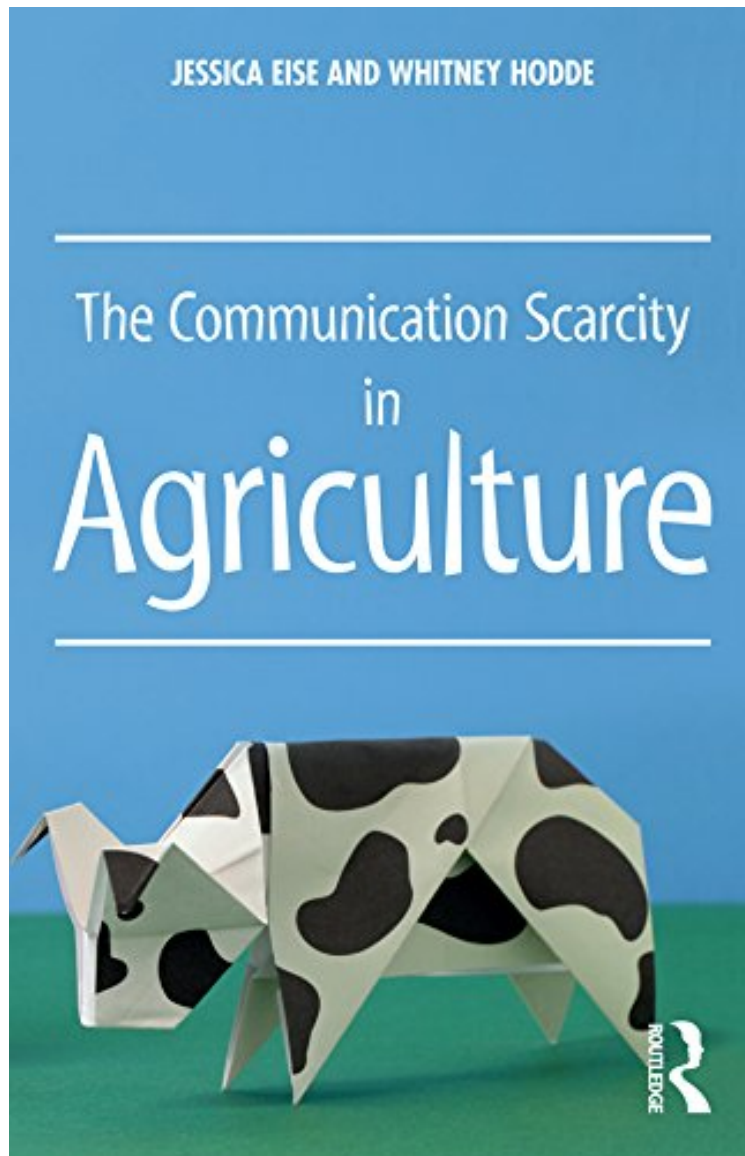


(Library ebook) The Communication Scarcity in Agriculture

The Communication Scarcity in Agriculture

Jessica Eise, Whitney Hodde
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Jessica Eise, Whitney Hodde : The Communication Scarcity in Agriculture before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Communication Scarcity in Agriculture:

1 of 1 people found the following review helpful. Having worked in the food industry for over a decade ...By Steven H. Armstrong Having worked in the food industry for over a decade, I found this to be an enormously important book. It is frank, insightful and doesn't pull punches. Prof. Eise skillfully directs us to the path for true transparency and meaningful engagement with consumers. Her insights and calls to action merit a thoughtful and genuine response from all sectors of the industry and agriculture. Thank you Prof. Eise. Steve Armstrong Chief Food Law Counsel, Campbell

Soup (retired)0 of 0 people found the following review helpful. As someone who is now studying and soon to be ...By Steve LiraAs someone who is now studying and soon to be working in agriculture who did not grow up on a farm, I've experienced first-hand the lack of communication and understanding between agricultural producers and consumers. People from both viewpoints don't understand the viewpoint of the other and often don't care to talk to the opposite viewpoint to find out why they think the way they do. This book explains this problem very clearly, and the efforts (or lack of effort) that has been made to solve this issue.0 of 0 people found the following review helpful. Highly Recommend!By CustomerEveryone should read this book to become more familiar with agriculture. It's well written and addresses so many of the issues that we often hear bits and pieces of in the news/blogs related to our food, laws, and agriculture related research. Moreover, the author has really done her research about these issues! I have learned so much, and I will be recommending friends and family to read.

Today, the general public craves information on food and agriculture with an unprecedented passion. But the agricultural sector, unaccustomed to an interested and inquisitive society, has largely failed to respond to the public's demands for information. Instead, corporations, time-pressed journalists, bloggers, media celebrities, film-makers, authors and concerned consumers jumped in to fill the void. Food is emotional, and these players - some well-intentioned and others not - got a lot of traction playing off consumer fears of the unknown. This critical and timely book explains how changing demographics, cultural shifts, technological advances and agriculturists' silence all combined to create the perfect storm - a great chasm between those who know, and those who don't know, agriculture. The ramifications of a poorly-informed consumer base are now becoming clear in our policy debates and consumer-driven business decisions. There is a lot of common ground between the agricultural sector and their consumer base, but each group largely fails to appreciate it, and the consequences of such a divide grow increasingly dire. Drawing on a wide-range of expertise, from leading agricultural researchers to major agribusiness leaders to consumer advocates, Eise and Hodde lay out exactly why communication is so urgently critical to our modern-day agricultural system. They outline the major themes affecting agricultural communication - perception, emotion, technology, science - and what we can do now to improve the debate and safeguard our future food supply for generations to come. This book is suitable for those who study agriculture, environmental economics and mass media and communication.

The Communication Scarcity in Agriculture is in many ways a remarkable book. It takes on a set of very controversial topics related to communication on food and agricultural issues and handles them with a balance and perspective that is admirable. The authors review some very emotional cases - pink slime, Chipotles, celebrity bloggers, etc., and they are able to tell the story in an objective reporting manner. They recognize that many of the communication issues in food and agriculture arise because consumers are genuinely concerned about the safety of their food supply. They note that it is indeed unfortunate that some of the key players - farmers, ag businesses, and academics - have little incentive to actively participate in the communications task at hand. They are occupied with their jobs of improving the food system. Yet, the authors conclude, "if we are to create a future of agriculture that is sustainable and abundant, we need to include all stakeholders and cease to perceive communications as secondary in our efforts." Wallace E. Tyner, James and Lois Ackerman Professor of Agricultural Economics, Purdue University, West Lafayette, IN, USA There's a lot of talking about food and agriculture but meaningful conversation is much lacking. Eise and Hodde help shed light on the communication problems facing agriculture, and provide insights on how farmers, scientists, and advocates can meaningfully engage with the public. Jayson Lusk, Professor of Agricultural Economics and author of Unnaturally Delicious - From pink slime media frenzy to GMOs to agribusiness reputations The Communication Scarcity in Agriculture provides an adeptly, well-sourced analysis of the current state of agricultural communications. The authors draw a dramatic parallel between what has happened in modern agriculture to what is happening in communications. While awareness and participation in agriculture decreases the blast of new media exists in a second-to-second news cycle that routinely lands on high profile, high response issues. Revealing part of the picture has become the new standard rather than delving into the science of issues to reveal the complex whole. The Communication Scarcity in Agriculture emits a call to all involved - from agriculture academics and agribusinesses to worldwide corporations to the media to consumers - to ask the hard questions, to listen to the detailed explanations, and to seek the conversations in which the seeds for a better informed future can be planted. Maureen Manier, Department Head of Agricultural Communication at College of Agriculture, Purdue University, USA. Eise and Hodde strike to the very heart of what is perhaps modern agriculturists' most serious challenge a challenge that, if not overcome, could ultimately inhibit our future. Citing both well-known and lesser-known examples from our industry, they show in great detail the perils of under-communicating with consumers in an age of media explosion. But the key, they explain, is not simply more communication. Today's consumers are deeply engaged in emotional issues surrounding the health and well-being of themselves, their families and their planet. The answers they seek will come not only through good science and solid information, but through voices of understanding. Eise and Hodde issue to us a charge to listen

and identify, to find common ground with consumers who are concerned, and to engage with them in a very open and sincere dialogue that will advance our industry and society as a whole.” Josh Woods, Director of Communications and Marketing, Auburn University College of Agriculture, USA

About the Author Jessica Eise is the Director of Communications in the Agricultural Economics Department at Purdue University, where she also teaches. She has a master’s in Journalism and International Relations from New York University. Eise worked internationally in communications for five years before a stint in Washington, DC, in policy communications. Whitney Hodde is a Research Assistant in the Agricultural Economics Department at Purdue University. She has a master’s in Agricultural Economics from Purdue University. She was raised on a farm in Iowa and worked in Washington, DC, for seven years as an environmental finance expert in the non-profit world.