

# Sixth-Generation Cattle Rancher Announced as 2022 Advocate of the Year at Annual Cattle Industry Convention

*The Masters of Beef Advocacy program recognizes rancher from Texas.*

**NEW ORLEANS (February 1, 2023)** – From Throckmorton, Texas, Tucker Brown has been selected by the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, as the 2022 Advocate of the Year. The award recognizes Brown for his creative use of storytelling across social media platforms, along with continuing his family’s legacy as a sixth-generation cattle rancher.

Well respected across the industry, Brown is active in his family’s operation, R.A. Brown Ranch and serves on the Leadership Development Committee for Texas & Southwestern Cattle Raiser’s Association. As a “farm gates always open” type of person, Brown said he doesn’t hesitate to answer hard questions about the beef industry and loves showcasing their West Texas multi-generational ranch.

“Our goal is if we can help consumers understand where their food comes from, they will have a deeper sense of trust,” said Brown. “Having people come to the ranch and ask questions helps us move forward and do better.”

As a modern-day influencer, Brown has a knack for creating intriguing and approachable social media content that bridges the gap between consumers and producers, reaching millions of viewers. With more than 176,000 followers on TikTok and 52,000 followers on Instagram, Brown receives, on average, a combined 5-6 million views per month on his videos and uses his influence to show what it’s like to raise beef.

“I like to use a word I call ‘edutainment’ which means entertaining viewers so much they didn’t realize they learned something until after the video is over,” said Brown. “There’s so many of us that post about the beef industry, so finding ways to keep viewers watching has been the most fun for me as an advocate.”

Brown said along with sharing beef facts and ranching stories, his passion goes beyond simply reaching consumers. He also strives to get more youth involved in the industry. As a graduate of the Masters of Beef Advocacy program, Brown emphasized the importance of development programs like these in identifying and preparing the next generation.

“I think it’s important to tell our story, but I think much of the industry hasn’t

been trained on how to do that,” said Brown. “With these recent programs it’s been easier to get more young people involved and teach them how to be an advocate of truth in a way where more people are willing to listen.”

You can follow Tucker Brown on [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), or visit his family’s ranch website [here](#).

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#### **About the Beef Checkoff**

*The Beef Checkoff Program was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.*

#### **About NCBA, a Contractor to the Beef Checkoff**

*The National Cattlemen’s Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff Program is administered by the Cattlemen’s Beef Board, with oversight provided by the U.S. Department of Agriculture.*

#### **About Masters of Beef Advocacy (MBA)**

*The Checkoff-funded MBA program was launched by the National Cattlemen’s Beef Association, a contractor to the beef checkoff, in 2009. The program, with over 20,000 participants, is designed to equip advocates to engage in conversations with consumers about beef and how cattle are raised. Applications to participate can be found at [MastersofBeefAdvocacy.com](https://www.MastersofBeefAdvocacy.com)*

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