EFFECTIVE COMMUNICATION BETWEEN FARMERS AND SERVICE PROVIDERS
NEED BEHIND THE NEED – WHY?

- Financial Benefit
- Performance / Efficiency
- Image
- Peace of Mind / Safety / Security
- Other
PEER GROUPS – INITIAL DESIGN

- Work Group – Leadership Team & Interested Parties
- Potential Members
  - Geographical Area / Diversity / Expertise / Competency / Transparency

- Design Steps
  - Pre-work Survey – Potential Topics of Interest
  - Purpose of Each Session
  - Design Initial Meeting Agenda
  - Identify Facilitator
  - Budget
Initial Meeting Agenda

- Purpose of Each Session – Be Explicit
- Welcome & Introductions – Trust Building Exercise
- Goals & Objectives for the Group
- Review Topics of Interest (Pre-survey with prioritization)
- Presenters of Interest – Planning Committee support / Pre-call Planning
- Guiding Principles
  - Facilitative Environment – Balance Lecture with Open Mike – Professional Process – Meeting Frequency – Time of Day - Length of Meeting(s)
  - Culture / Trust Building / Self-driven events and communication
- Communication Protocol
  - Contact Information
  - Email, Text, Twitter, etc.
  - Meeting Notes / Report
- Remain open to CHANGE what doesn’t work
PEER GROUPS – OUTCOMES

- **Grain Peer Groups**
  - Post-harvest and Planting Review Sessions
  - Benchmarking
  - Field Tours – Cover Crops – Variety Performance – Best Practices – Lessons Learned
  - Risk Management – Strategy Download

- **Swine CFO Peer Group**
  - Critical Mass – Attracts the Best Presenters
  - Peer Sharing – Best Practices
  - Tax Update, Diversification, HR Issues, Captive Insurance, Media Blitz

- **Swine Operations Peer Group**
- **Swine Controller Peer Group**
  - Benchmarking
  - Knowledge Transfer between the Generations