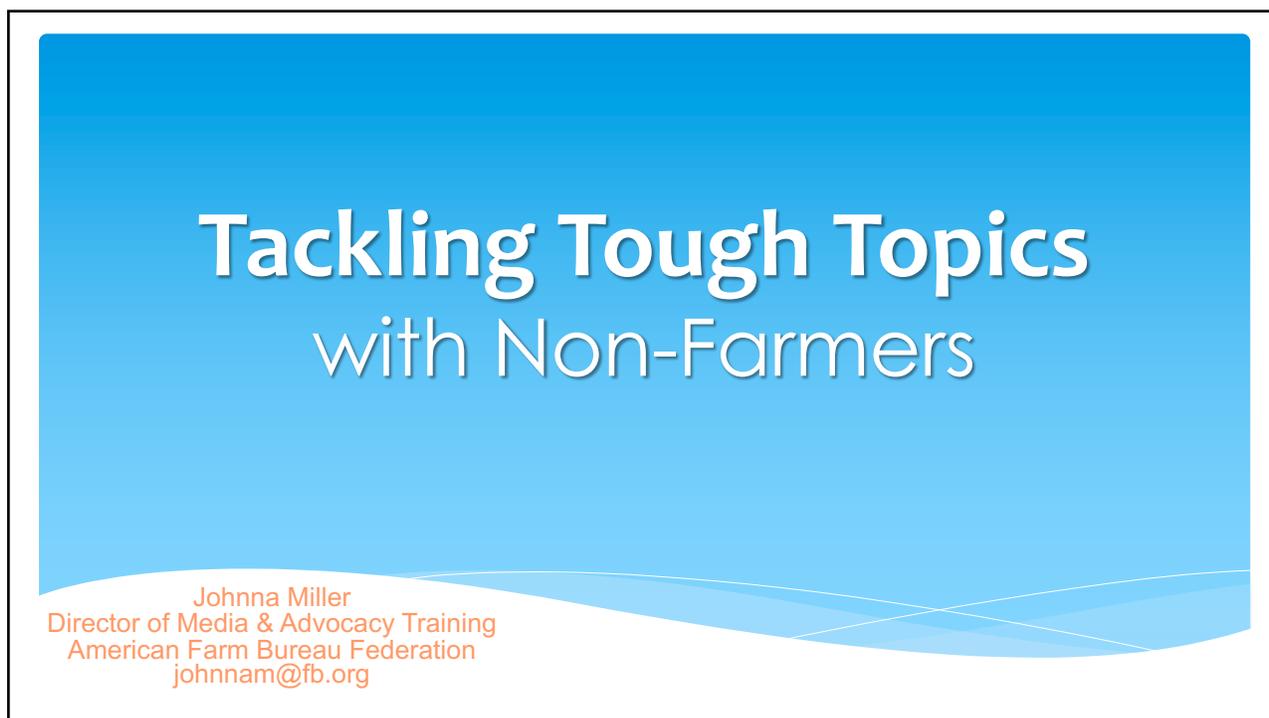




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Ask yourself...



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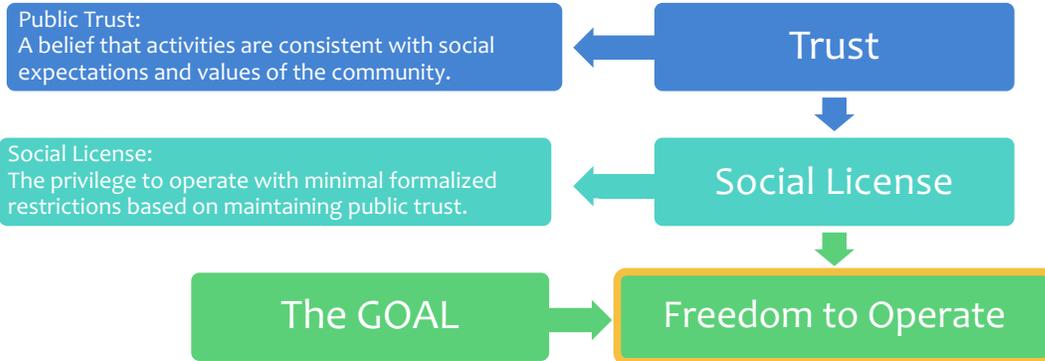
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Being the loudest doesn't mean you win.



4

Why Trust Is Important



*Center for Food Integrity

5



6

Most people aren't extreme.



7

So what?



8

*US Farmers & Ranchers Alliance

8



9

Good Questions

- * I'm not sure I understand what your concern is. Will you tell me a bit about what drove you to that view?
- * I don't know many people with that view. Can you tell me why you feel that way?
- * I think we have different views on this, but I'd like to understand where you're coming from. What do I need to understand?

11



12

What would you ask to invite further conversation?

I've heard animal agriculture is one of the biggest sources of greenhouse gases. I think we need to cut down on our meat consumption.

A I understand you're concerned. Sustainability is something we're paying a lot of attention to on our farm. Where did you hear that about climate change?

B The biggest source is cars! Are you going to give up driving?

C That's not true. It's only 4% of emissions in the U.S.

13

Factory farms just treat animals as units of production, not living, feeling creatures.

A

I can assure you that farmers take animal care very seriously!

B

What do you mean when you say “factory farm”?

C

They’re our livelihood. We have to take care of them. It’s good business.

14

The government needs stricter regulations on farmers to stop climate change!

A

Do you have any idea how much regulation farmers already deal with?

B

What have you heard about agriculture’s role in climate change?

C

One-size-fits-all regulations are not the answer!

15

Why don't farmers hire more Americans instead of all those illegal aliens?

A Would you want to pick vegetables all day in the heat?

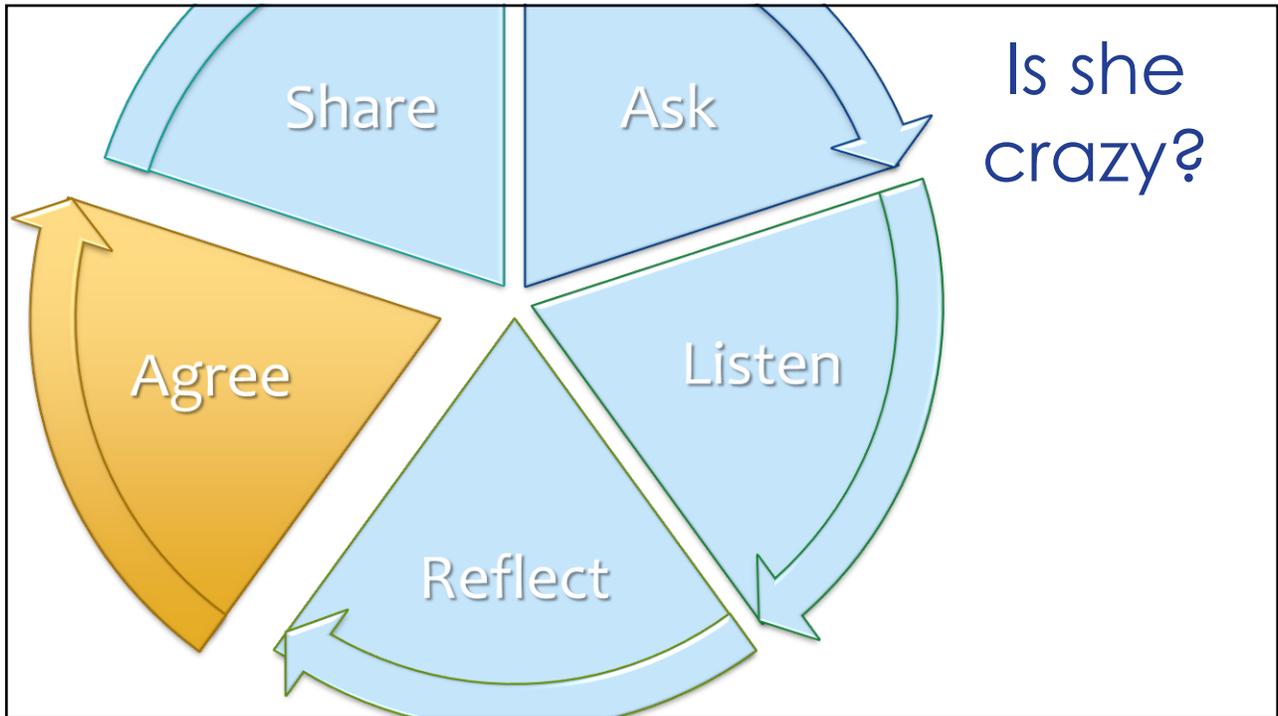
B This has been a big issue for a long time. How much do you know about rules for guest workers on farms?

C We're not allowed to ask if they're legal or not.

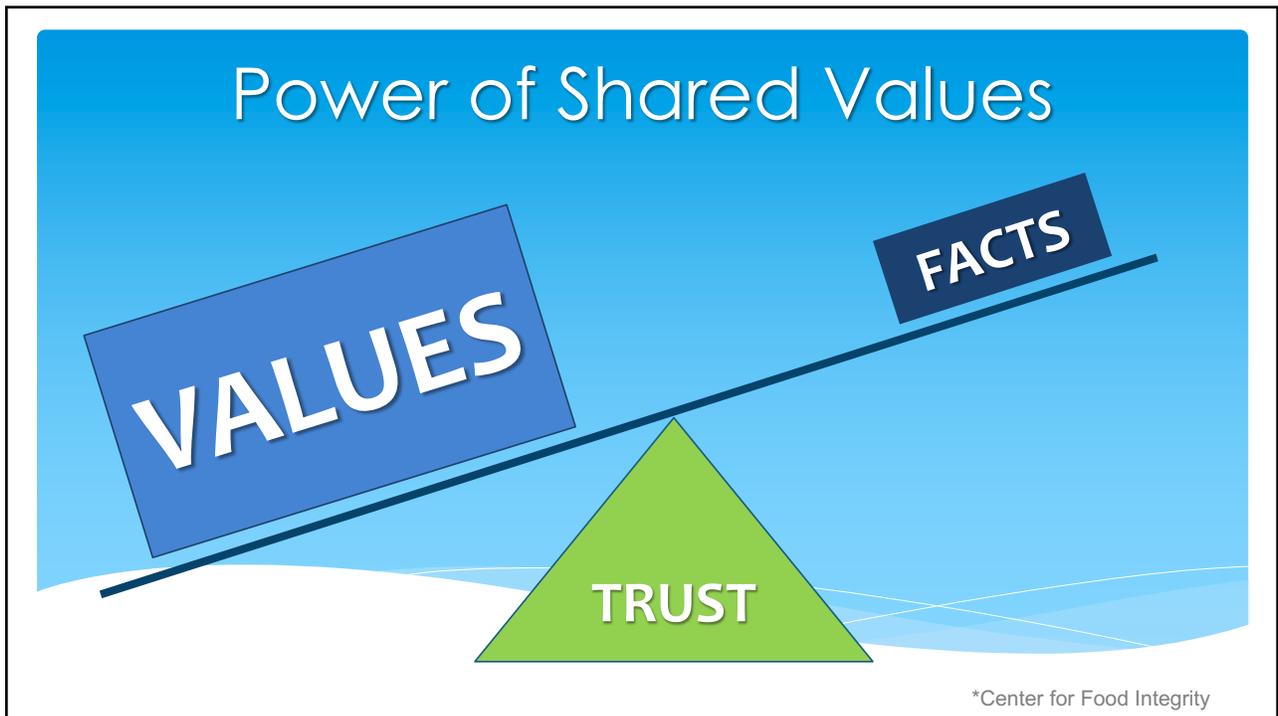
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- 
- * It sounds like you're concerned that bigger farms/ranches don't care about the environment. Is that right?
 - * So you're most worried about whether it's safe to feed to your kids?
 - * You're afraid the animals are not treated humanely?

17



18

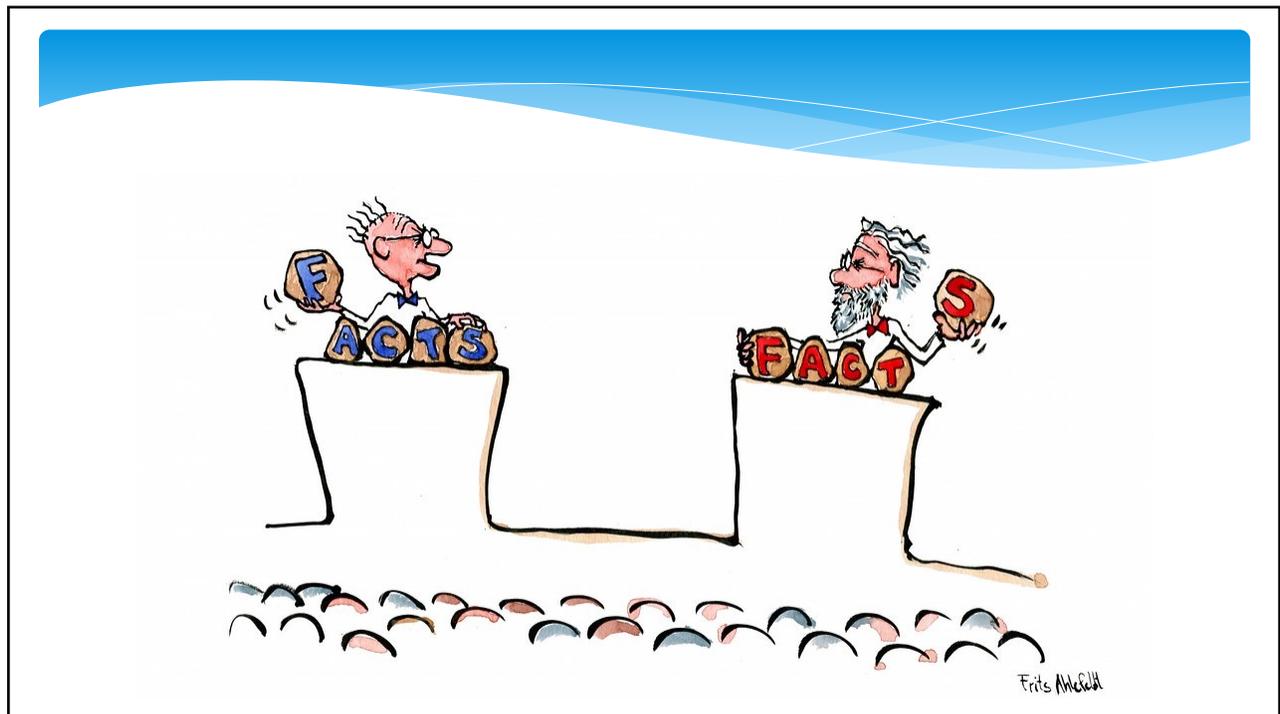


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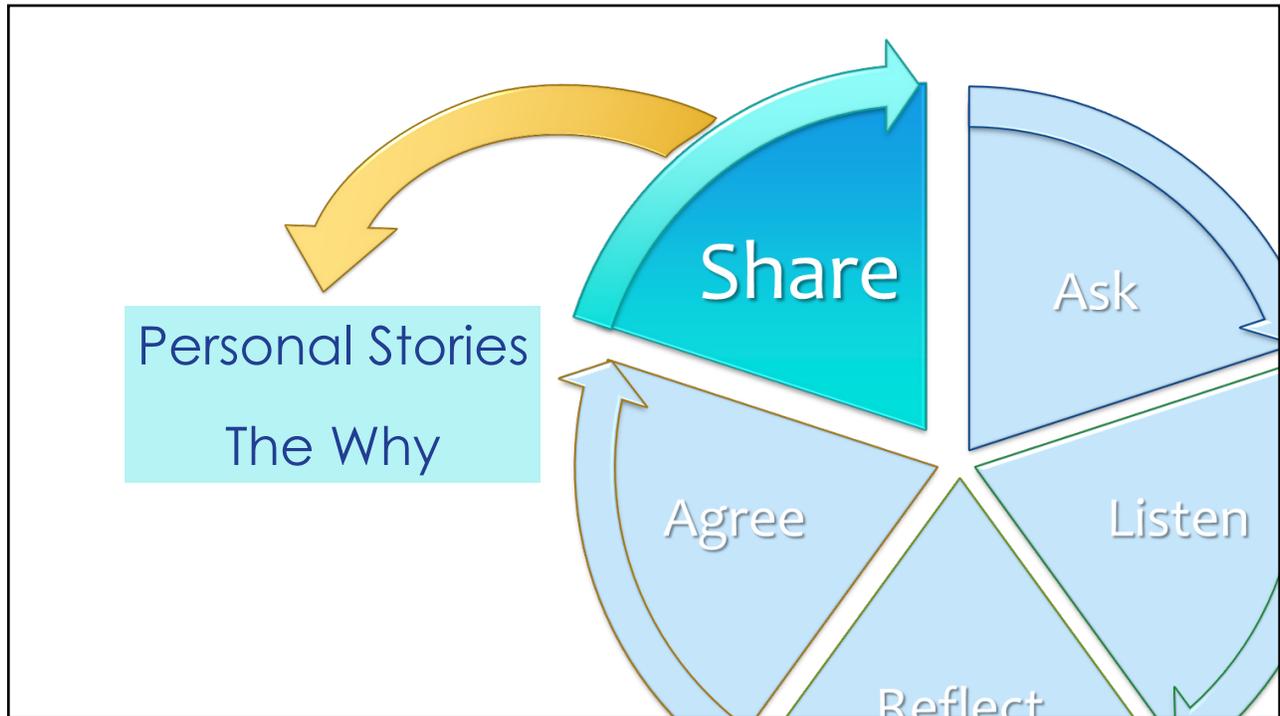
Frequent Concerns

- * Impact on long-term health
- * Long-term impact on the environment
- * Animal welfare

20



22



23

Beware

- * Condescension
- * You can't back it up
- * Too much jargon
- * Absolutes

24

Positive Messages

- * Continuous improvement
- * Transparency
- * Commitment to using less or being more precise
- * Use the language of food

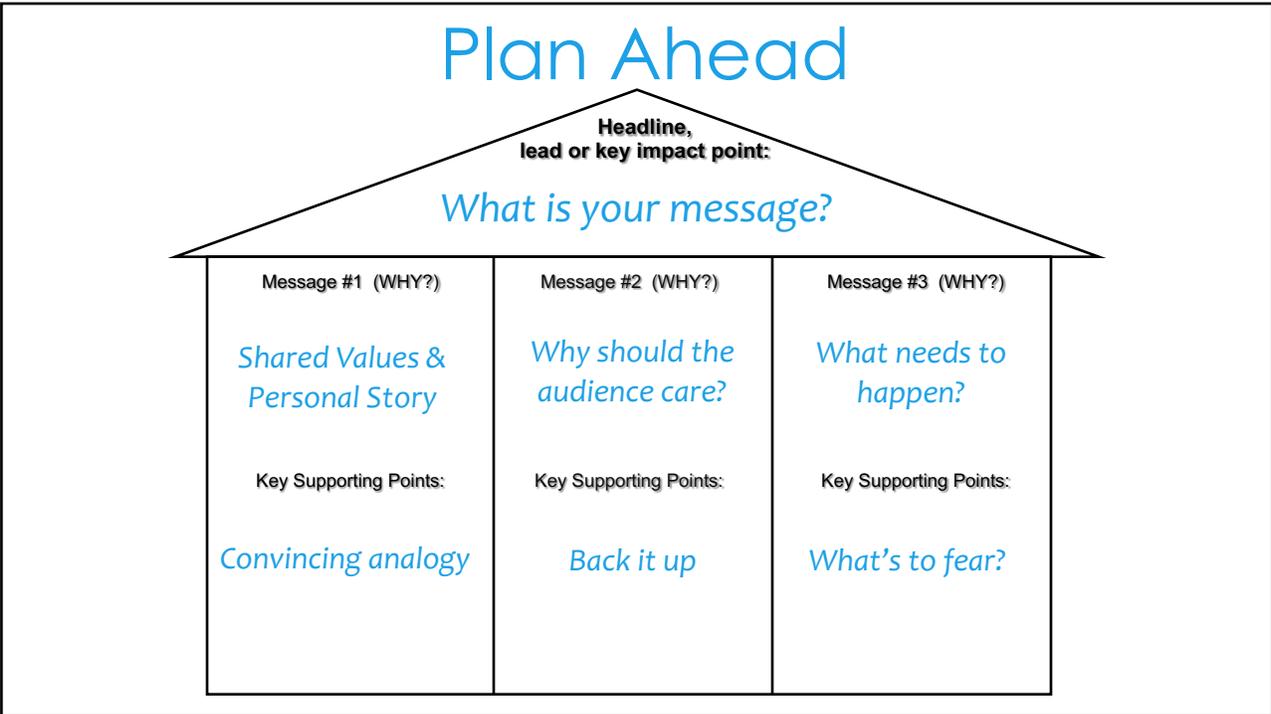
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In Media Interviews

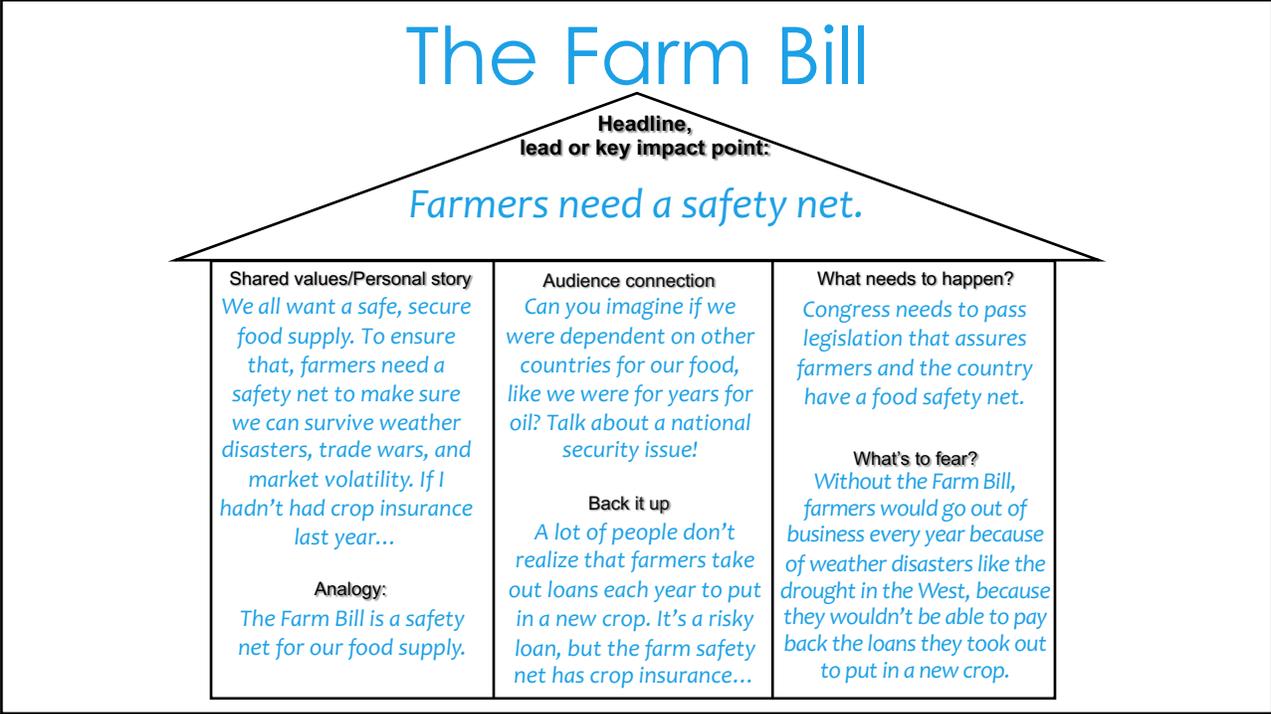


- * Plan ahead.
- * What are your shared values with the audience?
- * What personal stories exemplify those shared values and the WHY?

26



27



28

Jargon Reminder

Rather than:

- * Producer
- * Operation
- * Livestock
- * Sustainable/sustainably

Try:

- ➔ Farmer-Rancher-Grower
- ➔ Farm or Ranch
- ➔ Animals
- ➔ Wise use of or preserving resources

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