



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 over 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 all fifty states and six continents. He shares insights from the perspective of the American farmer, but also has a global perspective on the factors affecting producers here. He delivers important insights by sharing stories, facts, sights and sounds from his travels. His practical, real-life programs delivered with humor leave 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.

"Secrets of Agriculture's Top Producers" - Whether you operate 10 acres or 10,000, what are the essential skills and practices that set the Top Producers apart from the rest? Andrew McCrea is not only a farmer and rancher, but he has years of experience interviewing agriculture's Top Producers. He's had a behind-the-scenes glimpse of many of the past Top Producer award winners and he shares what are their shared qualities and how we can apply them in our lives. Informative, humorous and motivating, Andrew helps us see what we may have overlooked.

"Emerging Trends in Agriculture" Andrew's experiences at home and abroad give him insights into emerging 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? What trends are here to stay and how can producers best position themselves for success? Andrew helps audience get a better glimpse of the future to better prepare in the present.

Here are just a few of our many agriculture clients:

American Angus Association

American Farm Bureau

Bayer

Land Improvement Contractors Association

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

Kansas Department of Commerce

CoBank

Pioneer

Numerous state and national farm bureaus, departments of agriculture and commodity organizations