

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



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



Of the people that call in to
this column.

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



Advocacy Group	Revenue
Consumers Union	\$252 mil
HSUS	\$125 mil
Sierra Club	\$82 mil
<p>“We have the potential to be one of the most powerful forces in politics.”</p> <p>– Wayne Pacelle</p>	\$40 mil
	\$33 mil
	\$19 mil
	\$32 mil
	\$7 mil
Union of Concerned Scientists	\$5 mil
PCRM	
Farm Sanctuary	

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



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

–John Goodwin, HSUS Coordinator

“It would be better if human beings would stop killing, eating, enslaving, and exploiting animals.”

– Whole Foods CEO John Mackey

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

– Greenpeace director Peter Melchett



Challenging Perceptions



"They're just doing it to make more money"

"What goes into the cows, goes into me"

"I feel conflicted about beef"

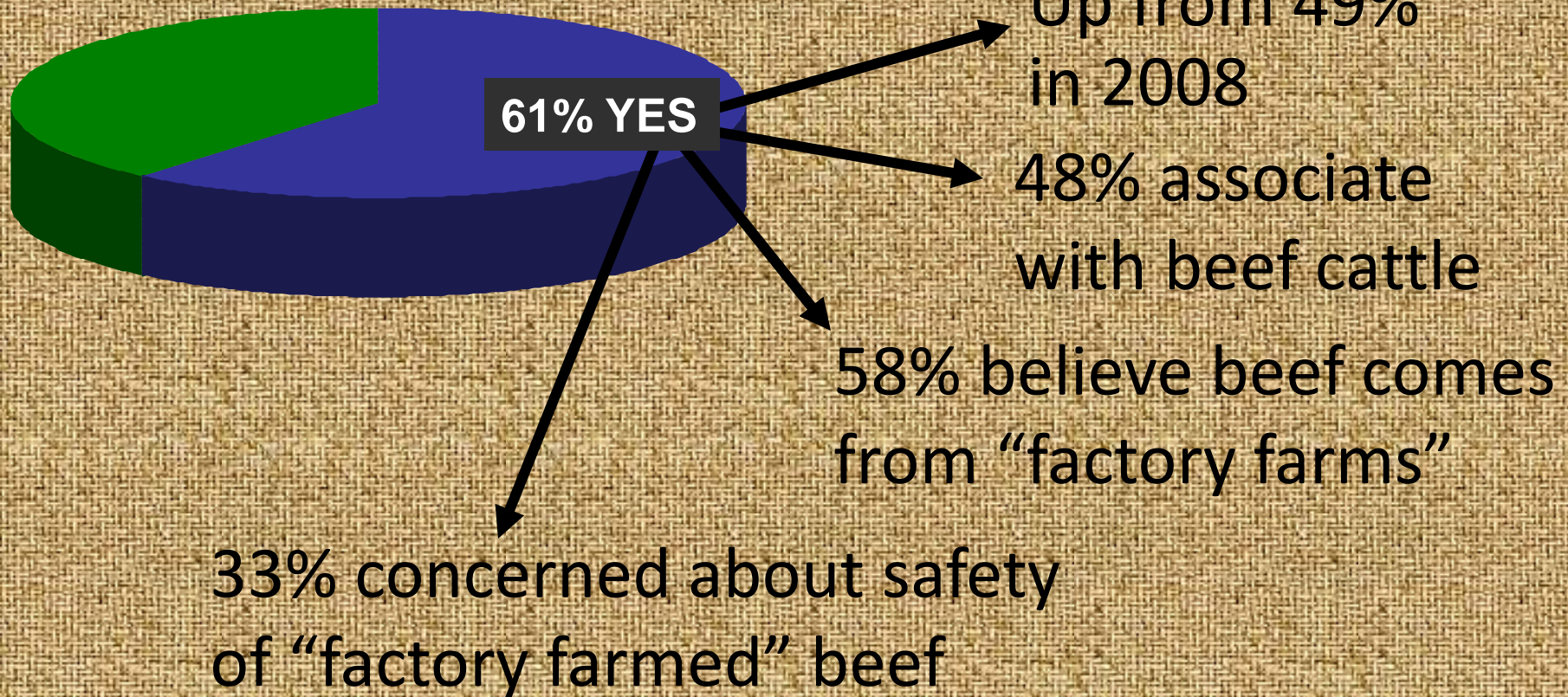
"It's unnatural"

"[Beef is] A relatively doomed diet, because of environment & health implications"



Challenging Perceptions

“Factory Farming”?



**THE
SILVER
LINING
OPPORTUNITY**



Consumers Want To Know

Q: "Are you interested in learning about how cattle are raised and what life is like on American ranches?"



■ Very interested

■ Somewhat interested

■ Not very interested

■ Not at all interested



Gaining Trust Through Authenticity



Standing Up for Beef

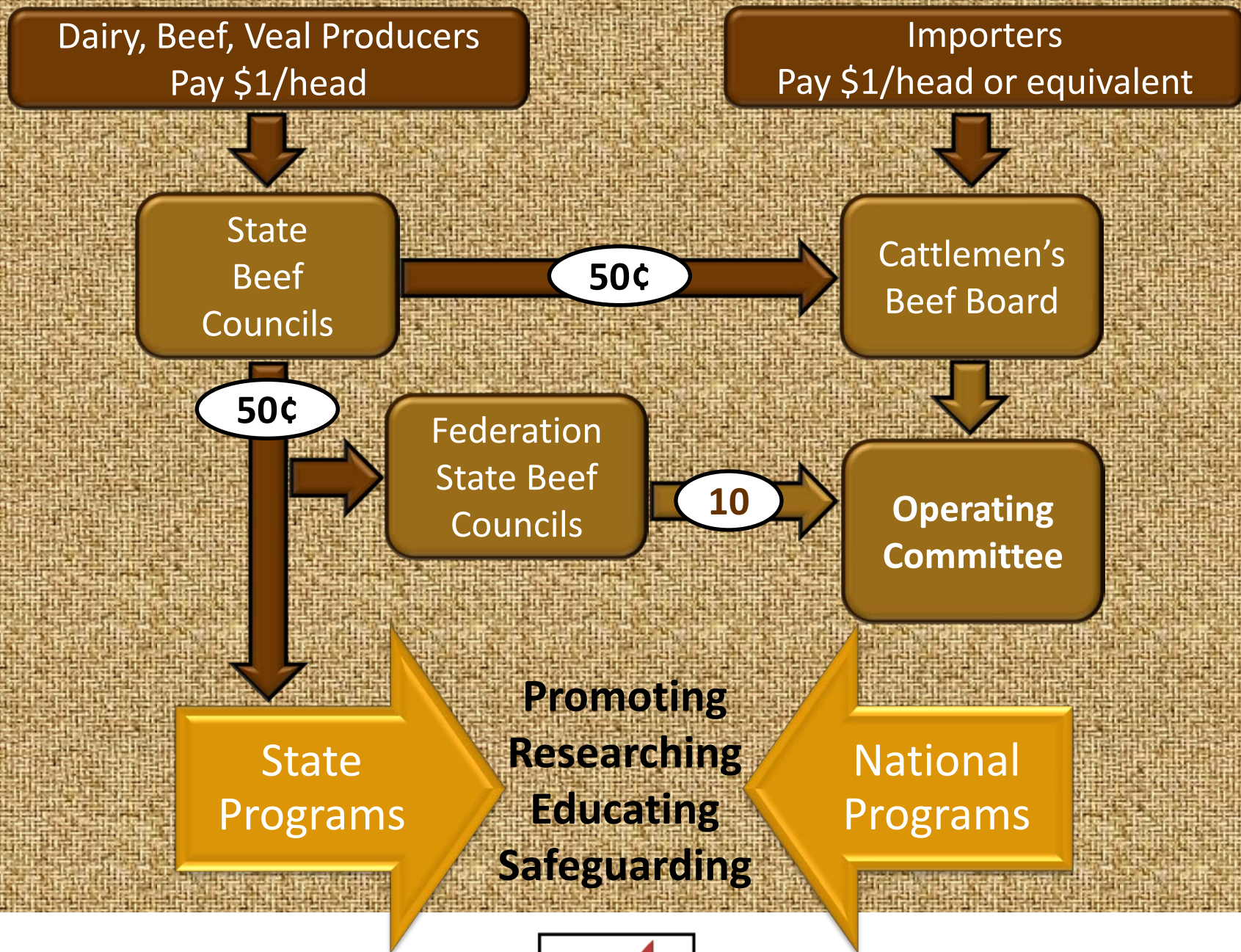
- ★The Beef Checkoff Program★
 - ★Food Dialogues★
- ★U.S. Farmers & Ranchers Alliance★
 - ★Social Media★
- ★Other Commodity Groups★
 - ★Ag-vocates★



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





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/HHS 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 »



Resources for Ranchers & Consumers

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FACTS ABOUT BEEF

DEBUNKING MYTHS ABOUT BEEF

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MARCH 21, 2013



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 [...]

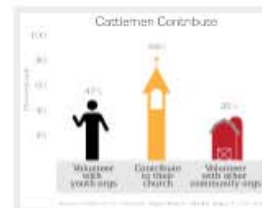
Are antibiotics in cattle overused and creating resistant bacteria? No, antibiotics actually have helped improve food safety.

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



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

☐ Yes

☐ No

PollDaddy.com

vote

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Food Discoveries

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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



Search



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



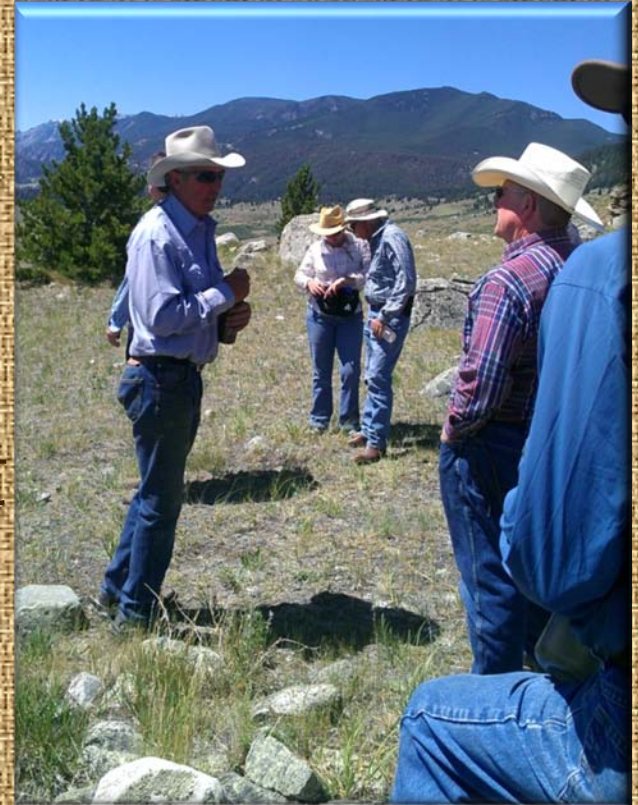
"Agvocate" Training



- 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**



Conversations with E.A.S.E.

Acknowledge

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.



Conversations with E.A.S.E.

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.



Words Matter

We say, “efficient.” Consumers say, “You are cutting corners to make more money.”

Talk about using fewer resources instead of producing more food.



Words Matter

*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.**



Words Matter

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.



Words Matter

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.



Share Your Story

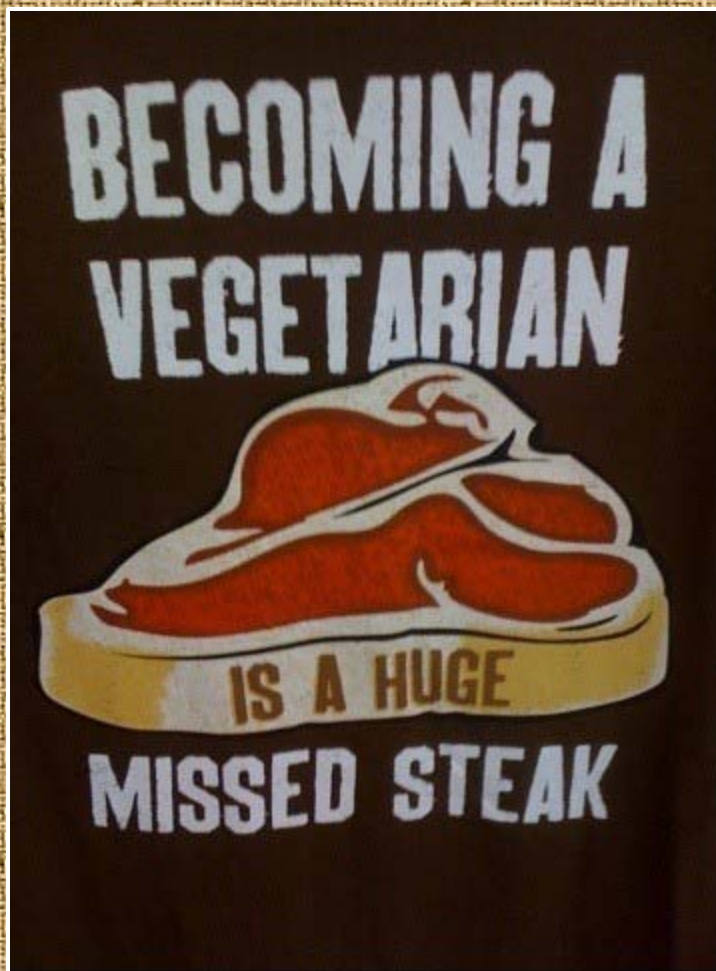
An important part of engaging in the conversation about how beef is raised is sharing your personal story. Your story consists of all the everyday things that make you so passionate about raising cattle and providing delicious beef to consumers.

YOU RAISE BEEF.

You can be the authority on what you do.







Questions