

Spread The Word About Cattle Farming



Advances in technology and the internet means that accessing large audiences has never been easier. The internet is effectively being used by anti-farming and animal rights groups to criticise farming practises used in modern day agriculture. The web is inundated with negative and false information regarding cattle production.

Cattle producers can and should combat this negative image by using the internet to connect with the consumer and convey the truth about the conditions that cattle are raised in.

Nobody cares about the animals raised on farms as much as the farmers working with them everyday.

The internet provides numerous opportunities for you as a cattle producer to communicate with the public.

Make and upload videos onto Youtube

- Make a video of everyday tasks on your farm or of you and your family working with your cattle and put it online.
- Youtube gets over 9 million video streams a month and is one of the most effective ways of reaching the public.

Write a blog

- Write a blog about the day to day operations on your farm and your struggles and achievements as a cattle farmer.
- Comment on other people blogs and stimulate conversation about current advances being made in the beef industry.
- Comment on Anti-farming blogs stating the truth about cattle production and provide links to pro-farming websites.

Make a Facebook and/or twitter account for your farm

- Use social networking sites to tell your story as a cattle producer.
- Upload pictures and videos
- Provide links to useful websites

Helpful Tips

When uploading videos use tag words that are commonly searched by the public, for example, factory farming and animal cruelty. An example of a video caption could be " We are cattle farmers not factory farmers".

When replying to comments or commenting on a blog never reply in anger or in a rude manner.

If opposing comments are posted in response to your video or blog do not delete them. It is however appropriate to remove rude and offensive comments.

Useful Websites

www.animalscam.com

www.beef.org

www.cattle.ca/

www.facebook.com

www.mcpa.net

www.technorati.com

www.twitter.com

www.youtube.com