



# Andrew McCrea

Keynote Speaker, Oscar-Winning TV & Radio Broadcaster

## FOCUS: Agriculture

Andrew McCrea is a fifth generation farmer and rancher. He tills the same ground his great-great grandfather, an immigrant from Italy, farmed a century ago. Andrew is the past chairman of the Missouri Beef Industry Council and a past representative to the U.S Meat Export Federation. He is also a member of the National Association of Farm Broadcasters where he is a five-time winner of the Oscar in Agriculture.

Andrew's broadcasting travels have taken him to places such as China, Bolivia, Nicaragua, Russia and Azerbaijan. He shares insights from the perspective of the American farmer, but also has a global perspective on the factors affecting producers here. He can share stories, facts, sights and sounds from his travels in a down-to-earth way that leaves audiences better informed and feeling positive about the difference they can make in the industry.

### **"Ordinary to Extraordinary: The Little Difference that Brings Success in Agriculture"**

Have you wondered what helps some people reach success time and time again, while others seem to stand in place. Research tells us that the most important factors in success are things so insignificant they are often overlooked. Let Andrew help you find the qualities that produce extraordinary results.

### **"Beijing, Baku and You...How the Developing World will Affect U.S. Agriculture"**

Andrew has traveled to places like Bolivia, China, Azerbaijan, and Nicaragua to experience agriculture in environments far from home. How will such nations affect the profitability of farming here? What trends do we see in these nations that should be a warning to U.S. producers and consumers? Andrew will provide you with sights, sounds and insights we can put to use.

### **"Farming from the Consumers Point of View"**

Andrew's experiences at home and abroad give him insights into consumer trends in the U.S. and internationally. What can farmers do to better meet the changing needs of consumers and put more profit into their operation? Andrew will share some of the key strategies to do just that.

### **Here are just a few of our many agriculture clients:**

American Angus Association  
American Farm Bureau  
Land Improvement Contractors Association  
Missouri Soil & Water Conservation  
N. Dakota Dept. of Agriculture  
National FFA Organization  
National Institute for Animal Agriculture  
Farm Credit Services  
Professional Bull Riders (PBR)

Nebraska University Extension  
University of Missouri  
Texas A&M University  
Iowa Department of Agriculture  
Kansas Department of Commerce  
CoBank  
Pioneer  
Numerous state and national farm bureaus  
and commodity organizations