



Advisory

Councils: *Speak Out*

Your guide to
September meetings

Advisory Council Questions

**U.S. Farmers and Ranchers
Alliance, see page 9**

*“Education is
all a matter of
building bridges.”*

- Ralph Ellison

For many years, when we are asked, “How do we communicate with consumers”, the standard answer is “Educate the public.” True, that tells us What we want to do, but not How we should do it.

How would you respond if someone approached you and said, “I’m going to educate you about this topic. Let me tell you how it is.”?

Would you have a different response if someone walked up and said, “I’d like to talk to you about what I am doing. What questions do you have? What’s important to you? Here are the things that are important to me.”?

These two approaches are different from each other: which is more effective? With which person would you be more apt to build a relationship?

The U.S. Farmers and Ranchers Alliance (USFRA) is planning to open up new ways to communicate to the public (our customers) and is giving farmers a chance to start something new. The biggest impact comes from building effective conversation bridges. We can tell people What we do and How we do it (how we educate) but it’s vital that we share Why we do it (why it’s important to you, the farmer, and why you choose farming over anything else you could do) that builds that bridge (a conversation that connects).

1. What are some new ways that Farm Bureau members can build bridges and conversations with our current programs (example: a Farmers Care breakfast, working with an elementary school teacher to plant a classroom garden)? What would those programs look like?

2. What are some new ways and programs that Farm Bureau can create to build bridges and conversations with our customers? How can we use technology effectively?

3. Once we’ve created those connections, how do we strengthen those relationships locally?

4. “An education isn’t how much you have committed to memory, or even how much you know. It’s being able to differentiate between what you know and what you don’t.” How does this quote relate to how we connect with consumers?