Based on interviews with farm families in five states, I developed a web site, **Who Will Get Grandpa’s Farm: Communicating about Farm Transfer**. The web site is available at [http://www.extension.purdue.edu/farmtransfer](http://www.extension.purdue.edu/farmtransfer)

**Strategies:** The web site gives examples of three strategies for communication. The three strategies are: **Direct Control, Indirect Control, and No Control**.

**Theories:** The web site is based on the theories of **Paternalism, Autonomy, and Politeness**. John, the farmers wants to take care of Ed, his father, by suggesting that he slow down (that is **Paternalism**). But, John realizes that Ed wants to retain his independence (that is **Autonomy**).

In addition, each person is considerate of the other person’s feelings when he is speaking (that is **Politeness**).

**Scenarios:** The web site includes six scenarios filmed on a farm near Delphi, Indiana. John, the farmer, and Ed, his father, are the main characters.

1st scenario, the farmer urges his father to think about slowing down.
2nd scenario, the farmer talks to his son about dividing up the work.
3rd scenario, the farmer talks to his wife about moving to town.
4th scenario, the farmer talks to his non-farming brother about transferring the farm.
5th scenario, the farmer urges his father to see a doctor.
6th scenario, the mother and son have a talk.

Each scenario includes three separate conversations using the three communication strategies: **Direct Control, Indirect Control, and No Control**

Here is an example of the conversations between John and Ed from the first scenario. (Note: can you identify sentences using Paternalism, Autonomy, and Politeness?)

**Using Direct Control**

Ed. What are you doing?
John: I am looking at these numbers to see if there will be enough income when Mark graduates and gets married and comes home to farm with us.
Ed: I can figure it out. Give me those numbers.
John: **It is time for me to take charge of the planning.** You and Mom should think about taking it easy this summer.
Ed: I can do it. I just got a little behind with the paper work.
John: Dad, you have done it all these years. I need to take some of the burden off your shoulders.

**Using Indirect Control**

Ed. What are you doing?
John: I am thinking about Mark graduating, and his getting married, and coming home to farm with us. I wonder if there will be enough income for three families.
Ed: I can figure it out. Give me those numbers.
John: **Dad, you’re great with the numbers. But, I need to think it over and see what changes we need to make.** Maybe you and Mom should start taking Social Security.
Ed: I didn’t think I would ever see the day that you wanted to take charge. This is something new.
John: I am ready to take over but I want you to feel comfortable with easing up on the work.

**Using No Control**

Ed: What are you doing?
John: I am looking at these farm records and thinking about planting next year. **Any new ideas?**
Ed: I think the planting should be about the same as last year. Maybe we need more beans.
John: **That sounds all right. We should include Mark in the work.** You know he is graduating and getting married. He wants to come and farm with us full time.
Ed: I am glad to hear that. We can use another pair of hands.
John: I hope that yields will be better and prices will be higher so Mark can have a share of any profit.

Each dialogue is preceded by suggestions for Attitude, Preparation, Timing, and Behavior. For example, for the first scenario:

**Attitude:** John needs to be respectful in making this request. Discuss the topic with as little emotion as possible.

**Preparation:** Have some alternative plans in mind and be ready to suggest them. For example, transfer control of the farm over a period of time so Ed gets used to the idea of transferring control.

**Timing:** Choose a time of day and location where a quiet thoughtful conversation can take place.

**Behavior:** Be prepared for resistance, but have a suggestion ready for follow up such as making an appointment with an accountant or an attorney to start thinking about alternative actions.

**Be sure to view all six scenarios. Remember that each scenario contains three strategies.**

**Additional Help:**

The web site contains exercises (like a quiz) to help users understand and practice the communication strategies of Direct Control, Indirect Control, and No Control.

The web site includes a **Presentation Guide** that can be used by anyone giving a presentation.