


Marketing Challenges Your Dad Didn't Face

Understanding Millennial Consumers & Social Marketing Strategies
By Amanda Radke




Why is it so hard for producers & consumers to connect?

1. Mistrust
2. Guilt
3. Fear
4. Confusion
5. Romanticism

EPA sues 77-year-old farmer over riverside earthwork near Albany
The Register-Guard - 17 hours ago
The dike along the North Santiam River near Albany that is at issue in a **lawsuit** brought by ...

EPA Sues California Farmer for Plowing Own Land - Protect ...
protecttheharvest.com/.../epa-sues-california-farmer-for-plowing-own-la...
Jan 13, 2016 - The EPA and Army Corps of Engineers is attempting to prevent Duarte and **farmers** like him in California's Central Valley from plowing the land, ...

EPA hits farmer with \$16M in fines for building stock pond ...
hotairst.com/.../epa-hits-farmer-with-16m-in-fines-for-building-sto...
Aug 31, 2015 - Last week, his attorneys — including the Pacific Legal Foundation and the Budd-Falen law firm in Cheyenne — filed a **lawsuit** against the ...

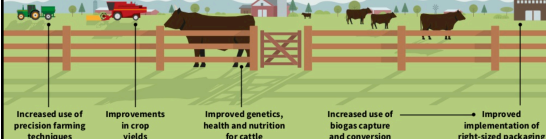
Mistrust

Listen First Make The Connection Bridge The Gap

The Beef Checkoff Program launched a comprehensive lifecycle assessment to quantify and benchmark environmental, social and economic aspects of beef industry sustainability from 2005 - 2011.

Improvements included:

10%	7%	2%	32%	2%	2%	3%
Emissions to water	Emissions to soil	Greenhouse gas emissions	Occupational illnesses and accidents	Energy use	Resource consumption	Water use



Increased use of precision farming techniques
Improvements in crop yields
Improved genetics, health and nutrition for cattle
Increased use of biogas capture and conversion
Improved implementation of right-sized packaging

Guilt





DO YOU KNOW WHAT YOU ARE FEEDING YOUR CHILDREN?

400% increase
in allergies since GMOs were introduced.

I AM NOT A SCIENCE EXPERIMENT

This is not food
It's a chemistry Experiment
(and your child is the guinea pig!)

Who's making your baby a lab rat?
Our babies deserve better than GMOs



Why GMOs don't make me feel guilty as a mom



did you know?
GMO facts

Where in the grocery store are you most likely to find GMOs?
Packaged food, foods from papaya and a small amount of sweet corn and squash

Examples include: oil, soybean, canola, A cornmeal, cornstarch, cornmeal, soy flour, soy protein, soy lecithin, sugar (from beets, not cane), and corn syrup.

How long have we been eating GMOs?
About 20 years, in fact, GMOs were introduced in 1996.

GMO: GENETICALLY MODIFIED ORGANISM

How many GMO crops are commercially available?
TEN

corn (sweet & field), soybeans, canola, alfalfa, cotton, squash, sugar beets and papaya.
non-browning apples & potatoes recently approved

That's it.

The Food Babe

"The Jenny McCarthy of Food"

She's attacked beer, soda, Subway, Lean Cuisine, Kraft Mac & Cheese, Dominos, Pizza Hut, Papa John's, beef, dairy & eggs



Fear

Consumers Will Soon Have Devices In Their Hands To Detect GMO and Toxic Foods

In the not too distant future, consumers will be able to scan the code on the back of environmental labels, GMO, pesticides, food safety and more with their smartphones and other hand-held devices.



Antibiotics




Wendy's: The best beef comes from healthy, well-cared for animals. A sick animal needs to be treated, and you won't hear differently from us.

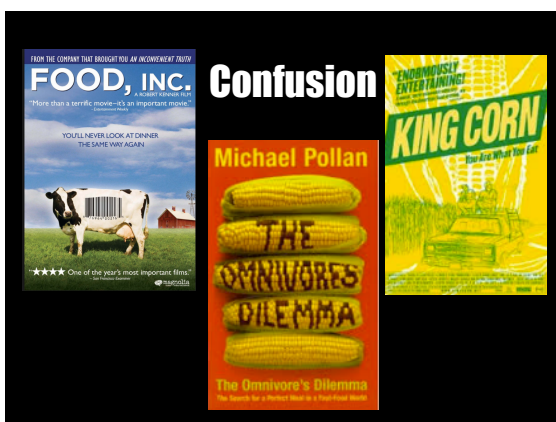
"The cowboy ain't dead. He's just hard to see from the road."

-Baxter Black

Building relationships in person, online & in the most unlikely places




Confusion



FOOD, INC.
FROM THE COMPANY THAT BROUGHT YOU AN UNCONVENTIONAL FILM
A candid inside look
"More than a terrific movie—it's an important movie."
YOU'LL NEVER LOOK AT CHICKEN THE SAME WAY AGAIN.

THE OMNIVORE'S DILEMMA
Michael Pollan
The Omnivore's Dilemma
The Search for a Better Way to Eat

KING CORN
THE ENDING IS ENTERTAINING!


BEEF Daily

Confusion about GMOs & hormones in milk and meat leads to advocacy moment

by Amanda Radke in BEEF Daily

Even in rural communities, misconceptions about an advocate and educate consumers about where

WHAT DO YOU FEED A BODYBUILDER TO YOUR KIDS? WE DON'T THINK SO.



#NOTGMOs #HONESTLABELING #ALLNATURALMEATONLY

My youngest is taking a level English assignment her choice. organisms (food.

In visiting was told that although her teacher didn't know much about GMOs, she refused to feed her daughter "GMO-milk" because the "hormones" would cause her to reach early onset puberty." Wait, what?



A lesson in the socially-conscious consumer



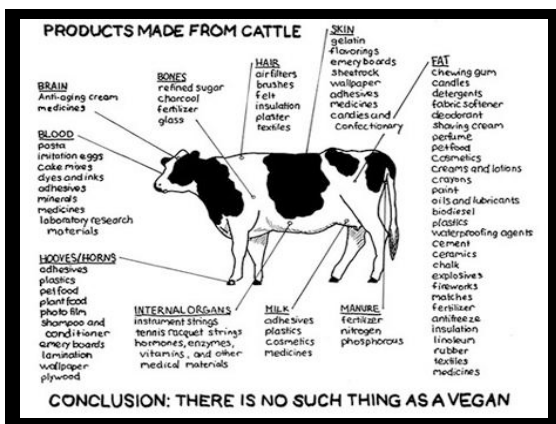

Are animals = people?

Should animal abuse be considered a Class A felony?

Romanticism

Who defines abuse?

What practices on your ranch might be considered "abuse?"

How can we find common ground?

1. Family Values
2. Animal Welfare
3. Environment
4. Safety
5. Taste
6. Nutrition




Know Your Audience

- Be clever; be creative. Entertain first. Inform second.
- Stories not only have to be compelling, they must be useful.
- Accessible: Be where people are.
- Relatable: Lose the jargon and ask yourself, does your story resonate with a suburban mom?
- Transferable. Tap into belief systems and understand diminishing attention spans.




Carri Ryan, Monsanto Social Sciences Lead

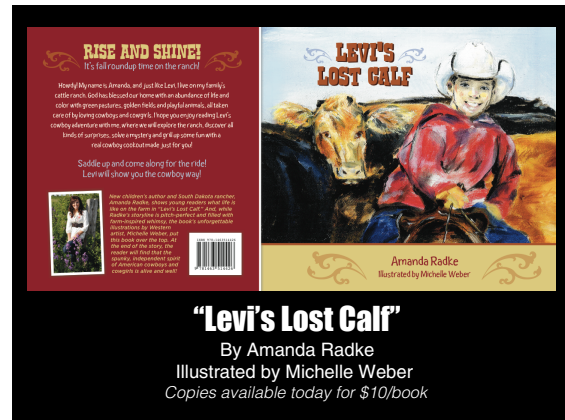
Team Beef



Reaching Out To Moms




www.steaksoftroops.com



We're gaining ground

(Even with folks like my D.C. roommate)

- 55% say food system headed in right track (up from 34%)
- 40% believe they have ample information about where their food comes from (up from 17%)
- Half say they are confident in the food they eat (up from 35%)
- 59% trust the food produced here and abroad (up from 51%)
- 44% believe U.S. food is the most affordable in the world (up from 30%)

• 2016 Center For Food Integrity survey

Thank you!

@BEEF Magazine
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BEEF Magazine
Amanda Radke
Levi's Lost Calf