

COMMUNICATING WITH CONSUMERS

Becoming Advocates for Agriculture

Information is Everything



Consumers want real facts from real people – including the farmer



Lack of information leads to concern and doubt



Transparency is key

Starting a Conversation



Listen first and ask questions



Connect on a shared value



Invite them to experience



Meet consumers where they are



Share your story

"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."

**STARTS
HERE**

MERCK
Animal Health