

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 want to help you make
knowledgeable choices about your food."

"I am committed to
sharing information."

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

"Let me show you why we do
things the way we do."

"I share your concerns."