

EVERY VOICE MATTERS

3 STEPS TO BEING AN ADVOCATE FOR AGRICULTURE

1 Listen



- Make sure you understand what the real questions and concerns are
- Find ways to stay in relationship with non-ag people
- Read on social media without responding

2 Understand



- Food is personal – it's fuel for ourselves and our families
- Many people would rather err on the side of caution
- Safety is no longer a feature
- Many of our consumers have wants beyond "affordable" and "safe"

3 Respond

USE THE STORY YOU HAVE



- Facts don't matter unless you connect first
 - Avoid using fear
 - Use the story you have
 - Don't forget
- Real stories happen everyday on the farm and in agriculture
 - Capture the story, and use it to highlight something that matters to your audience
 - Compelling stories include emotion, struggle, an identifiable character and they are realistic

DON'T FORGET:

- The CommonGround Approach – inclusive, credible, positive, real
- Watch for jargon in your stories – speak about agriculture at a sixth grade level
- Curse of Knowledge – what you know about agriculture is NOT common knowledge

Who can you share your story with?

LOCALLY

family, friends, community members

SOCIALLY

your circle or around the world

LEADERS

those making decisions need to hear your story



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