

## Livestock Friendly County (LFC) Benefits

Every county has something to gain from pursuing the Livestock Friendly County (LFC) designation. However, designation is not something the state does to a county, but rather it is recognition for the work the county does to establish a thriving livestock industry. Summarized below are just a few of the benefits of seeking designation.

### Framework for Discussion

Pursuing the LFC designation initiates a conversation among county residents about the impact livestock has in the county, as well as how the industry is supported. The conversation becomes a self-examination of where the county is and where it wants to go with livestock and livestock business development. Designation means that the county has made a commitment to support the livestock industry in a socially, economically, and environmentally sound manner.

### Producer/Business Confidence

LFC designation tells livestock producers and related businesses that the county wants economic growth and will support their industry for years to come. This type of confidence helps businesses make long-term decisions about investing in and possibly expanding their operation.

### Public Education

Education begins with an open and honest conversation with friends and neighbors about the livestock industry. It is a conversation about the impact the industry plays as a consumer of local grains, how it supports main street businesses, and how livestock production adds economic activity to the county. Livestock businesses also contribute taxes that pay for roads, schools, and other services. It's a conversation about how a healthy livestock industry can co-exist with neighbors and businesses, both rural and urban.

### County Pride

The LFC sign at the county entrance tells visitors that the county is committed to the people, the businesses, the environment, and the livestock industry. The designation is a strong statement of support for animal agriculture.

### Publicity

Designation ceremonies are a celebration that provides an opportunity to put the county in the spotlight with both local and statewide media outlets. This type of positive publicity exposes the county to a large number of outside people and businesses, and it does so in a very favorable light. This positive publicity is then ongoing as the county is listed on NDA's web site with all other officially designated Livestock Friendly Counties.