Information is Everything

Consumers want real facts from real people — including the farmer

Listen first and ask questions

Meet consumers where they are

“Lack of information leads to concern and doubt”

“Connect on a shared value”

Transparency is key

“Share your story”

Starting a Conversation

“I understand you have questions. I’d like to answer them.”

“I can assure you this also is a top priority for me.”

“I want to help you make knowledgeable choices about your food.”

“I am committed to sharing information.”

“Let me show you why we do things the way we do.”

“I share your concerns.”