

A Look into Agricultural Careers  
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NYFB State Promotion & Education Committee

*The agricultural industry in New York is vast. There are many career choices that can be found here, from the farmer to all those involved in the rest of the industry and food chain. Our committee is working to show just how varied agriculture can be and encouraging our youth to take a look, or maybe a second look, at what agriculture can do for them.*

*Here is the second of three interviews with people involved with the agricultural industry. Beth Meyer is an advocate for agriculture, working for the American Dairy Association and Dairy Council (ADADC). She answered questions about her career and role in agriculture.*

*Beth Meyer is a great representation of one of the many careers out there. Farmers might not always know Beth personally, but I am sure they have seen her handiwork.*

*If you participate in any sort of media relations or public media training you will find Beth. Working with dairy farmers fits her to a T, always greeting you with a smile and kind words. Using her unending skills, Beth is able to reach out and get the farmers' stories out there.*

**What is your role at ADADC and how long have you been there?**

I just celebrated 21 years at ADADC, and I've held several jobs in the Communications Department during that time. Currently, I am Vice President of Industry Communications. In that role, I head up our Crisis and Issues Response team, and work with the rest of our staff to incorporate dairy farmers into all aspects of our programming.

**What impact does your job have on farmers?**

More than ever, people want to know about all aspects of food production – not just 'is this food nutritious and affordable?' but how animals are raised, what they're fed and where they live. People not only want to know, they have opinions – lots of them- which can be very different from the opinions of the men and women who spend their days actually involved in food production. Uniting the industry to answer consumer questions and encourage that dialogue is a huge part of what I do every day, and I'm convinced it's absolutely vital in order for farmers to continue to have the social license to farm in the future.

**What do you see for the future of agriculture?**

I envision a future of amazing technological advances, coming from the farmers in our own backyards. I see them rising to the challenge of feeding a growing world population more efficiently. And I'm very optimistic that farmers will continue to share their stories with their communities, making it possible for everyone to get their questions answered by the real experts.