

# CATTLE CULTURE

by Lindsay King, assistant editor

## Podcasts: A World of Knowledge

*Less than a decade old in true popularity, podcasts harbor a wealth of information just waiting for a listening ear.*

It's truly thanks, in part, to the Apple iPhone® that the popularity of podcasts grew so rapidly. As soon as there was an app for that, podcasts were in.

"Podcasts in general have been around really since the early days of the internet," says AgGrad Founder and *The Future of Agriculture* Podcaster Tim Hammerich. "Apple really changed the game when they put the app on the iPhone and anybody could listen to anything they wanted just by downloading it to their phone."

Satellite radio was the niche at the time, around 2010, until listeners discovered how podcasts narrowed in on a topic more than other news sources had in the past.

"Since the total audience is bigger, that provides a space to create content for a very specific group and still be successful," Hammerich says.

He adds how the topics of his own podcast shifted only six months after its launch in December 2015.

### It's personal

Most people listen to a podcast when conversation isn't available. This might be on a long commute or while tilling up a 100-acre field.

"As a podcast creator, it is neat how personal each one is," Hammerich

says. "Your voice is quite literally in your listener's ear, maybe through a car speaker or a set of headphones. It's an incredibly personal medium, but you are having what seems like a one-on-one conversation with thousands of people weekly."

Hammerich started his podcast as a way to discuss recruitment for careers in agriculture, specifically within the areas of technology, finance and entrepreneurship. It has since shifted to primarily focus on innovative technology within agriculture.

### A new avenue

This segue allowed Hammerich to find a place among people with no previous experience in the industry.

"I do have listeners who work in ag, but I get the most engagement from people who didn't grow up on a farm," Hammerich says. "The people I hear from most are excited about ag because they are basically discovering it for the first time."

By the same token, Hammerich believes the current opportunity to advocate for agriculture through podcasts is infinite.

"People come at ag from a lot of different angles," he says. "I have talked to people in nursing who want to learn about ag because it

essentially drives health."

It's this type of innovative thinking that got the podcast started in the first place. So, what are you waiting for? There is a world of knowledge sitting at your fingertips. 

### *Demystifying the mystery of podcasts*

If you have a smartphone, you can listen to podcasts. Follow these quick steps to get started today.



1. If you have an iPhone, open it and locate the Podcasts app.

If the app is not on your home screen, swipe down and use the search feature to locate the app.

2. Once the app is open, at the bottom right hand corner is the search option.

3. After clicking on the search button, a search bar will appear at the top of the screen. You can type in whatever topic you would like.

For example: typing in "cattle" will result in finding Cattle Current or BCI Cattle Chat.

4. Once you click on the photo with the podcast you want to listen to, you can scroll through the various episodes until one catches your eye. Then all you have to do is click play.

Some topics to try: cattle, beef, ag, agriculture, meat.

Don't be afraid to look for things that interest you outside of agriculture.