

Advocacy in Action

The Masters of Beef Advocacy Program continues to grow with 2,672 graduates and counting. In FY2012 the MBA program began a series of Continuing Education webinars designed to keep graduates up to date on the latest issues and advocacy trends regarding the beef community. In December, Jude Capper Ph.D. delivered a webinar to talk about her recently published research on the environmental impacts of beef, (funded in part by the beef checkoff). In January Dr. Shalene McNeill presented the research findings from the Beef in an Optimal Lean Diet (BOLD) study. These webinars will continue throughout FY2012. To date in FY2012 more than 100 new graduates have participated in MBA Commencement trainings in Missouri, Kansas, Oregon, Illinois and West Virginia. A November 2011 survey of graduates found that 93 percent of all graduates had a good or excellent overall experience with the program with 88 percent of respondents reporting that the MBA program did a good or excellent job of preparing them to be a beef advocate.

Proactive Communications with a Purpose

The Cattlemen's Stewardship Review (CSR) published in 2011 is the foundation for proactive media outreach activities focusing on the value pillars in the report: Good Food, Healthy Animals, Healthy Environment and Strong Communities. As seen on national prime time television, a new McDonald's advertising campaign features Beef's Top Ten spokesperson Steve Foglesong, who shares the beef community's commitment to raising great-tasting, high quality beef. The beef community story was also the subject of a *Topeka Capital Journal* visit with Beef's Top Ten spokesperson Debbie Lyons-Blythe, who hosted a reporter on her ranch in December (story pending).

Building on the healthy environment platform, Dave Daigle of Daigle Farms hosted the *Lake Charles American Press* on his family's Louisiana farm and shared their commitment to preserving and protecting natural resources in the resulting feature article. In addition, Dr. Jude Capper's study, "The Environmental Impact of Beef Production in the United States: 1977 compared with 2007," was the subject of recent media attention following media outreach to share the news that raising a pound of beef in the United States today uses significantly fewer natural resources, including land, water, feed and fuel than in the past.

Pitch development and outreach is currently underway on stories developed through intensive spokesperson trainings that took place with four families in California and New York; this effort will share the beef community story in major East and West Coast media markets.

