

Livestock advocacy and communication: making a greater whole

whylivestockmatter.org



Common aims:
Increase investment in sustainable livestock
Ensure livestock contributes to sustainable development

Many players:
GLAD
LD4D
GASL
... specific organizations

Pay attention!
Don't contradict
Common, nuanced messages
Avoid excessive detail and complexity
Clarity on roles and interfaces
Don't be defensive



Ingredients for influence:
Facts and figures
Quantitative
Qualitative
Value-based
Target, know audience

Evidence:
Order of magnitude
Trends
Tipping points

What can we do better?