

# Communicating with Agriculturalists

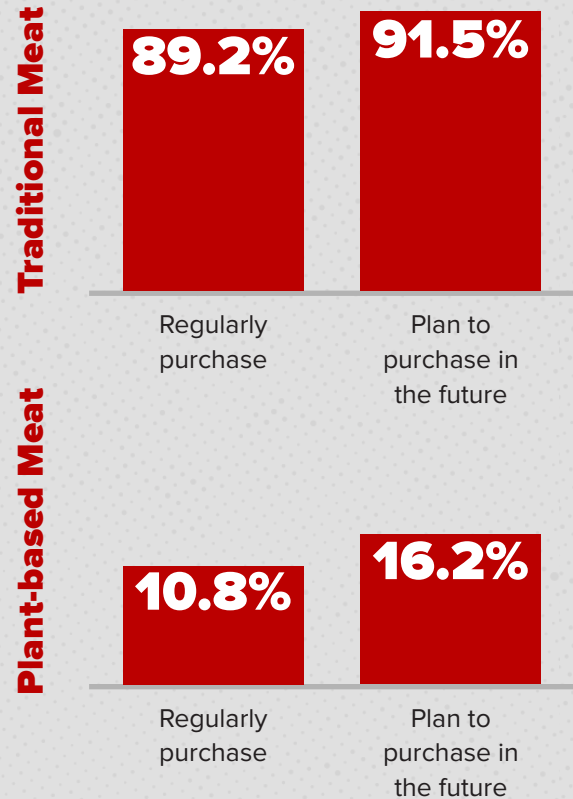
*about meat and meat alternative options in Ohio*

Researchers in the College of Food, Agricultural, and Environmental Sciences at The Ohio State University recently surveyed 130 Ohioans who identified themselves as members of the agricultural industry. This survey was used to better gauge their views of current and future meat options, as well as how they would like to receive information about them. Some of the key takeaways can be found below.

## What top meat topics are agriculturalists interested in?

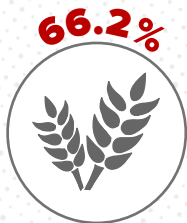
- 1. Nutritional Value**
- 2. Economic Impact**
- 3. Meat Science Research and Technology**

## What meat options do agriculturalists want to purchase?



## What are their preferred sources?

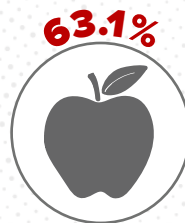
Survey participants selected the following as their preferred sources to learn about meat options.



**Agricultural Organizations**



**Farmers**



**Nutritionists**



**Universities**



**Butchers**



## How do those in the agricultural industry want to learn about meat options?

Survey participants selected the following as their preferred methods of learning.



**Read Printed Fact Sheets, Bulletins or Brochures**

**56.9%**



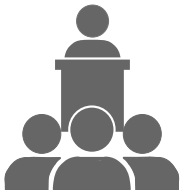
**Face-to-face Conversation**

**48.5%**



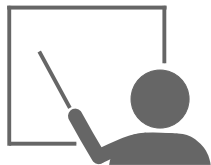
**Visit a Website**

**46.9%**



**Attend a Seminar or Conference**

**41.5%**



**Attend a Short Course or Workshop**

**37.7%**



**Watch a Documentary**

**33.8%**

## Which top three Ohio agricultural organizations were participants involved in?

**48.5%**

Ohio Farm Bureau

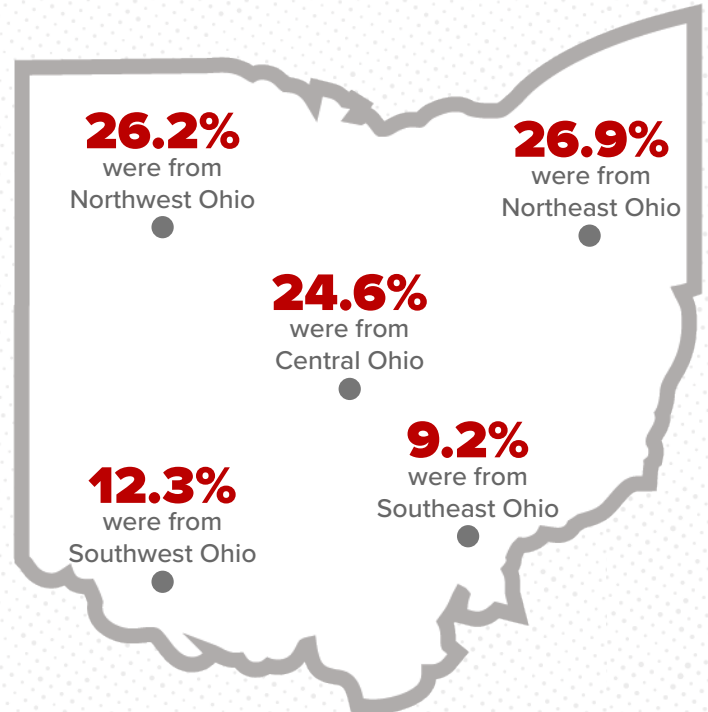
**25.4%**

Ohio Cattleman's Association

**11.5%**

Ohio Pork Council

## Where were the surveyed agriculturalists from?



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