

Parting the Trees to See the Forest: A PMU Perspective

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Objectives

- Share our story
- Recommend considerations
- Illustrate traps



NAERIC Mission

- Not-for-profit
- Horse ranchers collecting PMU
- Agribusiness resource
- NAERIC “brand” represents quality
- Promotes partnership between agriculture and women’s health care

History

- Code of Practice established in 1989
- Industry doubles in size 1992
- Activist campaign begins in 1992
- Rancher inquiry September 1994
- AAEP Meeting Challenge December 1994
- Activist campaign launched winter 1995
- NAERIC Formed in February 1995

Challenging Factors

- Pharmaceutical product - SEC
- Trade “secret”
- Corporate structure
- Rural agriculture
- World-wide non-agricultural market
- Non-traditional use of the horse



Strategies

- Internal review
- Facts & stats
- Quality, Commitment and Caring
- Message points delivered through spokesperson
- Proactive



What worked well

- Umbrella organization
- Development of 3rd party allies
- Effective communications plan



Avoid



- Ignoring the warning signs
- Not taking challenges seriously
- Being reactive
- Believing wolves in sheep's clothing

Do



- Organize
- Anticipate
- Develop 3rd party allies
- Communicate
- ✓ Develop Key Messages
- ✓ Tell your story

