



UTAH FARM BUREAU FEDERATION



Welcome to Promotion & Engagement

P&E MISSION

Build consumers' trust and confidence in agriculture.

P&E TARGET

Adult Consumers

Promotion and Education Committees engage consumers and promote a positive, realistic image of agriculture through engagement. (Media, TV, Radio, Print, Social Media and Special Events.)

The P&E program offers a variety of opportunities for members to get involved in Farm Bureau at the county, state, or national level. We work in cooperation with the Women's Leadership Committee, and the Young Farmers and Ranchers Committee to promote the benefits agriculture brings to our communities, state, and nation.

The P&E Committee can be the start of something great for you! You never know what conversations you may have, new connections you will make, or what will inspire and motivate you to be an Ag Advocate.

LEADERSHIP TRAINING

To better understand your role as a county board member and to find essential resources and tools, participate in online learning at Farm Bureau University.

Visit: university.fb.org Enter Member Code: **utfb**



Utah Farm Bureau Mission Statement

"Inspire all Utah families to connect, succeed, and grow through the miracle of agriculture."

"Communicating our shared values is the foundation for earning trust. Values are all about the why."

*The Center for Food Integrity
2016 Consumer Trust Research*



ROLE OF THE COUNTY P&E CHAIR

- Be an educated voice for agriculture in your community.
- Lead your county in planning and implementing at least two county activities to engage consumers. You may already be holding a successful county activity that promotes agriculture such as farm field days, or county fair activities. Fantastic! Try adding one new activity focused on adult consumers.
- Suggest projects and activities that will provide opportunities for County Farm Bureau members to participate in P&E and thereby help develop leadership skills.
- Be enthusiastic—it will be contagious!

“If you wait to engage in the conversation until there’s a problem, you’re too late.” —Michele Payn-Knoper

INFLUENCE ISN'T DETERMINED BY SIZE

“The influence that a particular consumer type segment has is not necessarily determined by size, but rather share of voice in the public discussion about food and its influence on other segments.”

—Center for Food Integrity

WHAT MAKES A GOOD COMMITTEE CHAIR?

The committee chair is the key leader in all committee work. Chairs keep their committees focused on their objectives and build a spirit of cooperation and teamwork. Be sure to delegate assignments to committee members through specific assignments and allow them to report on their accomplishments. Give credit for a job well done.

A Good Committee Chair . . .

- is enthused about the program and has a vision of what can be accomplished.
- helps the board of directors recruit good committee members.
- involves committee members by encouraging them to express their views and acknowledging their contributions.
- schedules necessary meetings and runs them efficiently.
- keeps the committee focused on accomplishing the objectives.
- is aware of the dignity and importance of every person in the group.
- is sincere and thoughtful.
- enjoys the assignment!



Abby & Spencer Cox on Studio 5 Set

RESOURCES

P&E District Chairs

The state is divided into seven regions. Each region has a District P&E Chair. District Chairs are a great resource for ideas, and will give you support and encouragement as you build the P&E program in your county.

District 1—Justin & Amanda Norr (NBE, SBE, Cache & Rich)	District 5—Lacey Branson (Carbon, Emery, Grand, San Juan, Duchesne, Uintah)
District 2—Ray & Mandy Smalley (Weber, Morgan, Summit)	District 6—Kortney Carlisle (Garfield, Kane, Piute Sevier, Wayne)
District 3—Paige Norton (Salt Lake, Davis, Tooele)	District 7—Sherrie Tate (Beaver, Iron, Millard, Washington)
District 4—Darann Smith (Utah, Wasatch, Juab)	P&E Chairs—Dustin & Harmony Cox

Online Resources

Visit utahfarmbureau.org for ideas for county P&E activities, tips for planning an event, and links to helpful websites where you can increase your knowledge about food and current food issues.

Looking for ways to engage with consumers? Whether it's moms, legislators, county commissioners, or Facebook friends we have some ideas and resources to help you get started. Contact your district chair or Susan Furner at: susan.furner@fbfs.com or 801-233-3040.

WHERE CONSUMERS ARE GETTING THEIR INFORMATION ABOUT FOOD

“More consumers are crowdsourcing information—accessing information from many sources—particularly websites, and friends and family. They then synthesize that information with their values and beliefs to form opinions.

When it comes to trusted sources about food related issues, family doctor comes in first and family comes in second. Not far behind are university scientists, dietitians, friends, nutrition advocacy groups and famers round out the top seven.

A majority (56%) say they know a little about farming and there's a very strong desire (80%) to learn more about how food is produced and where it comes from.”

Center for Food Integrity



CONSUMER ENGAGEMENT

Our goal is to build consumers' trust and confidence in agriculture by providing opportunities to personally engage and connect with farmers. Consumers' trust increases by 20% when they have had a face-to-face experience with a farmer/rancher.

"People living away from farms have little, if any, frame of reference for today's farming practices. They don't know what farming looks like until people show them pictures or videos or until they visit farms themselves.

Do you fully trust a practice or product if you don't understand it? Likely not, so let's be a bit more forgiving of people who don't know what happens on a farm." —Michele Payn-Knoper

How are people supposed to know what we're doing in agriculture if we don't talk about it and give them an opportunity to understand it?

"The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them."

—Ralph Nichols

INFORMATION WORTH SHARING

Vance Crowe, a communications consultant, suggests three characteristics that make information worth sharing.

1. **It has to be surprising.**
Remember that something that is ordinary to you (how a sheep is sheared) may be surprising to consumers.
2. **It has to be educational.** They need to feel like they are learning something.
3. **Connect with common values.**
Families, care of the earth, passion for what you do, etc.

USING SOCIAL MEDIA

Hashtag

Start promoting Utah agriculture on social media using the hashtag

#utahfarmlife

Encourage Farm Bureau members to start posting pictures of their farms, ranches, orchards, etc. and include this hashtag so we can have a stronger social media influence about Utah Agriculture.

Balance your posts among facts, emotion, and fun. Be consistent in the time and frequency of your posts. Be engaging, not antagonizing. Find ways to diversify who you follow and your followers.

Farm Facts and Farm Families Friday

Utah Farm Bureau engages in social media daily. Aubree Thomas manages UFBF's social media accounts.

Please send pictures of what your family is doing on the farm. What's surprising, educational or speaks to common values? Share the pictures and we'll post them on UFBF's social media accounts. Send pictures to Aubree.thomas@fbfs.com.



Kanab Farm

CONFERENCE OPPORTUNITIES

American Farm Bureau Federation hosts FUSION Conference (Farmers United: Skills, Inspiration, Outreach and Networking) and P&E Target Training every other year in various locations throughout the United States.

The conferences feature great speakers, and breakout sessions covering topics such as Advocacy, Business, Collegiate and Professional Development, Communication, Education, Leadership, Rural Development and Entrepreneurship, and Technology.

Attendance at AFBF FUSION and Target Training is highly recommended for P&E volunteer members.

COUNTY P&E GRANTS

The state P&E Committee is offering fourteen \$200 grants to help facilitate new P&E activities in the counties. It's simple and here's how it works . . .

Mission of P&E: Build consumers' trust and confidence in agriculture.

Criteria for the grant:

Target Audience(s): High School, College, or Adult Consumers

Submit a written plan with goals

Submit a summary with results

Qualifying activities or events may be a new P&E event, or a previously held county event with a new element, twist or improvement that focuses on adult consumers. Ask your district chair for more information.

Submit grant requests to Susan Furner at susan.furner@fbfs.com.

OUR OPPORTUNITY

Consumers have a strong desire to learn more about how food is produced and where it comes from.

Be the human connection between farm and food.