

Opportunity 1

-Focus on shared VALUES.

Sustainability communication is not a debate. It's a dialogue that should start from common values and should avoid message dumping.

There is no one shared definition of sustainability across all audience but we all share VALUES, and when looking to build new relationships with new tribes, values are the fastest connector.

Opportunity 2

-Know your ideal audience. "Consumers" and "producers" are too broad of categories. You can have multiple audiences, but not all messages will resonate with each.

Listen to what each audience wants to know and remember it's not about "educating" them. It's about engaging them.

Tell the right story, in the right way, at the right time. In the right tone, with the right language.

Opportunity 3

-Begin with the end in mind. Know where you're headed with your communication efforts. What does measurable engagement look like on social media and beyond?

Benchmark. Set goals.

Move deeper than impressions.

Opportunity 4

-Leverage partnerships beyond typical boundaries and collaborate more effectively.

Example: Create an accessible place where vetted sustainability content and educational resources can be shared and re-purposed.

- Documentaries & Videos
- Studies, Facts, Science, Research
- Authentic Stories of Sustainability
- Communications Expertise

Opportunity 5

-We all need to ask better questions
(of everyone...consumers, producers, partners, etc.).

Example: Instead of asking producers how they are sustainable, ask them how they're improving things like water and grazing lands. Most producers use a variety of sustainable practices, but just think of them as good management.

Opportunity 6

-Show progress, not perfection.

Don't over-glorify results and show how things are improving over time.

Demonstrate progress toward sustainability goals around water, climate, animal welfare, team member health and safety, and integrity.

• Posts about #GRSBcomm:

-Dr. Kevin Folta blog: <http://kfolta.blogspot.com/2017/10/rethinking-communication-ranchers-beef.html>

-Ag Web: <https://www.agweb.com/article/how-to-best-communicate-sustainability/>

-Progressive Cattle: <https://www.progressivecattle.com/news/event-coverage/8090-ranchers-must-clear-the-air-of-production-falsehoods>

-Progressive Cattle: <https://www.progressivecattle.com/blogs/from-the-editor/8056-trail-rides-communicator-summit-delves-into-sustainability-of-beef>

-Working Ranch Radio: <https://workingranchradio.podbean.com/e/episode-52-sustainable-beef-learning-the-law-and-a-new-club/>

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