

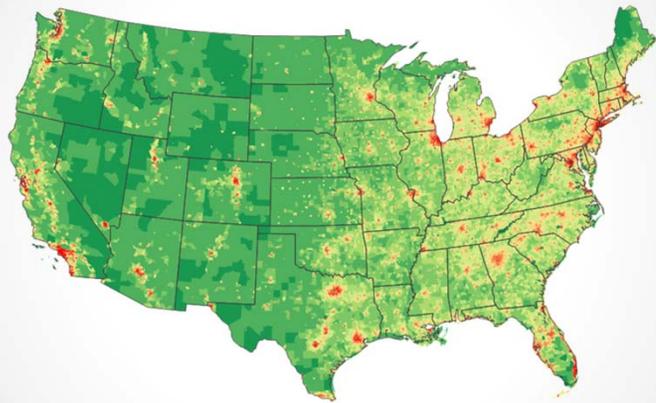
# It's time to tell your farm story.

Presented by Jessica Ziehm  
NY Animal Agriculture Coalition

Northeast Dairy Producers Association  
March 9, 2016



Tiashoke Farm. Where family farms together.

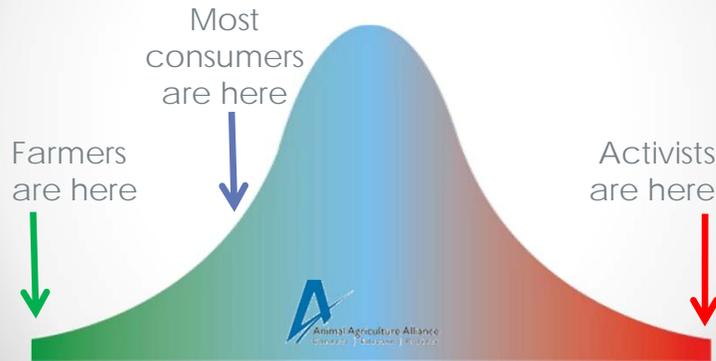


Population Density Map.

## Farming requires a social license to operate today.



## Public support for animal agriculture



## The Good News!



97% of Americans eat meat, milk & eggs.

Consumers rank **Dairy Farmers in Top 3** for who they trust when it comes to animal issues.



"The activists have done a much better job of communication with the public. When you get bashed, you need to be opening a door, not shutting a door, because when you shut the door, that's automatic implied guilt."  
- Temple Grandin

Take a page out of the activists' playbook

**"We must tell stories, not statistics, and appeal to the audience by citing the popularity of the movement,"**  
- Nathan Runkle,  
**Mercy for Animals**

## Today's Agenda

1. Need to own our actions
2. Be transparent to gain consumer trust
3. Speak with passion and get personal
4. Engage in two-way conversations
5. Identify a strategy that works best for you
6. Enlist the help of others, if needed
7. Repeat as often as possible

## Own our Actions

Everything we do on our farms is for the health and betterment of:

- Our animals,
- Our employees,
- Our environment,
- Our products, and
- Our community.

If it is not, we vow to change it!



## Transparency

Operating in a way that is easy for others to understand our actions and the **'why'** behind them.



## Elements of Trust Building Transparency





Farmers



to Farm!

## Get Personal.

- Smile
- Be positive
- Talk about yourself
- Be silly
- Talk about your kids or your animals
- Share milestones
- Open yourself up to criticism – and be ready for compliments!



## It's all about shared values.

Communicating shared values is  
**3-5 times more important**  
than sharing your skills, your competence or  
science with consumers.

What values do you  
share with others?



## We have two ears for a reason.



## What to Do?

- Knock on some doors
- Host a farm tour
- Public open house
- Get on social media
- Newsletter for neighbors
- Exhibit at county fair
- Host a dinner at home
- Assist with county ag event
- Adopt a calf to a classroom
- Be in a local parade
- Offer free sweet corn
- Sponsor local sports team
- Speak at town board
- Write a letter to the editor
- Volunteer at local school
- Buy an ad on diner placemats
- Do community service
- Send postcards as thank yous
- Be on the town board
- Farm tee shirts



## Help is a Phone Call Away

- New York Animal Agriculture Coalition
- Northeast Dairy Producers Association
- Policy organizations – Farm Bureau
- Check off – ADADC and DMI
- Animal Ag Alliance
- Cornell University & Cooperative Extension
- Veterinary community
- Agri-Businesses – feed, seed and semen companies
- Brand names & marketers
- Neighboring Farmers
- More!



### Mission

To enhance the public's understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers and cooperation among members of the industry.

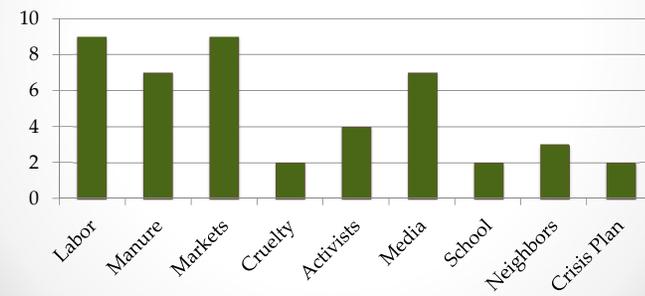
### Vision

To reside amongst a culture of understanding, trust and a positive image about animal agriculture, where consumers recognize the earnest effort of farmers as they care for their family, animals, environment and community.

## Issues Management Team



Addressed 45 inquiries in 2015 on a variety of topics



## Just do it!



- Be proud.
- Don't cater to the 1%.
- Own your actions.
- Be transparent.
- Speak with passion.
- Use your ears.
- Have a game plan.
- Call in help if needed.
- **Do it again.**
- **And again. And again.**

## Listen to Will



"Sometimes I think we (agriculture) put so much emphasis on how we share our story that the story itself gets a tad on the bland, PC (politically correct) side.

– Will Gilmer,  
Alabama dairy farmer

Follow Will @gilmerdairy

## Thank You!



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