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Madison Kreifels, a sophomore at the University of Nebraska—Lincoln, is majoring in Agricultural and Environmental Sciences Communication and minors in the Engler Agribusiness Entrepreneurship Program and Broadcasting in the Media. Passionate about advocating and spreading knowledge about the agricultural industry, she plans to launch her own agricultural communications business, InfoFilm. In this work, she looks forward to reversing the growing gap in knowledge and understanding between the agricultural industry and its consumers.