



PORK SOLUTIONS



Why should pig farmers see the World Without Cows documentary?

By: [Lori Stevermer, Customer Success Manager, U.S. Pork Team, Alltech](#)

At first glance, one might think the documentary World Without Cows is primarily focused on those within the dairy and beef industry. However, the film's message is much broader than that. This documentary is more than a comment on ruminant animals. It's a global perspective on the value of animals not just as nutrition sources or economic drivers, but as a means of sustainability, both economic and environmental.

As pork producers, we're frequently told the importance of telling our story. We work hard at connecting with consumers at all types of events and through social media. However, we're always looking for a wider audience, greater impact and someone else to help us tell that story. I've viewed the documentary multiple times, and each time I'm struck by the fact that there's another way to convey the significance of animal agriculture in an objective and compelling way that draws the attention of the viewer. Sure, they may be referencing cows, but the same principles apply to the pork industry. In World Without Cows, we have someone speaking up for us — just what every farmer wants!

I've been involved in numerous conversations where the other individual questions my intentions as they think, "Of course she'll speak positively about the pork industry. She's a pig farmer, what else would she say?" World Without Cows was written and directed by Michelle Michael and Brandon Whitworth, two award-winning journalists who have curious minds and aren't afraid to ask questions. This, in turn, causes viewers to pause and consider whether every negative comment they read about agriculture is true, and if maybe, just perhaps, there is more to the story.

As farmers, we know that sustainability, or stewardship as it's also called, is more than taking care of the land and using our resources wisely. It's also about economic sustainability: managing our farms and businesses so that the next generation can be involved if they choose. World Without Cows touches on that theme, and you see that farmers around the world have that same perspective.

I'll admit that a few years ago, when I first heard that this documentary was being made, I was a bit skeptical on its appeal to individuals who weren't involved with cows. My doubts have been put to rest, and I've had multiple people, most of them outside of the dairy and beef industries, reference this documentary and ask how they can see it. For those of you attending the World Pork Expo, the Alltech team will be showing World Without Cows on Tuesday, June 3, at 4:30 p.m. in the Cattle Barn Penningroth Sale Arena at the Iowa State Fairgrounds. If you're unable to attend the showing but want more information, visit the [World Without Cows](#) website.

Those of us within the livestock industry are fortunate to see the value of the animals we raise every day. We see it in the food we produce and the nutrients those animals provide for the environment. World Without Cows does a great job of challenging misconceptions about livestock and presenting an objective look at the contributions of not just cows, but all types of livestock, to our world.

