmful to farmers, to rural communities, to the animals themselves and to our environment. But it doesn't have to be this way!
- **Concentration is contagious:** Unchecked concentration in one industry spells bad news for other industries. Massive companies are swallowing up other massive companies in questionable mergers. Multi-national grain corporations are buying up giants in the meat industry, creating vast, vertically integrated supply chains. When the corporation owns every step in the production of the final product, they can exert tremendous power over the livelihoods of the farmers, workers, and communities whose hard work brings food to our tables.
- **Concentration creates a culture of fear and retaliation:** When companies have this much power, they can cut corners and bend the rules in their favor, even at the expense of farmers, rural communities, workers, our environment, and the consumers. In this David-and-Goliath dynamic, good people could lose everything if they speak out against unsafe practices, corruption, and injustice. For the safety and sustainability of our food system, we must break the culture of fear and retaliation in industrial agriculture. Farmers need a #FairShake
- **We must reset the balance of power:** There's a dramatic imbalance of power between producers and corporations. Farmers increasingly have nowhere to sell in the marketplace except to one or two companies. Unchecked consolidation and vertical integration have created this imbalance and allowed corporations to manipulate the marketplace, push down the prices paid to farmers and ranchers, and drive independent producers out of business.
- **We must level the playing field:** Let farmers grow! Existing farmers as well as new farmers entering agriculture deserve an opportunity to innovate. Industrial agriculture traps farmers in exploitative contracts and failed paradigms. Even when farmers want to do right by their neighbors, even when farmers want to improve their environmental conditions, industry control demands otherwise. Corporate concentration sets up a race to the bottom, prioritizing profit over people and the planet.
- **We must reclaim basic rights and safe working conditions:** Vertical integration and concentration disempowers workers and farmers alike, across multiple sectors at once. While profits become concentrated, farmers and workers take on the risks – such as ever increasing debt, and dangerous and unsafe working conditions – with very limited enforceable rights. We must restore basic rights for dignity, safety and wellbeing in the workplace.
- **President Biden's Executive Order is a window of opportunity:** Thank you, President Biden, for signing the Executive Order to make a fairer market for producers, ending Big Ag's monopolistic dominance and making a better food

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<sup>1</sup> Learn more: <https://foodwhistleblower.org/a-history-of-the-gipsa-rules/>

system for workers, communities, our environment and the animals themselves. Let's keep the momentum going and pass new farmer fair practice rules.

## How to use this kit:

- Post any of the graphics, sample tweets, Facebook and Instagram language, and hashtags in this kit to your organization's social media! Use the links provided below to download the graphics
- Please use our hashtags all week! This will help us monitor participation and performance for the week of action
- Engage your members! Is there an action you want your members to take related to the key messages of this week of action? Share it this week; Write a blog; Share a farmer story, etc. Don't forget to use our hashtags to show support for this week of action.
- Promote your own unique message: Attach our "Week of Action Badge" to your organization's anti-consolidation message or constituent story and use our hashtags to get the benefit of a trending hashtag while supporting a shared vision!
- Want to make sure your organization's identity remains consistent on social media platforms? Simply attach our "Fair Shake Badge" to your own brand identity and use our hashtags to show support for the effort.

## Fair Shake Badge – Use All Week

Download [Badges here](#). (To view and download all Week of Action materials, [go here](#))

*Helpful tip: Creating your own message or graphic for the week of action? Please, add this badge to your graphic, as if you were inserting a logo.*



## Social Media Graphics

Below are some samples. To view and download all social media graphics, [click here](#).

Helpful tip: You can share the graphics below or design your own! If you design your own, please attach our Fair Shake badge for the Week of Action and use Fair Shake hashtags to show support!



"Once you sign your contract, the company won't let you just be a farmer. They control everything on your farm. I don't want to do anything that harms my neighbors, or the environment. Even if I wanted to, I can't change their rigged system."



*Rudy Howell*  
Former poultry farmer



TODAY, JUST  
**SIX COMPANIES**  
CONTROL THE BULK  
OF THE GLOBAL  
MEAT MARKET.



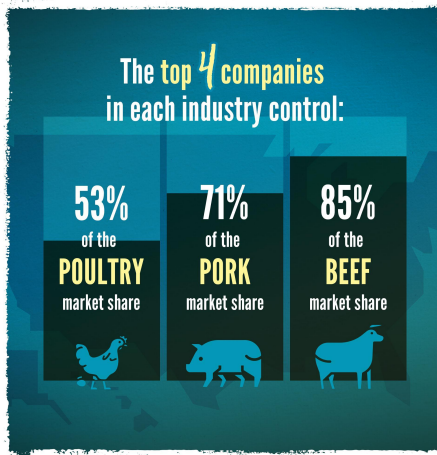
Today, just **four corporations**  
slaughter **85%** of the cattle in the U.S.



**90%** of the  
**NINE BILLION CHICKENS** raised in  
the U.S. each year are grown under  
abusive one-sided contracts that  
**benefit corporations and leave**  
**farmers deeply in debt.**

*It's time farmers get a #FairShake*





CONSOLIDATION PROMISES...	CONSOLIDATION DELIVERS...
Opportunities for entrepreneurs	✗ Companies control farmers and workers, create culture of retaliation
Feed the world	✗ Feeds their own profits, passes the true cost along to everyone else
Thriving rural communities	✗ Extracts wealth by holding down prices and wages, leaves behind waste and harmful pollution

*It's time farmers get a #FairShake*

Here are some public domain photos you can use, find more like these in the [social media toolkit folder](#).



To view and download all materials for the Week of Action, [go here](#).

## Hashtags – Use *All Week*

- **Primary:** #FairShake
- **Secondary:** #FairShakeForFarmers #FairShakeWeek #FairShakeWeekofAction
- **Additional hashtags:** #balancethepower

## Sample Tweets

Share these tweets “as is”, or let them inspire you to craft tweets that better resonate with your audience. Please remember to use our Fair Shake hashtags so we can monitor the campaign all week!

- Everybody eats and everyone deserves a chance to bring healthy and wholesome food to market. Let us grow. Fair competition for all. #FairShake
- Currently, a handful of corporations control our food from farm to fork. But it doesn’t have to be this way! Let's support open, transparent and competitive markets that benefit independent producers, rural communities and eaters #FairShake

- Every being along the food supply chain is treated as disposable—farmers, animals, processing plant workers and consumers. There is better than “business as usual”. Farmers want a #FairShake
- Perdue Farms made \$7.3 billion in sales in 2019, while some poultry farmers live life at or below the poverty line. Farmers need a #FairShake
- When companies have this much power they are not accountable to anyone. They bend the rules in their favor. #FairShake

## Sample Facebook and Instagram Language

Share this language “as is”, or let it inspire you to craft messages that better resonate with your audience. Please remember to use our Fair Shake hashtags so we can monitor the campaign all week!

- Industrial animal agriculture – it doesn't have to be this way. Share this post if you support open, transparent and competitive markets that benefit independent producers, rural communities and eaters. #FairShake
- Improving the Packers and Stockyards Act ensures that our nation's livestock and poultry farmers can thrive in fair and competitive markets. It's been 100 years since the act was first passed and real reforms are long overdue. Learn more: <https://bit.ly/2Wq1lli>
- Independent producers, rural communities and eaters deserve to have a food system that benefits them and not just the deep pockets of corporations. Farmers want a #FairShake
- Corporate consolidation in our food system: destroys the environment, limits high-nutrient food choices, promotes needless animal suffering, puts workers in danger and takes advantage of farmers and ranchers.
- We applaud the administration's bold effort to protect farmers & ranchers from retaliation. We'll work to ensure this rulemaking effort brings increased protections for farmer whistleblowers and improves transparency and competition in our food industry. #FairShakeWeekofAction
- An executive order was signed directing federal agencies, including the U.S. Department of Agriculture (USDA), to promote fair and competitive markets. Learn more:
- Farmer whistleblowers repeatedly experience retaliation from big companies after risking it all to bring their truth to the public. The Packers and Stockyards Act of 1921 was intended to curb abusive and anti-competitive practices in the meat industry. But industry power has remained unchallenged and gotten worse. We want to compete, we want a #FairShake
- Truth-tellers like farmers, community members who neighbor industrial agriculture, and corporate insiders have told us that corporate consolidation remains a problem.
- Agriculture truth-tellers are calling out the deceptive & abusive practices of the meat industry. Read what they have to say.

## Resources

If you want to read more about the injustices of corporate consolidation, you might be interested in:

- The [impacts of contract growing](#) on animal welfare, rural communities, the environment, and you.
- The [whistleblowers who faced retaliation](#) from Big Ag after going public with their stories.
- How COVID-19 has [exposed the vulnerabilities](#) that corporate consolidation has created in our food system
- A [guide to the decades-long transformation](#) of the American food system, and articles on the out-of-control growth of the industrial meat industry: [The Guardian](#) and [Reuters](#).
- A [short video from FIC](#) on a century's worth of consolidation in the American food system.
- The intersections of racial injustice and industrialized farming: [Facing South](#).
- According to Bill Bullard, chief executive of R-CALF USA, an association for independent cattle producers, retail prices have been trending upward since 2017, but the prices of cattle paid to U.S. farmers and ranchers has been [trending downward](#).

- How [dramatic corporate concentration](#) in the poultry industry led to the loss of farms and the exploitation of farmers
- The [impact that Covid-19 outbreaks had especially on hog and cattle supply chains](#), which lost up to 45% of capacity in the height of the pandemic, highlighted the vulnerability of our heavily concentrated and thus rigid supply chain
- [An op-ed from Rep. Marcy Kaptur and legendary country singer Willie Nelson](#) about the threat that concentration in agriculture poses for all of us

## Questions?

Need help with anything in this toolkit? Trouble downloading badges or graphics, hyperlinks giving error messages, etc.?

Have feedback? Reach out to Food Integrity Campaign Program Officer, Briana Steele ([brianas@whistleblower.org](mailto:brianas@whistleblower.org))