

Productive conversation can be done with **E-A-S-E!**

Engage | Acknowledge | Share | Earn trust



Important conversations about how our food is produced are taking place, and farmers need to be a part of those conversations. Understanding what consumers want and allowing them to learn more about food production will build trust and confidence in food, farming and agriculture.

To help farmers and other key stakeholders have productive conversations that build trust and confidence in food, farming and agriculture, the U. S. Farmers & Ranchers Alliance—which Ohio Farm Bureau belongs to—has developed the **Conversation with EASE**

(**Engage, Acknowledge, Share, Earn trust**) program.

Conversation with EASE is not a spokesperson or media training program, but rather a movement specifically designed to help turn today's war of words about food, farming and agriculture into a conversation

led by the people who know the subject best—farmers.

Talk is not cheap. Conversation is powerful. It can change opinions, it can enlighten and it can inspire additional conversation. It's one of the most powerful human interactions.

The Allen, Paulding, Putnam and Van Wert County Farm Bureaus cordially invite you to attend their upcoming Conversation with EASE training program, which will be held on March 25, 2013, beginning at 6:30 p.m. at The Red Pig Inn, 1470 N Perry St, Ottawa, Ohio. The training program will include dinner and should adjourn around 8:30 p.m.

We hope you will be able to attend our upcoming training program. So that we may plan appropriately, would you please RSVP to Mariah Schroder by calling 419-523-5874 or sending an email to mschroeder@ofbf.org by March 20. Space is limited, so make sure you RSVP early!

If you need additional information about the training session, please contact Jennifer Wilson at 419-523-5874 or orjwilson@ofbf.org.

