



# Advisory

# Councils: *Speak Out*

## Advisory Council Questions

Consumer Concerns, See Story on Page 3

1. Farmers are often stereotyped by non-farmers. How do we as farmers stereotype non-farming consumers?
2. How will food movements, such as "foodie" (food fans who want to learn about food, it's production, how it's grown, etc.), which are focused primarily in urban centers, influence the way we approach and connect with consumers?
3. If Ohio Farm Bureau (both state and local) could change the public's misconceptions of agriculture in creative new ways, what would you recommend? How would you use fairs, festivals, annual meetings, etc., in new, meaningful ways to engage and educate consumers?
4. Advisory Councils are at the heart of grassroots Ohio Farm Bureau. How can your council as a group reach out to consumers/outside groups in your community?

**March**  
**Honeybaked Ham winners:**  
Optimists, Erie County