



EDUCATION

MEET YOUR LOCAL FARMER & RANCHER

PURPOSE

The main objective of the "Meet Your Local Farmer & Rancher" event is to create opportunities for farmers and ranchers to communicate with, educate and connect with consumers on where and how their food is raised and produced.

GOALS

- To educate consumers on where their food comes from.
- Bridge the gap between producers and consumers.
- Empower our farmers and ranchers to tell the story of agriculture and its importance for the local economy.

DETAILS

- Set up a station at your local grocery store and encourage consumers to have open dialogue about contemporary agriculture.
- Recruit two to three volunteers to spend one to two hours of their time to answer questions and educate consumers about agriculture.
- Provide facts and remind consumers that farmers feed their families with the same food they grow for the consumer.
- Distribute handouts on the common misconceptions about agriculture.
- Use the spinner question wheel (borrowed from the state office) to encourage consumers to interact with you. This wheel will have a series of questions/myths about agriculture. Volunteers are encouraged to engage in questions and discuss how Farm Bureau serves as the Voice of Agriculture.

MESSAGES

- Common misconceptions on social media and in news reports about agriculture have increased in recent years with consumers not knowing whom to trust. Florida Farm Bureau is the Voice of Agriculture and it is our job as farmers and ranchers to step out and educate our consumers who are disconnected from the farm.
- Establish common, shared values between farmers and consumers.
- Farmers and ranchers care for their local community and rural development (natural resources www.ThisFarmCares.org).
- Farmers provide a safe, plentiful, nutritious and affordable food supply.

SUGGESTED TIMELINE

The main objective of the Meet Your Local Farmer & Rancher event is to create opportunities for farmers and ranchers to communicate with, educate and connect with consumers so they can learn how their food is raised and produced.

Three Months Prior to Event

- Select a site. Reach out to a local grocery store to determine if this event is feasible and review possible dates.
- Reserve the Meet Your Local Farmer & Rancher Toolkit with the state office (352-384-2630).

One to Three Months Prior to Event

- Assign YF&R members who can volunteer (need at least two).
- Ensure a 6-8' table is available to bring to the grocery store.
- Send out a media advisory to invite local media to the event and follow up to ensure they are coming (consider sending a personal note).

One to Two Weeks Prior to Event

- Meet with volunteers before the event to discuss any questions to ensure everyone is on the same page.

During Event

- Take photos during the event for social media and for a press release.

Immediately Following Event

- Compile data measuring the overall reach of the campaign.
- Decide which posts were the highest performing and use this information to improve content planning and implementation in the future.

The cost of this event will be the volunteers' time invested before, during and after the event as well as acquiring a six to eight foot table.

The following supplies will be available at the state office for "Meet you local farmer and rancher" event:

- Six to eight foot tablecloth
- Farm Bureau brochures
- Common Myths brochure
- Two "Growing Our Leaders" banners
- Two brochure holders
- Spinner question wheel with questions that address common misconceptions about agriculture

VOLUNTEERS NEEDED

- This event needs to have at least two volunteers to sit at the table to answer questions, interact with consumers and take photos. Planning for volunteers is important to ensure that every detail of the event is thought out. Volunteers will be needed to write up a press release to distribute to local media after the event.

WHERE TO START?


- Planning is the most important part of ensuring a successful event.
- Three to five months prior to your event, reach out to a grocery store to select dates to discuss with your committee.
- Reserve the Meet Your Local Farmer & Rancher Toolkit with the state office to ensure you will have everything you need (352-384-2630).
- Two to three months prior to your event, assign YF&R members who can volunteer for the event and begin preparing talking points.
- One month prior to the event, secure a six to eight foot table to bring to the grocery store.
- One to two weeks prior to the event, invite your local media to the event.
- Meet a few days before the event to discuss questions and make sure everyone is prepared.

THE TIME HAS ARRIVED!

- Take plenty of photos for social media and a post-press release and/or article in your local newspaper.
- Provide handouts to participants.
- Speak to consumers about Farm Bureau and what Farm Bureau does at the local, state and national level for farmers and ranchers.

WE DID IT! NOW WHAT?

- Write/send a press release to your local paper/ Florida Farm Bureau state office to obtain media coverage.
- Schedule a time to evaluate the event so that it is fresh in your mind.



“Agriculture is our wisest pursuit, because it will, in the end, contribute most to real wealth, good morals, and *happiness*.”

- Thomas Jefferson

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Reach out to a local grocery store to determine if this event can be held and available dates.			
Reserve the "Meet Your Local Farmer & Rancher" Toolkit with the state office (352-384-2630).			
1 MONTH PRIOR			
Secure the YF&R members who can volunteer (need at least two).			
Ensure a 6-8' table is available to bring to the grocery store.			
Invite local media to the event and follow up.			
1-2 WEEKS PRIOR			
Meet before the event to discuss questions and ensure everyone is on the same page.			
DURING EVENT			
Take photos during the event for social media and for a press release.			
FOLLOWING EVENT			
Write a press release and send to local paper/ Florida Farm Bureau.			
Talk about the pros, cons and ways to improve while everything is fresh.			

TIP: Share your feedback with your county and state office and send photos so we can share your event on social media.