

by Mary Wood, Miss American Angus



Representation and communication

Today there are many misconceptions about the beef industry.

These misconceptions include questions concerning where the beef we consume comes from, how beef is produced and the effect beef has on our health. The lack of information that feeds these questions can create a divide between beef producers and consumers. This can make it harder to reach consumers and communicate effectively with them.

While this confusion may lead to false information or interpretation, it gives the beef community a chance to share its purpose. Agriculturalists are not only called to sustain the population, we are also called to communicate our mission. It is our job to build the bridge between consumers and the beef industry.

There are many advancements in today's culture that give us the upper hand in informing others. New technology and social media sites are simple yet effective methods. Through these platforms we are able to show the public what goes on at each step of the process. From the ranch all the way to the grocery store, consumers are able to understand what goes into their purchase.

This practice also helps to eliminate the negative stigma surrounding agriculture. There are many organizations that discredit the beef industry and its practices. Communicating our purposes can

help to remove the false information that may reach beef consumers.

As Miss American Angus, I strive to be a positive representative of the Angus breed. I work to communicate the importance of our breed and the beef industry as a whole to others. I use a variety of social media platforms to promote the Angus breed and the mission of the agricultural industry.

It is important to share our work in a positive light in order to fully reach consumers' needs. Throughout my term, I plan to advocate for the agriculture community and work to communicate with those outside of the industry. By doing this, I hope to find more effective ways to bridge the gap between ourselves and consumers. [AJ](#)

Rock'n D Ranch

WITH DYNAMITE FARMS

2022 Spring Bull Session

Sires Represented:
 Baldridge SR Goalkeeper #19356243
 Connealy Legendary 644L #18534952
 S A V Rainfall 6846 #18578963 Rock'n
 D Sires including Command,
 Legendary & Unique

1 PM. Saturday
March 12 - Lunch at 11:30
at the Ranch near
Junction City, OR

Rock'n D Goalkeeper G09

CED	BW	WW	YW	DOC	MARB
+1	+2.7	+87	+154	+28	+89

DF Tahoe 103

CED	BW	WW	YW	DOC	MARB
+11	-7	+60	+101	+21	+81

Rock'n D Goalkeeper G23

CED	BW	WW	YW	DOC	MARB
+4	+1.2	+69	+131	+33	+86

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