



Telling Your Ag Story:

A Facebook Live Event
April 1, 2020

Growing Relationships. Creating Opportunities.™

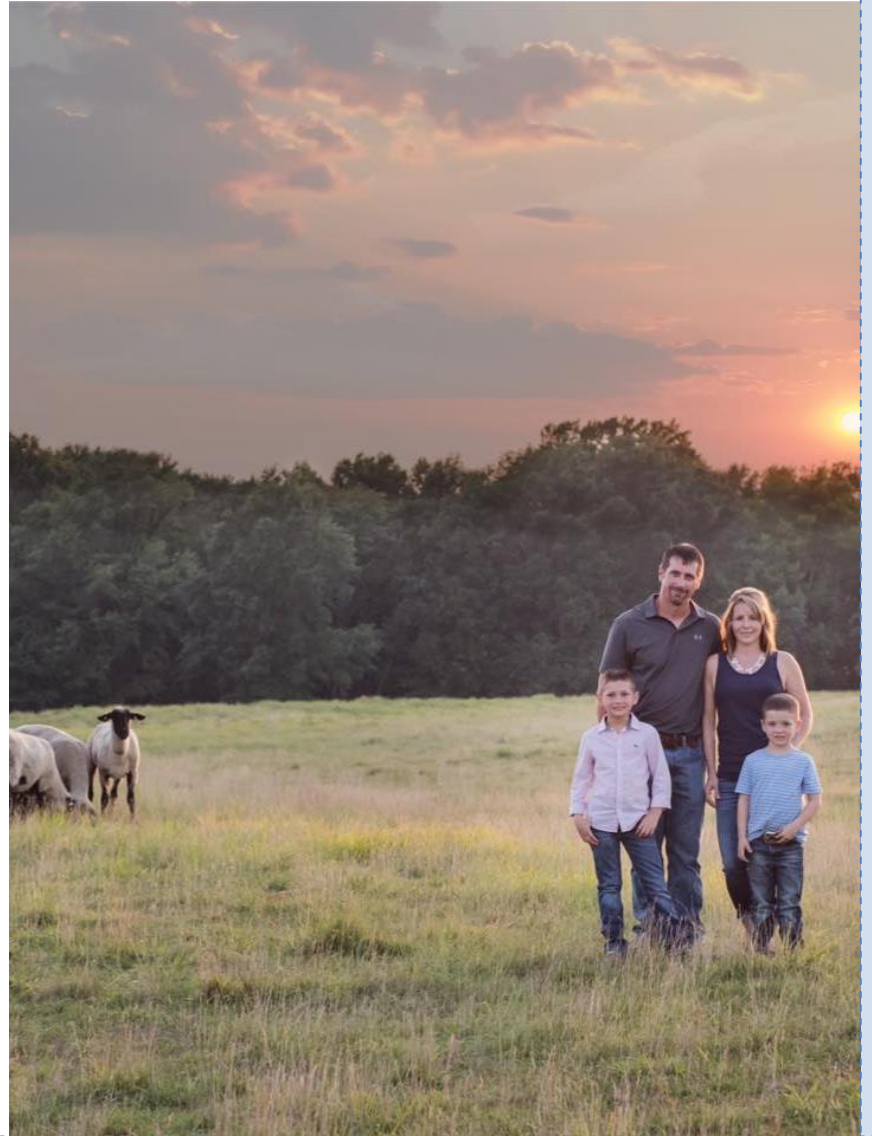


FCS FINANCIAL

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- Uptown Farms – Blogger and Advocate
- Missouri Common Ground Volunteer
- USFRA Farmer Ambassador
- Missouri Soybean Association Board Member



How in the world did we get here?

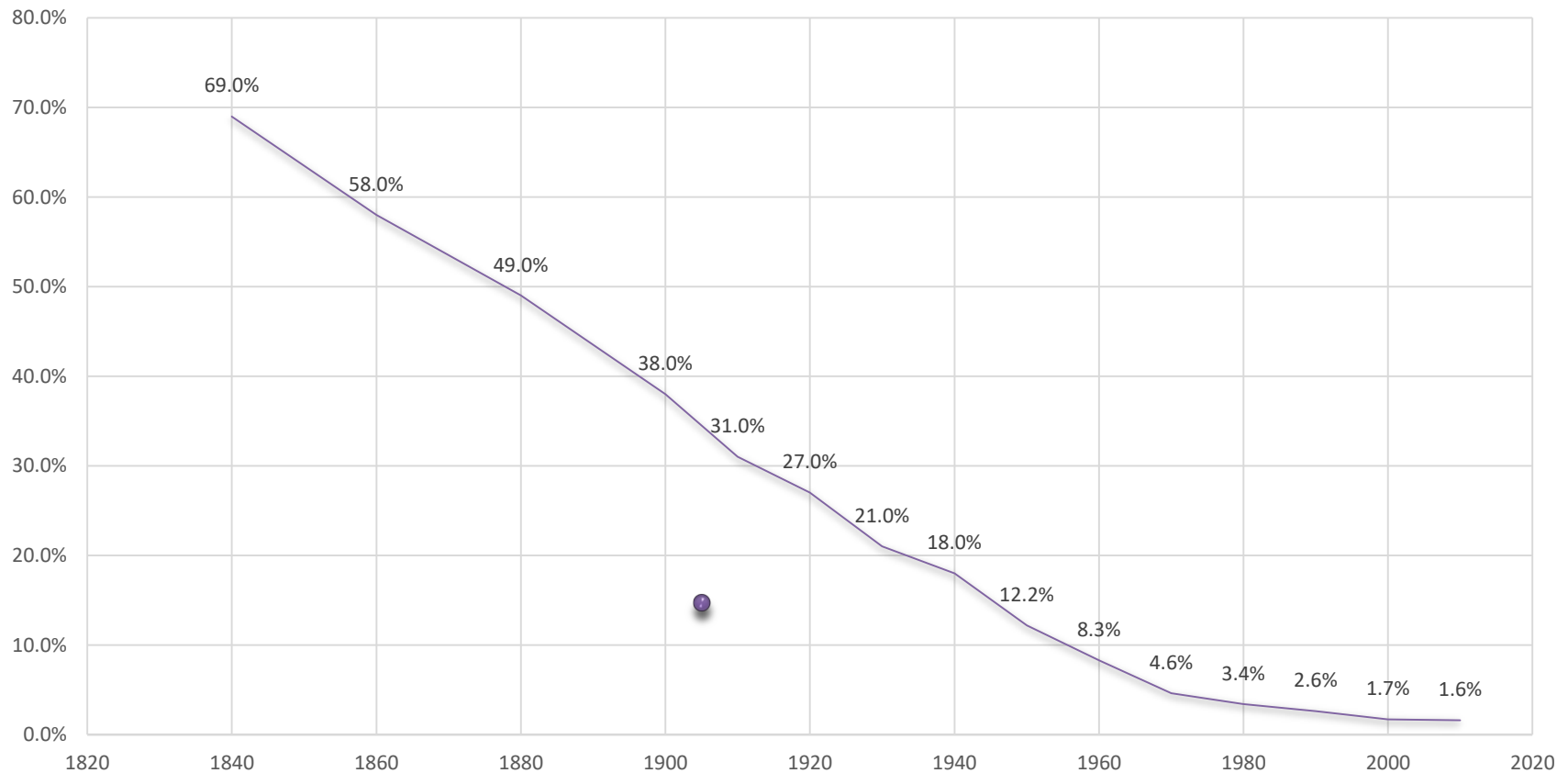


Demographics

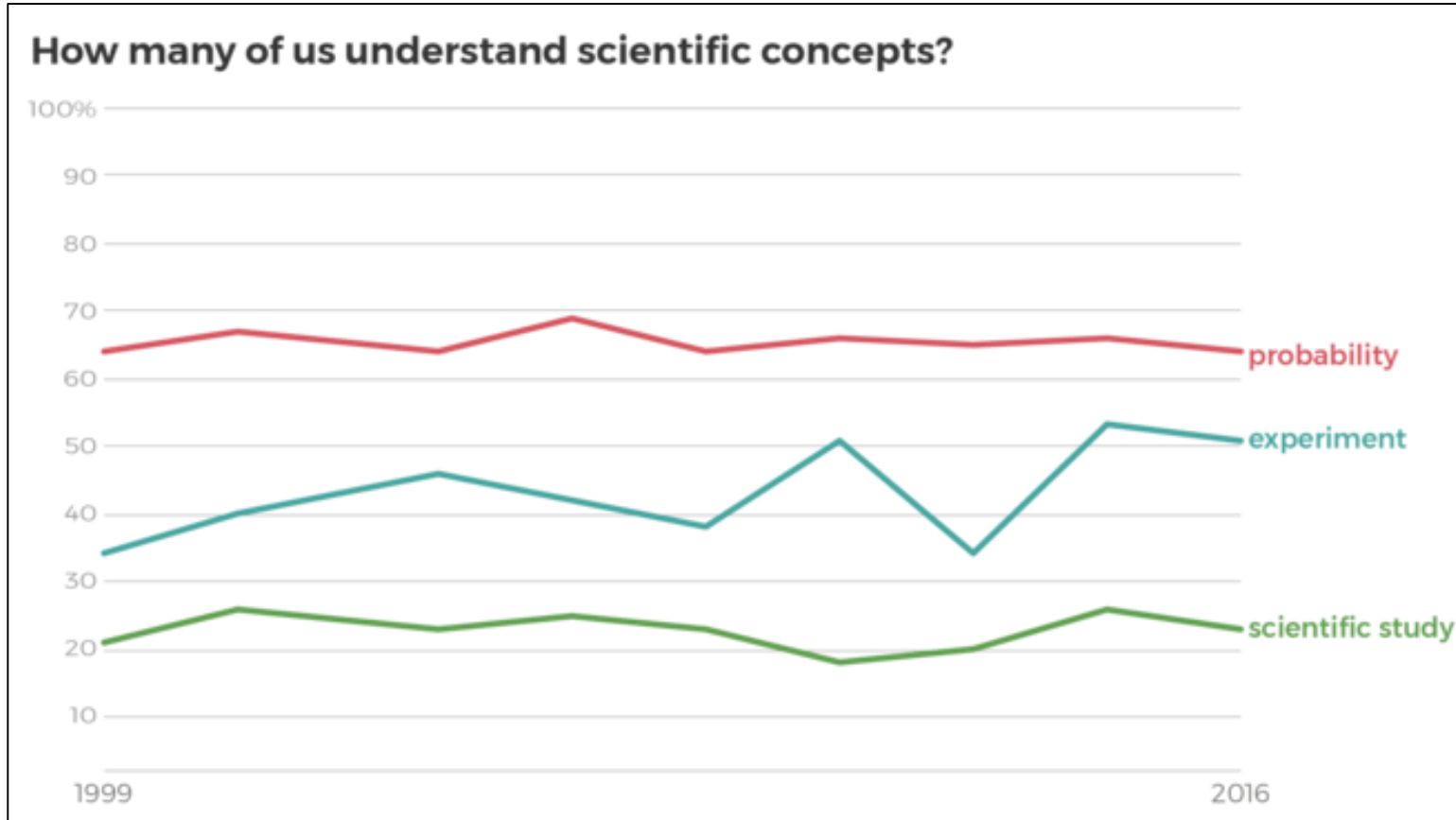
1790 – 90% of labor force

Farmers as a percent of US Labor Force

Sources: FRED Economic Data, GrowingNation - Ag In the Classroom



Science Literacy



SCIENTIFIC CONCEPTS

Data from NSF (some totals don't equal 100% due to rounding)

Infographic by Sara Chodosh



Confusion

Fear

Mistrust

ANGER

What can YOU do?



3 steps to advocating for agriculture



- **Listen**
- **Understand**
- **Respond**

Listen

- What issues matter to our consumers?
 - Consumers are NOT all the same and we must recognize that
- Read social media for information, not to respond
- Challenge yourself to find ways to engage with those outside of agriculture



Understand

- Often times we fail to listen to the REAL issues
- Find ways to connect with non-ag people
- Read on social media without responding



Respond

- Our facts don't matter unless we connect first
- Stay away from using fear
- Every 2 days we create as much data as we did up until 2003
- Use your stories

“If you hear a statistic, you will make up a story to go with it, because our brains are organized on narrative.” – Gloria Steinem



Science of storytelling

- **“We are not thinking machines that feel. We are feeling machines that think.”**
Antonio Damasio
- 90 to 95% of our decisions each day are made based on gut-reaction
 - What influences our “gut”?
 - We must speak to the gut (or heart) before we can speak to the brain



The tools for storytelling

- Don't try to create stories to make a point
- Use the stories that happen everyday
- What can you highlight about farming or agriculture from those stories?



Other tips on storytelling

- True
 - Authentically and factually
- Happy Ending
- Telling your own story is always easier but you can tell others
- Do you have the ability to help others find their words?
- Jargon
- The curse of knowledge



Who can you tell?

- **Think locally** – your friends, neighbors and family have questions and concerns
- **Think socially** – share your story with people around the world
- **Don't forget our leaders** – political and business leaders need help to be better informed about agriculture

