



Development and production of a beef cattle animal health podcast

## BEEF CATTLE HEALTH AND NUTRITION ON DEMAND

PROJECT NO.: KTT.08.21

LEAD RESEARCHER: John Campbell (Western College of Veterinary Medicine)

**Background:** Podcast listening continues to show incremental growth in North America with nearly 11 million Canadian adults (37% of the adult population) having listened to podcasts in the past year, and 45% having listened at some point (Canadian Podcast Listener 2020 Report). Podcast listeners tend to be younger, with a higher proportion of listeners in the 18-24 age category; however, there is a wide spectrum of ages amongst current podcast listeners.

There are several beef cattle management podcasts available in the United States, including “BCI Cattle Chat,” produced by the Beef Cattle Institute at Kansas State University. There are no podcasts that focus exclusively on beef cattle management in Canada. Many beef cattle management and economic topics would have different points of emphasis in the Canadian context.

### Objectives:

1. Produce a series of approximately 50 podcasts in the areas of beef cattle health, nutrition and management
2. Evaluate the potential of audio podcasts as a form of knowledge translation and transfer (extension) to cattle producers across Canada.

**Implications of the Research:** Podcasts can be a very accessible form of knowledge translation and transfer that can be made available on a wide variety of platforms. One of the major advantages of the audio podcast is that subscribers can access from any mobile device or computer and can receive information while driving or doing other jobs on the farm or ranch. This

becomes a very time efficient and portable form of communication for producers to access.

Even though podcasts are a somewhat one-sided form of information delivery, there is evidence that they can build relationships and personalize material for individuals. They can also serve as a platform for directing producers to other sources of information, including websites and other extension resources, where they can obtain further information regarding beef cattle management.

The planned podcast content will aim to introduce listeners to the advantages of various management tools and strategies and encourage them to seek our further information about practices and innovations. The goal is to equip producers with information provided by industry experts and their peers to make informed management decisions. Whenever possible, economic data and practical information on implementation will be provided.

*This project is also supported by the Beef Cattle Research Council and the Canadian Agricultural Partnership*



[www.albertabeef.org](http://www.albertabeef.org)