As you advocate for agriculture, use these tips to help answer questions and ease concerns, one conversation at a time:

- Consumers trust **people**
- They need to feel they know **you**, the farmer, in order to trust the system
- Meet consumers where they are and **join the conversation**
- Focus on **shared values**
- **Listen** first, **share** your story and **invite** them to experience

Transparency in food production is important to consumers who have questions and concerns about how their food is grown and raised.

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