



# Speaking up for Agriculture

By Alan Clark

American Farm Bureau Promotion and Education Committee Vice Chair

Jefferson County Farm Bureau President

# CHOCOLATE MILK COWS







**WHEN YOU'RE AT A PARTY**



**AND NOBODY WANTS TO  
TALK ABOUT COWS**











# every farm and ranch has a story to share

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[TableTop.TexasFarmBureau.org](http://TableTop.TexasFarmBureau.org)



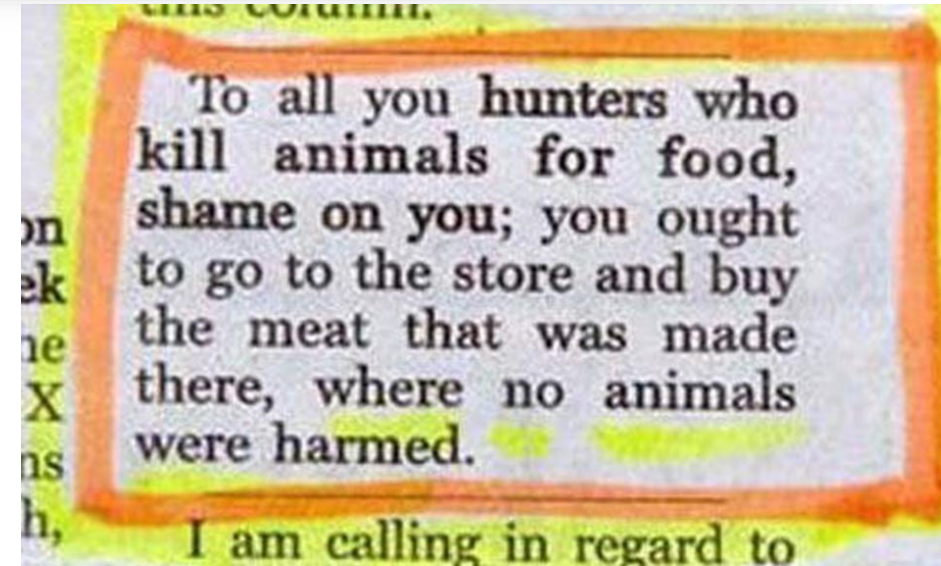
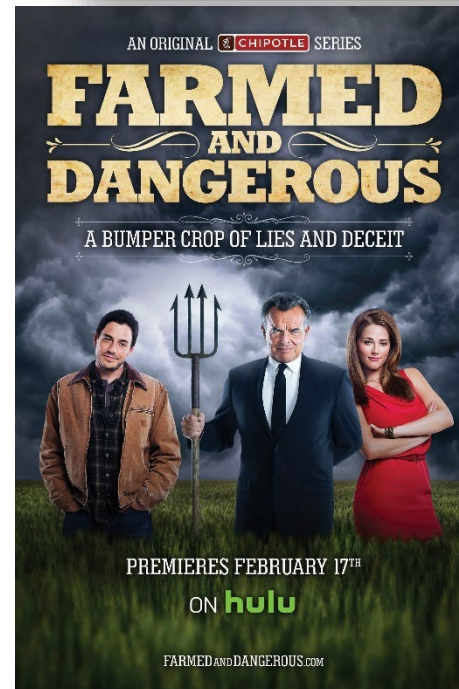
# What Are Consumers Hearing?



## Are Banned Drugs in Your Meat?

How did they get into food? What's known about the risks? And what can be done to keep these drugs off your plate?

By Rachel Rabkin Peachman  
August 29, 2018





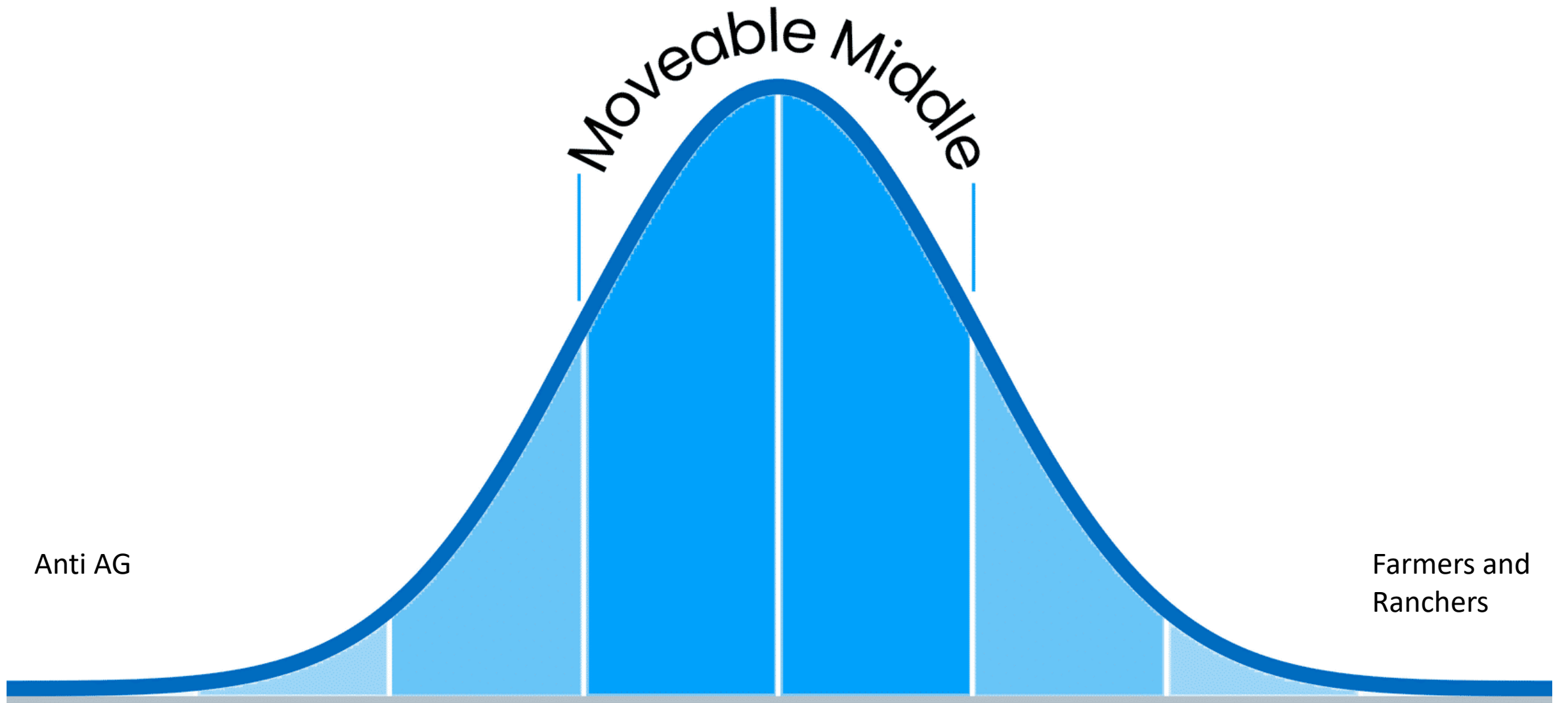
# Group Activity

# America is positive on Agriculture

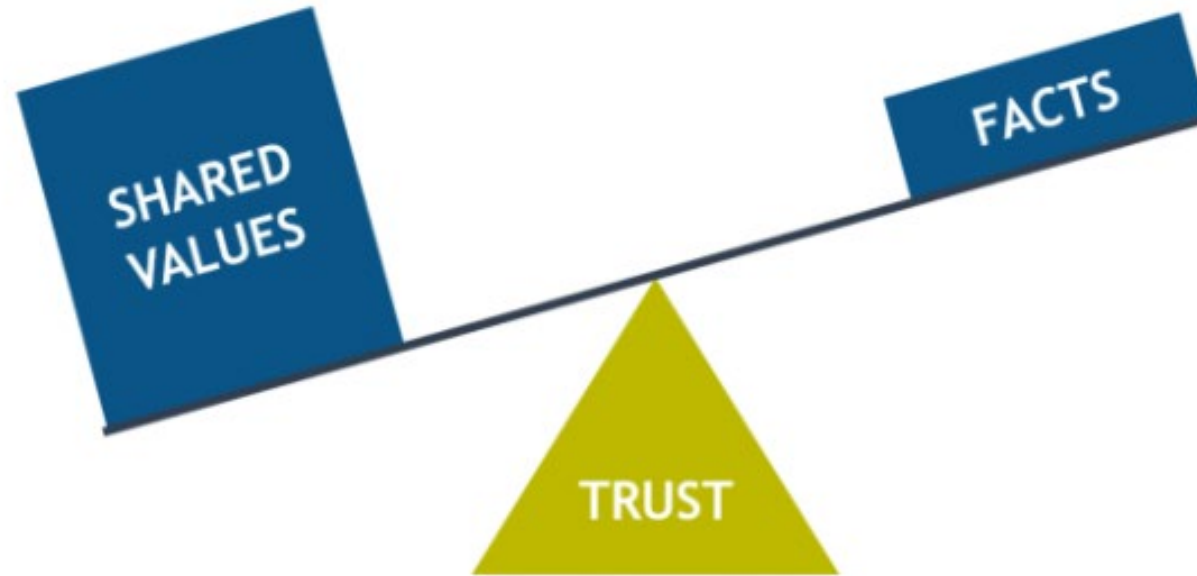
## Americans' Views of U.S. Business and Industry Sectors, 2020

For each of the following business sectors in the United States, please say whether your overall view of it is very positive, somewhat positive, neutral, somewhat negative or very negative.

	<b>Total positive</b>	<b>Neutral</b>	<b>Total negative</b>	<b>Net positive</b>
	%	%	%	pct. pts.
Farming and agriculture	69	19	11	+58
Grocery industry	63	24	12	+51
Restaurant industry	61	24	15	+46
Computer industry	56	31	12	+44
Retail industry	53	28	18	+35
Accounting	42	50	8	+34
Automobile industry	48	35	16	+32
Electric and gas utilities	50	29	20	+30
Real estate industry	47	32	20	+27
Telephone industry	47	32	20	+27
Banking	46	32	22	+24
Internet industry	49	23	27	+22
Healthcare industry	51	17	31	+20
Education	48	20	32	+16
Travel industry	41	34	25	+16



# The Trust Model



**Shared values are 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise**



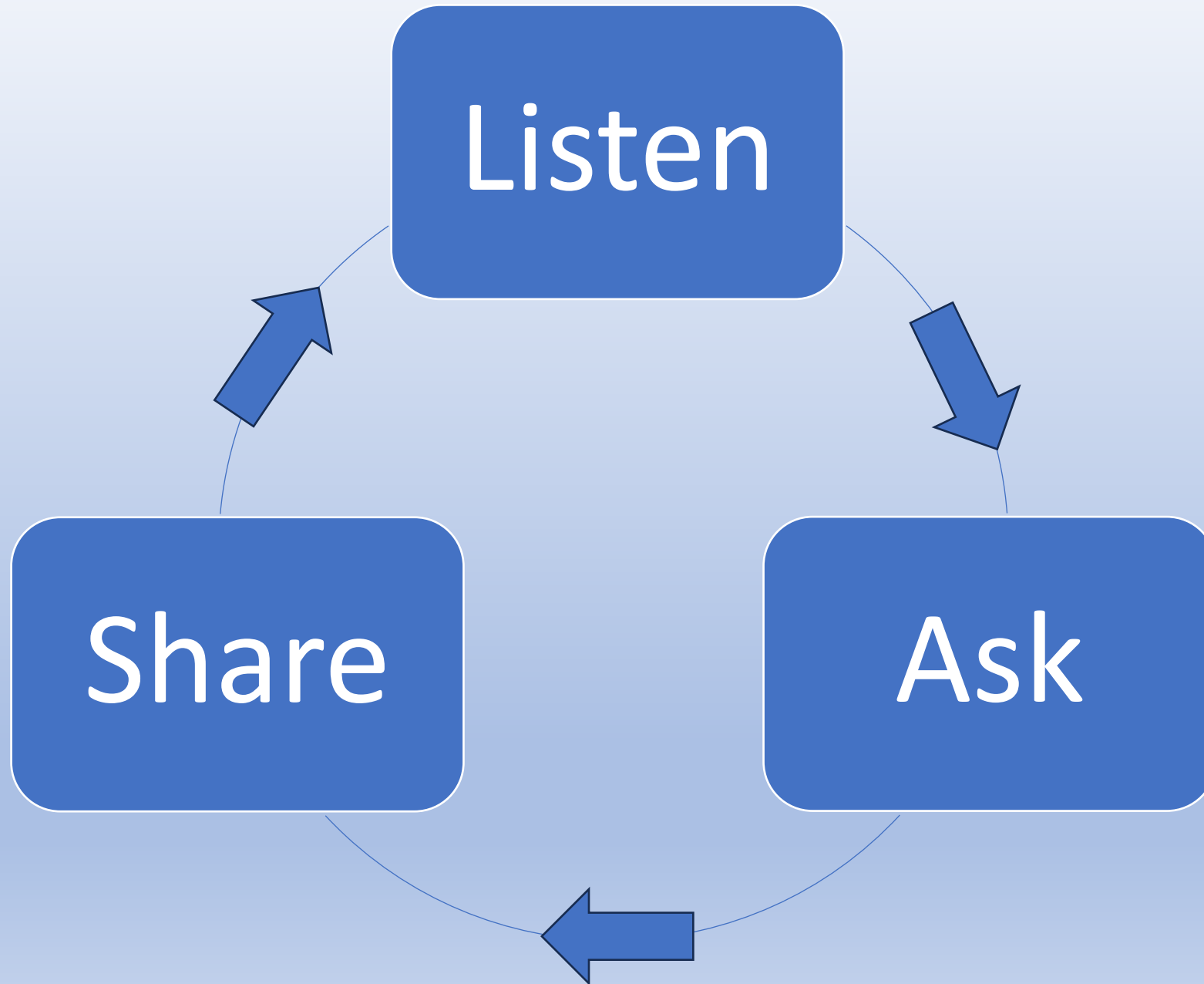
# Shared Values

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- To have a safe healthy food supply
- Protect the environment and have clean air and water
- For animals to be treated humanely

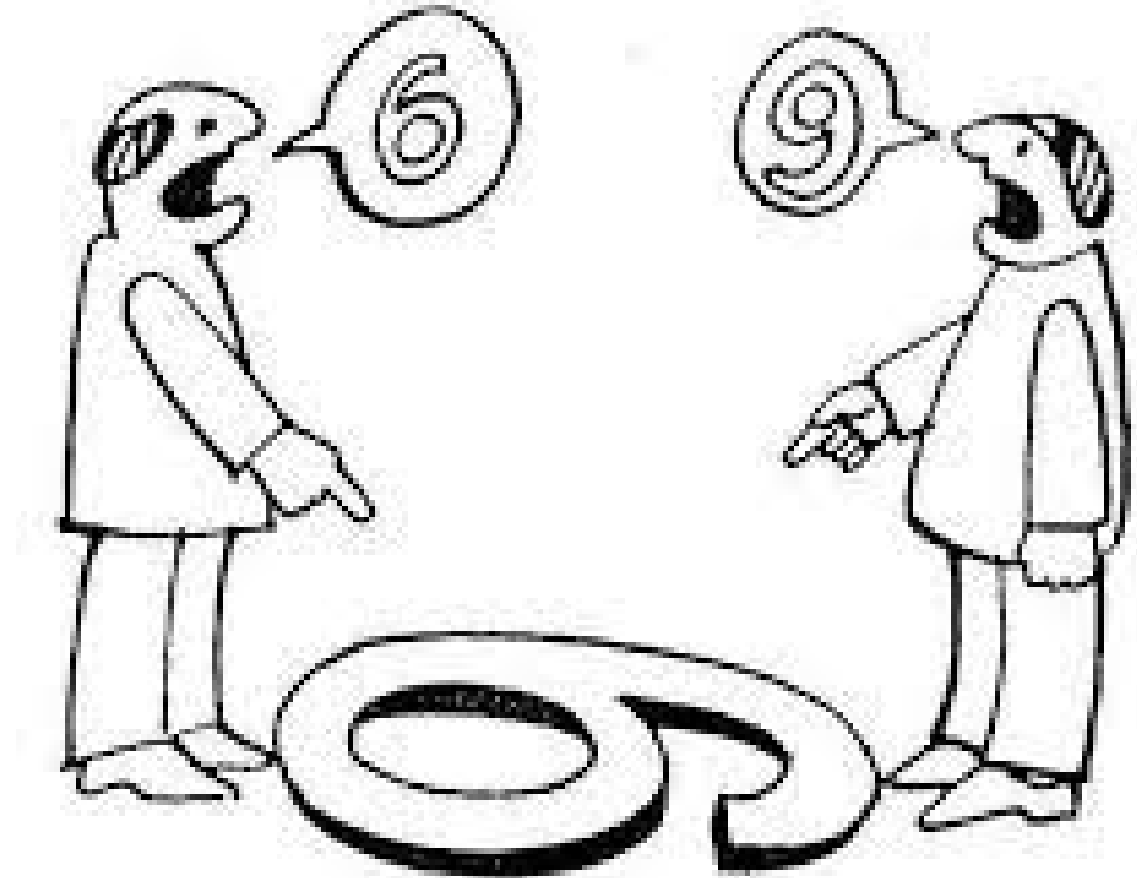






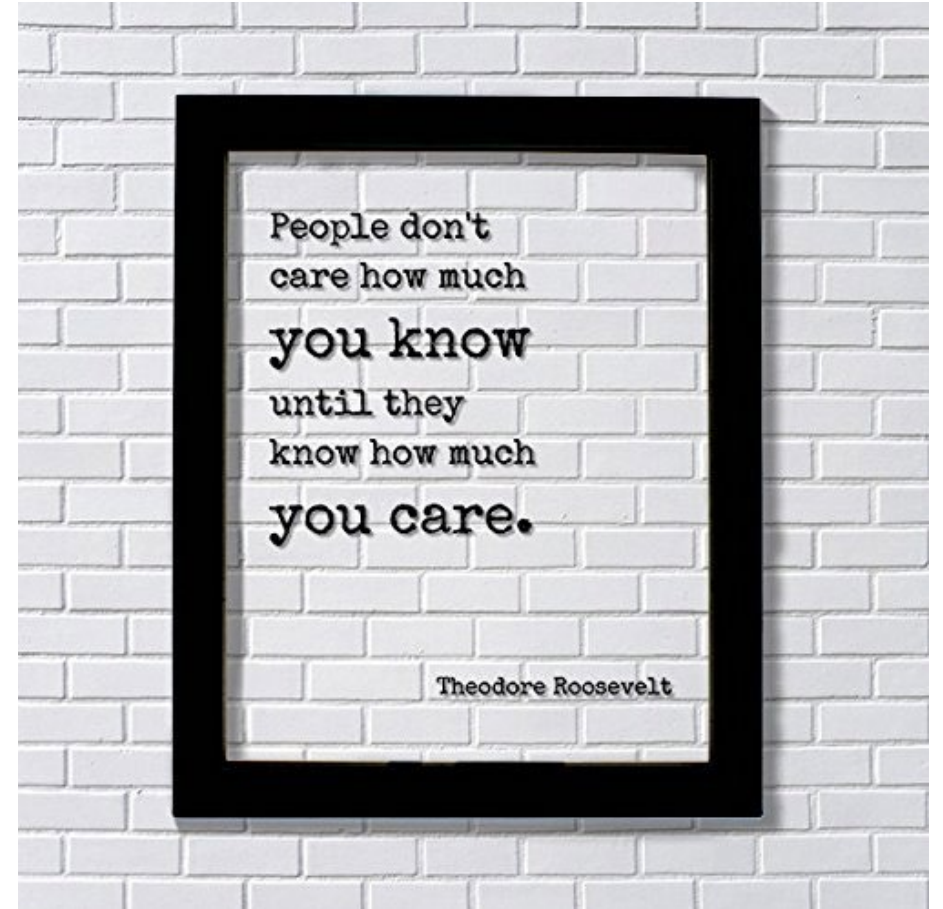
# ASK

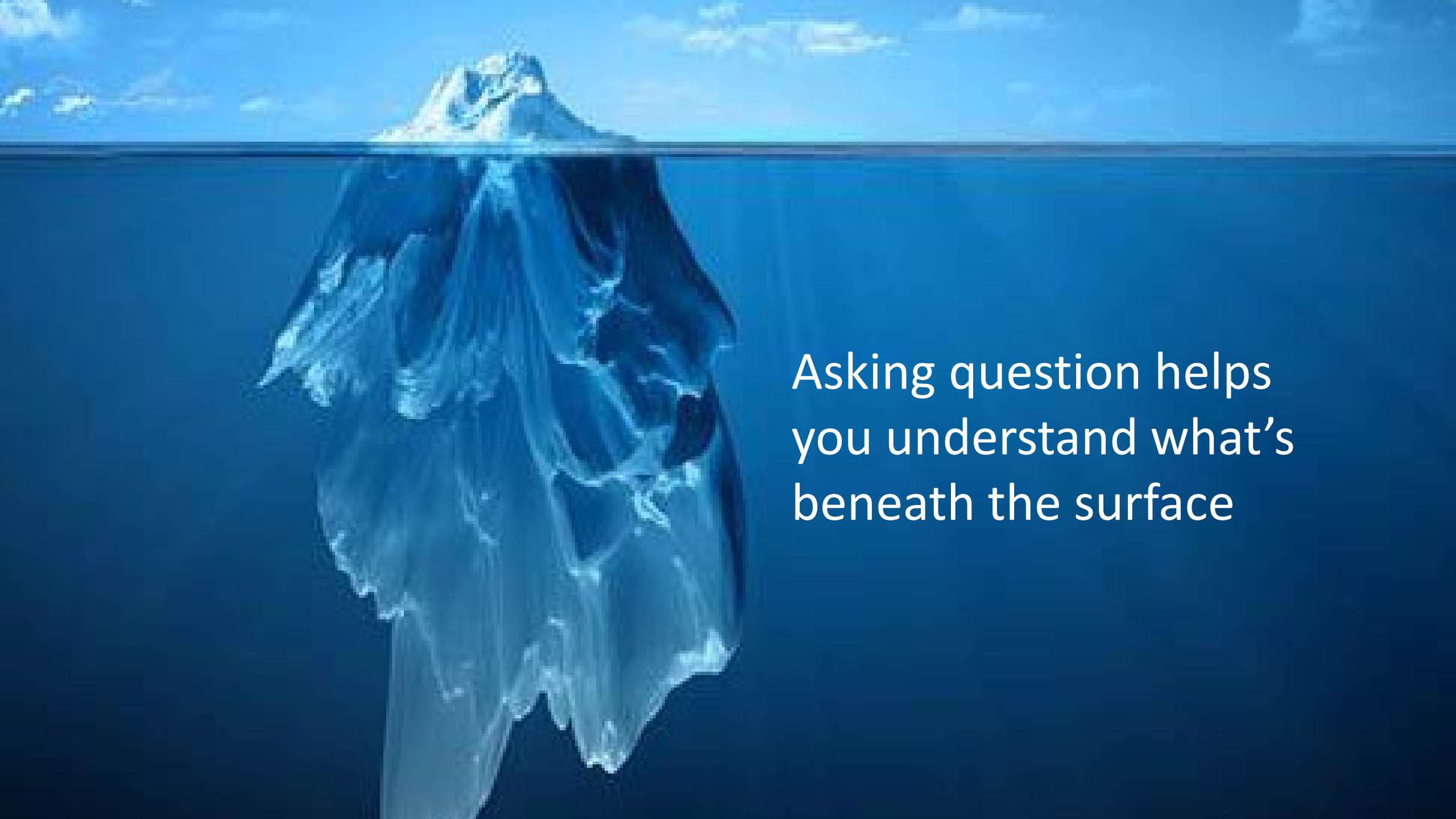
- What I'm hearing is....
- Sound like you are saying...
- What do you mean when you say...



# Take Time To Listen

- Active listening
- Put aside distractions
- Don't mentally prepare a rebuttal
- Rather than sharing your opinion, ask questions to clarify their views and experiences





Asking question helps  
you understand what's  
beneath the surface



Share Your  
Perspective  
through  
Shared  
Values

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# Sally

- Grew up on a farm, but lives in town
- Reads a lot
- Adores her Grandchildren
- Loves to cook and garden
- Active in the community
- Concerned about natural resources and water quality
- Retired



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## Mike

- No farm connection
- College Graduate
- Owns his own business
- Believes in giving back
- Active in the community
- Health conscious, deals with food allergies
- Enjoys traveling with his family



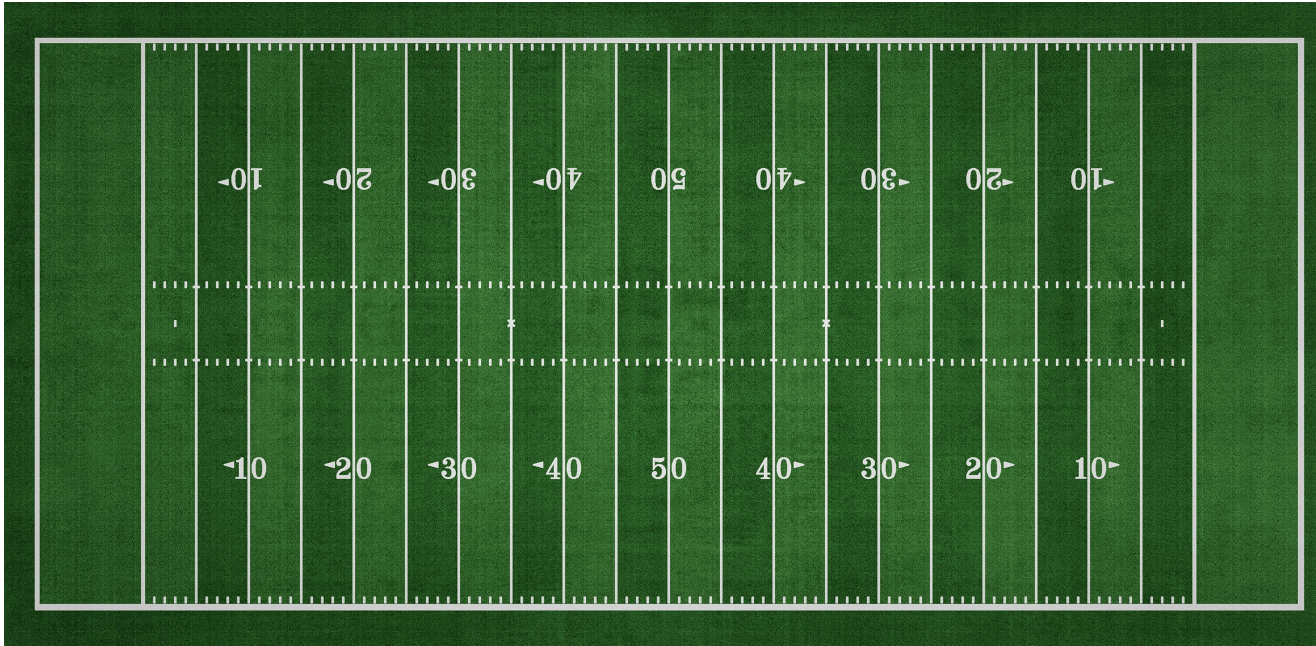
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## Laura

- Mother of 3
- Lost her mom to cancer
- Works Full time
- Shuttles her kids to everything.
- Pressed For time
- Health conscious, especially with her kids
- Manages the family budget







## Make Your Story Relatable

- Connect and educate
- Keep it simple
- Don't use Jargon



## Speaking Up for Agriculture

- One-on-one conversation
- Be involved in the community
- Social media
- Local, state, and national politics



## Be Involved in Your Local Community

- Schools
- Charitable Organization
- Chamber of Commerce



## Social Media

- Share what you are doing on your farm.
- Share Why you are doing it.

# On the Farm

- Invite people out to the farm
- Host farm tours



# Local, State and National Politics

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- Be a resource
- Testify
- Pay attention!!!



Be **scared**, and do it anyway.  
Be under-qualified, and get in  
the room **anyway**. Be messy,  
imperfect, and unsure, and  
show up anyway. **Comfort** is  
the enemy of growth. Get  
**uncomfortable**.

By unknown

Thank You

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