

Partner Up with a Podcast

From finances to range management, the topics available via podcasts are growing — and this medium may be your next MVP on the ranch.

by Kindra Gordon, field editor

“Being a lifelong learner” is often one of the mantras successful people attribute to their achievements. And now, access to hundreds of thousands of talk radio segments via “podcasts” is making that learning process available 24/7.

If you are unfamiliar with podcasts, they are best described as a series of digital audio files a user can download and listen to on the go. It’s prerecorded radio to take with you wherever you are. The benefit of podcasts over radio is you can pick the content and topic for your playlist.

Perhaps you already have friends, as I do, who are podcast fanatics, sending you links and sharing wisdom gained from the latest speaker they’ve become devoted to. With an estimated 700,000 active podcasts — and anticipation for that number to grow exponentially — it’s safe to say there are podcasts available for whatever topic you are interested in. A Digital News Report conducted by Reuters Institute found 36% of people access podcasts monthly, with 18- to 34-year-olds being the most engaged in the podcast market.



Why are people tuning in? The Reuters survey asked listeners that question, and the main reasons were to keep updated about topics of personal interest for 46% of respondents, or to learn something new (39%).

Ag-focused

With easy access to podcasts from a smartphone, laptop or Wi-Fi enabled vehicle, and most programming being free to download, are you ready to find a podcast that piques your

interests? Here’s a roundup of several ag-themed podcasts now streaming:

The **Art of Range** is a podcast designed to produce education about conservation through conversation.



The weekly podcast is hosted by Tip Hudson, Associate Professor with Washington State University Extension,

and includes conversations with a variety of industry range professionals and producers. The podcast programming is offered with support from the Society for Range Management and the Western Center for Risk Education Management. Learn more at: www.artofrange.com.

The National Cattlemen’s Beef Association launched the **Cattlemen’s Call** podcast in summer 2019.

Each monthly episode features stories and ideas from cattlemen and women across the nation, and is hosted by Montana rancher and broadcaster Lane Nordlund. Learn more at www.ncba.org/cattlemenscall.aspx.

The **Working Cows** podcast, hosted by South Dakota rancher — and minister — Clay Conry, is billed as a “platform for producers.” Conry posts weekly



podcasts with an impressive array of guests from across the country and around the world. He has more than 100 podcast episodes archived, which offer listeners a wealth of information to ponder. Listen in at <https://workingcows.net>.

UNL’s **BeefWatch** podcast is an audio companion to the UNL BeefWatch newsletter. It provides the same timely information as



the newsletter, but in a downloadable audio form. Information is geared to helping beef cattle producers improve the sustainability and profitability of their operations, and bonus podcasts include perspectives from real producers. Learn more at <https://podcasts.apple.com/us/podcast/unl-beefwatch/id964198047>.



Similarly, the Beef Cattle Institute at Kansas State University features the **Cattle Chat** podcast with topics covering stockmanship and pasture management to bull selection and calving questions. Tune in at <https://ksubci.org/media/podcast-2/>.



Even Secretary of Agriculture Sonny Perdue has his own podcast dubbed **The Sonnyside of the Farm** at www.usda.gov/sonnyside. Raised on a farm, Perdue's experiences as a veterinarian, grain business owner, Governor of Georgia, and now serving as a member of President Trump's cabinet as U.S. Secretary of Agriculture, make him well connected to ag topics. Perdue will be posting new content on the first Friday of each month.



Also popular is the **Beef Buzz** podcast with Ron Hays from the Radio Oklahoma Network. Hays interviews an array of guests to generate discussion on current ag issues. Listen in at <https://podcasts.apple.com/us/podcast/beef-buzz-with-ron-hays-on-ron-radio-oklahoma-network/id285986089>.

A podcast series titled **Our Farms, Our Future** is designed to bring together the sustainable agriculture community for thought-provoking conversations about the state of agriculture, including topics such as building resilient farming systems, farm profitability, and fostering community through local food systems. Find them online at www.sare.org/Learning-Center-Multimedia/Our-Farms-Our-Future-Podcast.




There's also a **Millennial Ag Podcast**, hosted by two young women with ag backgrounds from Utah and Idaho; and the **FarmHER Podcast Shining Bright**, which features conversations with women about their various roles in agriculture. The list could go on and on. By now, it should be evident: there are podcasts-a-plenty. So tune in, listen and see what you learn.



Beyond Ag

And, to expand your knowledge even further, consider listening to podcasts from perspectives outside of the beef

industry as well. Insights from other business arenas may provide ideas that could provide a breakthrough in thinking for your own operation. Business-minded podcasts to consider exploring include: **EntreLeadership**®, **The Mindset Mentor**, **Building a Story Brand**®, and much more.

To find more topics, use a search engine with the topic you are interested in and the word "podcast" to generate a new list of podcasts to explore. 

Editor's note: All podcasts are free and can be accessed on websites, via the Apple podcast app on an iPhone®, or with the Google podcasts app on Android™ phones.

