


## Communicating Agriculture's Message

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- Wife
- Mom of 5 kids
- Rancher
- Blogger




**Who am I?**

### The Blythe crew:



### My Inspiration:



### How about some good news:

- Except for a small number of activists, most consumers are just trying to do their best....just like me!
- I am not going to change the mind of an activist, but I might help a mom choose beef to feed her young kids.
- Research shows that 95% of consumers TRUST farmers & ranchers to provide a safe, wholesome food supply.
- In the past 30 years, the global population has doubled, while the number of farmers & ranchers has been cut in half. We are now less than 2% of the American population.

### Getting Involved – “Agvocating”

- **Social Media**



### Farm/Ranch Tours

### School Presentations

### Grocery Store Samples

**YouTube: Yellow Tail is now Yellow Fail**

**Don't forget:**



- Make connections & listen don't just talk
- Look for ways to relate
- Use appropriate terminology (*ranchers vs. beef producers and traditional vs. conventional*)
- People WANT to know where their food comes from.
- We have a great story to tell, we just need people who can tell it!

*"My time online is as important to the future of my ranch as my time with the cows."*

--paraphrased from Troy Hadrick