Keeping Ag on the Forefront

Language/Language
- Teach, learn, practice, apply
- Multilingual communication
- Language barriers
- Multilingual teams
- Language skills
- Multilingual communities

Making time on social media a purposeful
- Engage, educate, inspire
- Share, learn, grow
- Storytelling, communication
- Agvocating on the Forefront
- Building relationships
- Advocacy, influence

Keeping Ag on the Forefront
- Creative content, storytelling
- Video, images, text
- Share real stories, experiences
- Share successes, challenges
- Share insights, knowledge
- Share personal, professional

Agvocating on the Forefront
- Share success stories
- Share new ideas, innovations
- Share experiences, challenges
- Share insights, knowledge
- Share personal, professional

About...rancher, mom, blogger, "Ag" writers.
about ...

rancher | mom
blogger | "ag"vocate

U.S. Farmers
&
Ranchers
Alliance
Digital Voices

AG ON
THE FOREFRONT...

...a blog about keeping agriculture on the
forefront to support those who work so
hard to raise safe food & focus on animal
well-being.

www.agonthe4front.com
NO, PAL, I DON'T KNOW IF THE CHICKEN IS FREE-RANGE.
The Issue?
Agriculture has a perception problem.
Why are people so concerned with issues in agriculture?

Did someone say...

FOOD?!?
Unbalance of sound agricultural science and human emotional connection + misinformation (includes anti-ag activists) = Lack of Trust
As farmers and rancher, we're not fighting this battle alone.
CFI was the first to introduce a research-based consumer trust model and continues to be a leading voice in today’s food system.
WHAT DRIVES CONSUMER TRUST?

- SHARED VALUES
- FACTS

TRUST
2016 Consumer Trust Research

- Identified the voices that impact decisions of others
  - Choices at grocery store, or
  - Opinions formed about the products, processes, people and brands that define today's food system

When it comes to food, there are five Consumer Types that reflect U.S. population beliefs and attitudes toward food.

- Peak Performers
- Comfort Seekers
- Providers
- Food Fatalists
- Wellness Seekers
Influencers driving change

1/3 of U.S. population
Where do food-eaters go to get information?

INFO SOURCES ABOUT THE FOOD SYSTEM RANKED NUMBER 1

17% WEBSITES
17% FRIENDS NOT ONLINE
15% FAMILY NOT ONLINE
11% LOCAL TV
10% GOOGLE
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What are consumers searching for?

Food Safety

Impact of Food on

Google Health

Yahoo!

bing

62% are using search engines to find this information.
Why do I need to be online talking about agriculture?

90% of young adults—ages 18 to 29—use social media.

Millennials say social media is one of their preferred channels for communicating with businesses.

70% of the U.S. population has at least one social networking profile.

Of the 7.2 billion people on earth, 3 billion have Internet access; 2.1 billion are active on social media; and 1.7 billion use social networks from a mobile device.

Mothers with children under the age of five are the most active on social media.

SnapChat is the fastest growing social network among millennials.
Showing over Telling

Agriculture Proud Podcast

@AgProudRyan

Welcome to Feedyard Fools
A native of rural Palm Beach County, Florida, I was an Ivy League educated athlete fueled by beef for many years before I understood "where my beef came from." Now, I am a mother of three and live with my husband in Nebraska where we run a cattle feedyard and farming operation. Feed Yard Fool is a site where people can come to read about the real story of beef, written by someone who actually gets their hands dirty.
Making time on social media purposeful

- Blogs - Your home base!
- Improve your search rankings:
  - Good title
  - Utilize tags
  - Backlinks
  - Pictures

Link everything back to your blog
Facebook - Twitter - Instagram - YouTube
Language Landslides

Much of the wording we use today worries consumers.

We have an opportunity to turn negatively perceived phrases into positives.

<table>
<thead>
<tr>
<th>Lose - Industry Language</th>
<th>Use - Food Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pesticides</td>
<td>Preventing bugs and other pests from eating crops.</td>
</tr>
<tr>
<td>Fertilizer &amp; Nitrogen</td>
<td>Nurtures crops with nutrients at exactly the right time, at the right rate and in the right amounts to make them thrive</td>
</tr>
<tr>
<td>GMOs</td>
<td>Seeds grow stronger and are more resilient and better tasting crops</td>
</tr>
<tr>
<td>Antibiotics</td>
<td>Keeps animals healthy</td>
</tr>
<tr>
<td>Hormones</td>
<td>Maintains growth</td>
</tr>
</tbody>
</table>
Sustainability!!

Water, Soil, Air, Habitat

- Make sustainability relateable
- Keep future generations top of mind vs. defining success of the past
- Doing more with less is part of being good stewards of the land
- Improving human health through access to safe, nutritious food
Why and When do I engage in a "agvocacy" conversation?

10 * 80 * 10 RULE!

THE MOVEABLE MIDDLE
Agvocating on the Forefront

Just over half believe the food system is moving in the right direction.

- 55% Right Direction
- 22% Wrong Track
- 23% Unsure
Keeping Ag on the Forefront

1. Be open and transparent.
2. Relate to others with Shared Values.
3. Connect with pictures and videos; “Showing over Telling”.
4. Reach out to “Providers” and “Peak Performers”.
5. Emotions over Science - help others understand buzzwords and redefine positively.
Thank you!

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