

“BIG SQUARE BUTT, CHUBBY, SOUND, AND PLENTY OF PIPE”

GENDER STEREOTYPES IN THE MARKETING OF BULL SEMEN

BROWN BAG SERIES



States in 2018 at \$67.1 billion. Drawing from feminist human-animal frameworks, the current study analyzed descriptions of bull semen across 20 large distributors of bovine genetics. Results indicate a strong and widespread reliance on gender stereotypes in describing the characteristics of the bull himself and his past offspring. These include highlighting bull “athleticism,” strength, and power along with siring “feminine” daughters. These anthropomorphized categorizations reinforce cultural assumptions about the ‘natural’ gender order.

**PRESENTED BY
DR. KAYLA PRITCHARD**

**TUESDAY, MARCH 24 | 11-11:50 AM
CLASSROOM BUILDING ROOM 309**

CONTACT INFO: 605.394.2481 | HUMANITIESINFO@SDSMT.EDU

Gender stereotypes are deeply entrenched within human societies and represent fundamental ways of organizing and categorizing human behavior. Extended, gender stereotypes become frameworks for interpreting the behavior and characteristics of animals. These applications supposedly reflect the ‘natural’ gender order separating males from females. The marketing of bull semen represents an unstudied site to examine the application of gender stereotypes. The production of beef cattle was the single largest component of agricultural production in the United

