To: Sarah Little
From: Robin Troy
Sent: Thur 4/16/2020 8:44:59 PM
Subject: RE: Good Morning America

Ugh, you can't mess with people’s bacon – all hell breaks loose.

ROBIN E. TROY, CEM
Director, Conference Services & Marketing
NORTH AMERICAN MEAT INSTITUTE
1150 Connecticut Ave., NW 12th Floor, Washington, D.C. 20036
P:  E: @meatinstitute.org

From: Sarah Little
Sent: Thursday, April 16, 2020 3:42 PM
To: Robin Troy
Subject: RE: Good Morning America

It comes from Ken Sullivan the CEO. He is directing the panic.

From: Robin Troy
Sent: Thursday, April 16, 2020 3:41 PM
To: Sarah Little
Subject: Re: Good Morning America

Oh. My. Goodness.
Their comm team is a mess

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On Apr 16, 2020, at 3:28 PM, Sarah Little wrote:

Smithfield has whipped everyone into a frenzy and Julie Anna has to clean up there mess. The industry and Ag interests are furious. Smithfield was demanding NAMI lead a huge ad campaign to thank workers so these workers would come to work. They demanded national TV. Then when the SD plant was closed, they freaked out about shortages. Then last night they wanted us to issue a statement that there was plenty of meat, enough that it was for them to export. You can NOT make it up.

Sarah Little

On Apr 16, 2020, at 3:17 PM, Robin Troy wrote:

So basically the meat shortage story is that there is no shortage 😐

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On Apr 16, 2020, at 9:02 AM, Sarah Little wrote:

Link below. We got a good laugh. She said all the right things and they took the worst line. She had to switch to her iPad midstream, the audio was her cell phone. This sucks.

Sarah Little

Begin forwarded message:

From: Eric Mittenthal

So nice of the reporter to offer up her high class suggestions of what to do. If only everyone could be a national network reporter

https://twitter.com/gma/status/1250760735967391746?s=21

Sent from my iPhone

On Apr 16, 2020, at 8:02 AM, Sarah Little wrote:

Just promoted a segment Julie Anna taped yesterday. Tune in this hour.