



## Translating Farm to Food Action Plan

1. **WHO? Identify and prioritize your target audience.** Who are the people you really need to connect with? Who are those with significant influence in your community? Remember to prioritize by who's most important to your specific efforts - focus on one group at a time!

- Media: \_\_\_\_\_
- Consumers: \_\_\_\_\_
- Schools: \_\_\_\_\_
- Community Groups: \_\_\_\_\_
- Retail/Food Service: \_\_\_\_\_
- Healthcare/Dietitians: \_\_\_\_\_
- Elected Officials: \_\_\_\_\_
- Internet: \_\_\_\_\_

2. **WHAT? Define target audience hot buttons.** What's important to them? Is there a topic, tradition, or issue that will immediately grab their attention? A hot button is an area a person cares deeply about – their passion. Ask questions and closely observe to learn target audience hot buttons!

*Target Audience*

*Hot Buttons*

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

3. **WHY? Translate why agriculture matters.** How does agriculture appeal to your target audience’s hot buttons? Remember to relate from THEIR perspective – not yours. What’s in it for them? Why should they care about the food, fiber, or natural resources system?

*Hot Button*

*Conversations, products, programs to connect agriculture*

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
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4. **WHERE? Identify strategic events and communication tools.** Don’t wait for a crisis to make the connection for your part of agriculture. Build bridges for your “cause” (why) by appealing to the hot buttons (what) of the target audience (who). Some ideas:

|                                     |  |
|-------------------------------------|--|
| <i>Get involved in local groups</i> | <i>Forums with elected officials</i>               |
| <i>Farm tours (live/YouTube)</i>    | <i>Commodity promotion programs</i>                |
| <i>County fair booths</i>           | <i>Community forums about farming/ food supply</i> |
| <i>Twitter</i>                      | <i>Joint promotion with grocery store</i>          |
| <i>Media interviews</i>             | <i>Facebook, Twitter, Instagram, blogging</i>      |

5. **WHEN? Make a commitment to 15 min/day and involve your team in the action plan!**

6. **HOW? Follow a proven action plan to make a connection and consider key issues:**

- ✓ Are farming practices safer than 50 years ago? Why or why not?
- ✓ How do you feel about antibiotic use in animals?
- ✓ Is modern day farming more or less environmentally friendly?
- ✓ What does technology in today’s agriculture include?
- ✓ How do you feel about hormones in animals?
- ✓ Does science matter in making food choices?
- ✓ Is biotechnology right or wrong?
- ✓ What does animal welfare look like to you? How did you develop that opinion?
- ✓ Is organic or conventional farming better?
- ✓ Who should be the leading authority on animal welfare?

- 6½. **YOU! Understand the power of your own passion and share it with others!**

*My most authentic voice for agriculture is...*

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