Ranching Communication 101

Presented by Chaley Harney, Montana Beef Council

2013 Montana Nutrition Conference and Livestock Forum
WE ARE THE BEEF COMMUNITY

YOU RAISE BEEF

MONTANA BEEF COUNCIL
Agriculture is Mysterious

Declining number of farmers and ranchers in the United States.

Consumers increasingly removed from farming and ranching roots.

Decreased consumer familiarity with agriculture industries.
From Pasture to...?...Plate

To all you hunters who kill animals for food, shame on you; you ought to go to the store and buy the meat that was made there, where no animals were harmed.

I am calling in regard to the Speakout. I am an avid...
<table>
<thead>
<tr>
<th>Advocacy Group</th>
<th>Revenue</th>
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</thead>
<tbody>
<tr>
<td>Consumers Union</td>
<td>$252 mil</td>
</tr>
<tr>
<td>HSUS</td>
<td>$125 mil</td>
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<tr>
<td>Sierra Club</td>
<td>$82 mil</td>
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<tr>
<td>Greenpeace</td>
<td>$40 mil</td>
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<tr>
<td>PETA</td>
<td>$33 mil</td>
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<tr>
<td>CSPI</td>
<td>$19 mil</td>
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<tr>
<td>Union of Concerned Scientists</td>
<td>$32 mil</td>
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<tr>
<td>PCRM</td>
<td>$7 mil</td>
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<tr>
<td>Farm Sanctuary</td>
<td>$5 mil</td>
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“We have the potential to be one of the most powerful forces in politics.”  

– Wayne Pacelle
Top-Rated NGOs

1. 74% American Red Cross
2. 72% Better Business Bureau
3. 70% Habitat for Humanity
4. 70% American Cancer Society
5. 69% Salvation Army
6. 69% HSUS
7. 68% Big Brothers/Big Sisters
8. 66% American Heart Association
9. 66% St. Jude’s Children’s Hospital
“It would be better if human beings would stop killing, eating, enslaving, and exploiting animals.”

– Whole Foods CEO John Mackey

“Our goal is the abolition of all animal agriculture.”

– John Goodwin, HSUS Coordinator

“Organic agriculture is the only sustainable solution for the future...that is our goal.”

– Greenpeace director Peter Melchett
“[Beef is] A relatively doomed diet, because of environment & health implications”

“I feel conflicted about beef”

“What goes into the cows, goes into me”

“They’re just doing it to make more money”

“It’s unnatural”
Challenging Perceptions

“Factory Farming”?  

- Up from 49% in 2008
- 48% associate with beef cattle
- 58% believe beef comes from “factory farms”
- 33% concerned about safety of “factory farmed” beef

61% YES
THE SILVER LINING OPPORTUNITY
Q: “Are you interested in learning about how cattle are raised and what life is like on American ranches? 74%
Gaining Trust Through Authenticity
Standing Up for Beef

★ The Beef Checkoff Program ★
★ Food Dialogues ★
★ U.S. Farmers & Ranchers Alliance ★
★ Social Media ★
★ Other Commodity Groups ★
★ Ag-advocates ★
The Beef Checkoff Program

- Established within 1985 Farm Bill, became mandatory in 1988
- $1/head assessed every time a beef animal is sold
- Cattlemen’s Beef Board administers program, subject to U.S. Department of Agriculture approval
Dairy, Beef, Veal Producers Pay $1/head

State Beef Councils

50¢

Federation State Beef Councils

50¢

Cattlemen’s Beef Board

10

Operating Committee

Promoting
Researching
Educating
Safeguarding

State Programs

National Programs

Importers Pay $1/head or equivalent

Federation
Operating Committee

MONTANA BEEF COUNCIL
The Beef Checkoff Program

☑ Promotion
☑ Research
☑ Consumer Information
☑ Industry Information
☑ Issues Management
☑ Helping ranchers tell their story
☑ Foreign Marketing
☑ Producer Communications
EXPLORE BEEF
The People. The Land. The Legacy.

We're America's farming and ranching families, and we love our land and what we do. We're committed to honesty, integrity and hard work, and we're proud to share details on how the beef you eat makes its way from our pastures to your plate.

NEWS »
01/31/2011
Lean Beef Strengthens Diets for a Leaner, Healthier America
Statement on USDA/AHIS Release of the 2010 Dietary Guidelines for Americans: Lean Beef Strengthens Diets for a Leaner, Healthier America

11/02/2010
Sustainable meat on the plate at conference - Chicago Tribune

Three student documentaries explore the real story behind raising beef
Raising Beef »

Learn more about how America's cattle farmers and ranchers fight hunger.
Fighting Hunger »

Raising beef cattle contributes less than 3% of total U.S. greenhouse gas emissions »

MONTANA BEEF COUNCIL
FACTS ABOUT BEEF
DEBUNKING MYTHS ABOUT BEEF

Are beef quality grades and eating satisfaction declining? No. The fact is that overall beef quality grades have steadily improved over the past 20 years.

Myth: Beef quality grades and eating satisfaction are on the decline. The Facts: The entire beef community is committed to raising the highest-quality beef possible and consistently providing people with a good beef eating experience. Let's discuss beef quality. What is Quality Beef? Most people describe overall beef quality as the combination of quality grades and eating [...]

Are antibiotics in cattle overused and creating resistant bacteria? No, antibiotics actually have helped improve food safety.

Myth: Antibiotics in cattle are overused, resulting in [...]

The Fallacy of Big Beef
Myth: Big Beef has taken over cattle production and industrial farming has replaced family [...]

Folddaddy.com

Are you confident in the safety of the beef you purchase for yourself and your family?

- Yes
- No

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MONTANA BEEF COUNCIL
FOODSOURCE: QUESTIONS FUELING FOOD DIALOGUES

There are many questions regarding how food is grown and raised—and this site provides a one-stop location for resources and information on the most talked about topics in today’s food sector.

ANIMAL WELFARE

ANTIBIOTICS

QUESTION OF THE DAY

What are the most common ways meat products become contaminated? What do farmers and ranchers do to reduce pathogens?

LEARN MORE

TRENDING NEWS

Filter by Topic
“Agvocate” Training

- Build on your confidence and credibility
- Industry training, tools and confidence to speak up and speak out
- Put a face on modern beef production
Be an Agriculture Activist

- Show your passion
- Don’t let misinformation go unchecked
- Stay on top of current events, be informed
- Understand the “other side”
Get Up, Get Out & Do Something

- Presentations
- Ranch tours
- Online interaction
- Media Interviews
- Letters to the Editor
- Everyday conversations- grocery store, airport, post office, café
Conversations with E.A.S.E.

Engage

The first step is engaging the consumer. This could be anywhere. The key is having an attitude of openness, inviting questions and listening to concerns.

SOCIAL MEDIA  READING THE NEWS ONLINE
NEIGHBORHOOD BBQ  FARMERS MARKET  AT THE MEAT CASE
Acknowledge that consumers have questions & concerns. By inviting questions and listening to concerns, you’re establishing a connection. Look for common ground to build on, not differences.
Conversations with E.A.S.E.

Remember the 3 Cs:

We Care (about the same issues you do)

We’re Capable (of raising safe beef while caring for animals and the environment)

We’re Continuously Improving (to meet your expectations)
Conversations with E.A.S.E.

Share

Once you have acknowledged questions and concerns, ask for permission to share your viewpoint. Share personal examples of continuous improvement; consumers are inspired by and curious about what you do.
Earn Trust
The goal of the conversation is to earn trust. It’s not about winning an argument or proving you’re right. It’s important to correct misinformation but don’t refute with facts alone; food is very emotional. If you don’t trust someone, you don’t trust their facts.
We say, “efficient.” Consumers say, “You are cutting corners to make more money.”

Talk about using fewer resources instead of producing more food.
We say, “safe.” Consumers say, “We don’t know if pesticides, antibiotics or hormones are good for our long-term health.”

Talk about how and why you use products judiciously to ensure they are not creating a health concern.
We say, “affordable.” Consumers say, “We don’t want cheap food at the expense of quality.”

Talk about efforts to raise the highest quality of beef at a price consumers can afford to feed their family.
We say, “abundant.” Consumers say, “We have an abundance of food and an obesity problem.”

Talk about raising nutrient-rich beef, which provides essential nutrients and vitamins we need in our diet.
An important part of engaging in the conversation about how beef is raised is sharing your personal story. Your story consists of all the everyday things that make you so passionate about raising cattle and providing delicious beef to consumers.

YOU RAISE BEEF.
You can be the authority on what you do.
BECOMING A VEGETARIAN IS A HUGE MISSED STEAK

Questions