

Video series takes consumers inside large scale livestock, produce farms

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As 2016 approached, two heavyweight agricultural organizations — the [National Chicken Council](#), representing the poultry industry, and the U.S. Farmers and Ranchers Alliance, an umbrella of 80 producer organizations — quietly launched a transparency initiative intended to reframe consumers' understanding of where their food comes from.

The cattle-hog-produce side of the initiative is housed in a set of videos produced by USFRA's Food Dialogues in a collaboration with the cooking site Food52. They show a “day on a” pig farm, dairy farm, and a cattle ranch producing grassfed beef. It also includes a video of a day on a produce farm that grows GMO, conventional and organic crops. . .

If you are opposed to large-scale production agriculture, nothing in these videos will change your mind. But if you are someone who eats meat purchased in a supermarket or cooked at a chain restaurant, then the videos from both organizations should be an interesting and possibly even revealing glimpse into how your food is raised. . .

Part of the point of the videos, of course, is for production agriculture to take back its narrative from undercover footage shot by animal rights groups; and also to finesse the touchy issue of ag-gag laws, which would prevent outsiders seeing inside farm operations, by offering an edited view from inside the farm fence.

Read full, original post: Big Food Makers Launch an Image Makeover for 2016