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Raising the Steaks

In response to agriculture's growing disconnect with consumers, the American Angus Association's video production team constructed *Raising the Steaks*, a documentary-style film that follows one consumer couple through their journey along the beef production chain.

Originally released on Thanksgiving Day last year, the documentary introduces Saint Joseph, Mo., natives Josh and Leah Swindler. The pair begins by visiting a seedstock operation followed by a cow-calf ranch and a feedlot. Their journey ends with processing and



visiting the meat counter of a local grocery store.

"As a consumer, I've always tried to be conscious of where my food comes from, and I think it's important for consumers to see the amount of effort and care that goes into food production," Leah Swindler said. "The welfare of animals has always been important to me, and this process helped me be more reassured by how our food is produced. It helps you value your food more."

Look for it on the American Angus Association's website, angus.org. 