



# CHAROLAIS

VIEWPOINT

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## I Remember When...

Communication is headed in a different direction.

There was a time, when one reached a certain age, recalling the past regarding something that had become antiquated, meant many years. Like generations or decades or even a century. Today, everything moves at warp speed. Particularly, our communication methods are moving at frighteningly fast speeds.

Tried and true icons of communication, such as newspapers and magazines are struggling to adapt and find niches in this new paradigm. Some have already thrown in the towel. In a way, the livestock industry is very fortunate. Our industry publications play an important role other than simply communicating the news. The livestock industry depends on the livestock press to educate—to disseminate research and continually feed analysis and forecast data. The livestock press represents business-to-business communication at its best. Yet, navigating a new communication paradigm takes time, resources and a certain amount of out-of-the-box thinking. What does one keep, toss or reinvent?

No doubt the livestock industry, as a demographic, leans toward the traditional. Yet, the growth of social media, as a means of electronic communication among all demographics, is almost beyond comprehension. Many of us may not yet understand Facebook or Twitter, but make no mistake, the potential to influence through its use is gargantuan.

Recently, a popular Australian vintner, Yellow Tail Wine, announced a \$100,000 donation to the Humane Society of the United States (HSUS). You know, the organization hell-bent on nothing less than the total destruction of the entire livestock industry. As reported by Chuck Jolley, [www.cattlenetwork.com](http://www.cattlenetwork.com) and every other electronic media outlet in the livestock industry, the act went “viral”. Much to the shock of Yellow Tail Wine, what started out to be a benevolent act, ended up as a public relations firestorm. According to Jolley, more than 4,000 folks blasted Yellow Tail on their Facebook pages. Yellow Tail then tried to back peddle and clarify their

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Although there was a frenzy several years ago to launch a web site, few really had a long-term vision for the value it would hold. Today, much has changed. The website, [www.charolaisusa.com](http://www.charolaisusa.com), is truly an asset to the AICA communication tool chest. From news to commerce, the website is the most efficient way to reach the membership instantly. The site is accessible 24 hours a day, not just during business hours.

Last year, more than 30% of all AICA registrations were completed online. Recently, [www.charolaisusa.com](http://www.charolaisusa.com) was redesigned to be even more functional as well as offer marketing and promotional opportunities, thus, generating revenue for AICA. One can search for an individual animal or a member, access the Sire Summary, use the Terminal Sire Index or find information about the Charolais Advantage. A site visitor can sign up for email communications, or request more information and that's just mentioning a few features.

statement. Unfortunately, the damage was done. And remember, this scene didn't play out over weeks or months. It happened with a 48-hour time frame.

What's the point? The point is that tradition has served us well and we should not forget it. However, electronic media is and will continue to be an invaluable resource for those of us in production agriculture and the livestock industry. Whether we are engaged in commerce, education, communication, public relations and advertising, electronic media is efficient, instant, accessible 24 hours a day from anywhere in the world with internet access.

Many of us may need a tutorial or a remedial class in electronic communication and social media. The good news is we have one of the largest junior memberships of all registered breeds. Every AIJCA member would be perfectly capable of getting us all “up to speed”. So—let's ask and learn!

CJ