

PINE RANCH LTD.

RANCHER AGRICULTURE ADVOCATE SPEAKER VLOGGER

Speaking Quide

Hey, I'm Erika

## RANCHER AND AGRICULTURE ADVOCATE

I think if we as ranchers don't tell our story someone else might and they might not get it right. There are missing parts to the stories that are being told to our consumers. As producers we do a great job of telling our story to ourselves but I feel we have trouble breaking out into the consumer space, where we really need to be. That's why I do what I do.

If you have an opportunity to share content with a non-ranching audience or an opportunity to encourage other ranchers to spread the word I would like to help!





### ERIKA STEWART

### PINE.RANCHLTD@GMAIL.COM

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Erika sees the 'Big Picture' when it comes to communications with consumers and fellow beef producers.

Jill Harvie, Owner at Harvie Ranching in Olds Alberta



Erika's videos are heartfelt, transparent and truthful about what's happening on their ranch in Saskatchewan

Clinton Monchuk, Executive Director, Farm and Food Care Saskatchewan





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### ERIKA STEWART



# EXPERIENCE

- **Rancher** on a 300 cow-calf ranch.
- Provincial Coordinator for
  Saskatchewan Verified Beef
  Production.
- Consumer outreach for the British
  Columbia Cattlemen's Association
  through delivering the Behind the
  Beef Program.
- Teacher for middle school and high school. Undergrad teaching assistant at the University of Alberta.
  - Mentee in the Canadian Cattle Young Leaders.
  - Mentor in Beef Cattle Research Council Mentorship Program

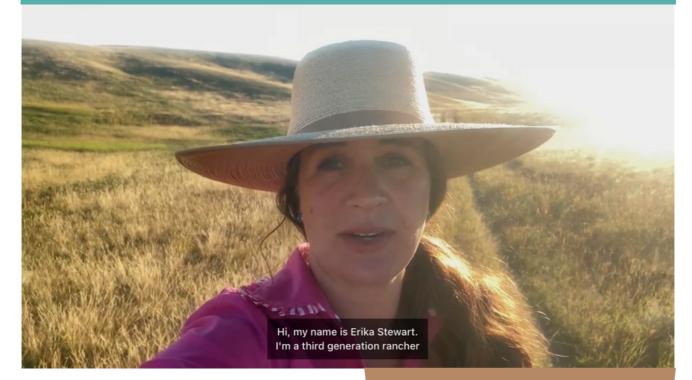
Erika is a strong advocate for the agriculture industry and a dynamic speaker. Carla Borsa, Saskatchewan Young Ag



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### LIFE AT PINE RANCH YOU TUBE SERIES

#### **ESTABLISHED 2020**





This series is a day-in-the-life of the crew at Pine Ranch. It showcases Erika Stewart and her family as they work on their ranch in Saskatchewan and complete typical tasks on a cow-calf operation.

FIND THIS SERIES ON THE CANADIAN FOOD FOCUS YOUTUBE CHANNEL:



# LIFE AT PINE RANCH Youtube Series

3 Seasons

51 Episodes

CONSUMER FOCUSED

#### **PINE RANCH**



Come on down to the ranch for some coffee and a tour or watch our adventures on You Tube on Life at Pine Ranch. When I speak I am able to speak with authenticity and experience because of my involvement in our family ranch and other industry programs.

OUR RANCH

Located in South West, Saskatchewan

> ACRES Over 5000 acres

## **COWHERD** 300 Momma Cows

## **FAMILY** 3 Generations

# BEEF

Certified by Verified Beef Production+ and the Canadian Roundtable for Sustainable Beef

#### **ESTABLISHED 1962**





# WHO I WORK WITH

My audience are health conscious individuals who want to respect their environment and support their community. They are students, beef customers, mothers, ranchers and famers. They want to hear directly from the source and they aren't afraid to ask tough questions and receive real life answers.

# WHAT YOU CAN EXPECT

When you hire me as a speaker you can expect to hear from someone that is truthful, heartfelt and authentic.



EMAIL ME TO BOOK A FREE 30 MIN CONSULT AND FOR PRICING

pine.ranchltd@gmail.com