Trust, Communication and Farm Freedom to Operate

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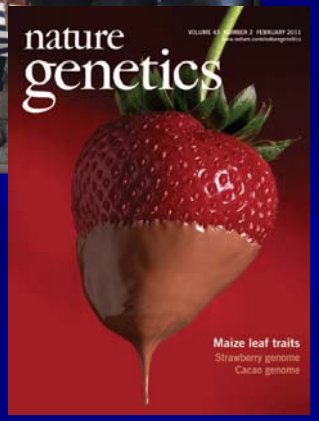
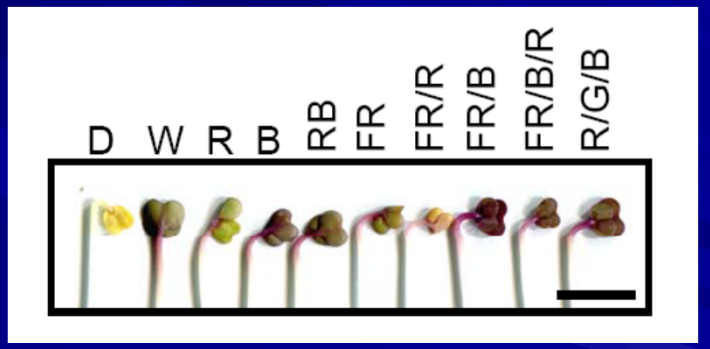
The Foundation for The Gator Nation

Here's what I do:





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Today's Presentation

1. Who is today's consumer?
2. How do we engage effectively?
3. Where do we engage?
4. Application to questions in apples.

Consumers are reacting to information

Pesticides

Antibiotics

Hormones

Fertilizer

Gluten

Understanding makes me a better consumer.

I don't know what to believe, so I just won't buy it.

Neonics

GMO

Dihyrogen monoxide

BPA

MSG

Consumers are seeking information

Where do the ingredients come from?

Is it nutritious?

Will my family like it?

Do I trust the company?

Is this a good value?

What are these long words on the label?

Is this one of those GMO things?

Is it full of the glutens?

What would Dr. Oz think?

THIS IS A VERY GOOD THING.

EMOTION vs. EVIDENCE

FEAR

FACTS

Activist groups, internet celebs, TV personalities, etc

ERODE TRUST

Scientists, farmers, ag industry

One-off studies, misinterpretation, extrapolation, poor quality, bad design, weak stats, unpublished.

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EMOTION vs. EVIDENCE

Why?

Ideology
Misinformation
Anti-corporate sentiment
Lack of trust
Profitable
Appeals to nature

But don't forget:

Concern for health
- young families
- aging boomers
- millennials

People love farmers and scientists.

They just don't trust farming and science.

How do we change that?

Scientists, ag producers, ag-related industries failed to bridge that gap.

1. **How do we do it effectively?**
2. **Where do we engage?**

It is necessary to have participation.

How do all of us become more effective in communicating with a concerned consumer?

Audience – Empathy – Values – Evidence

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1. REMEMBER YOUR AUDIENCE

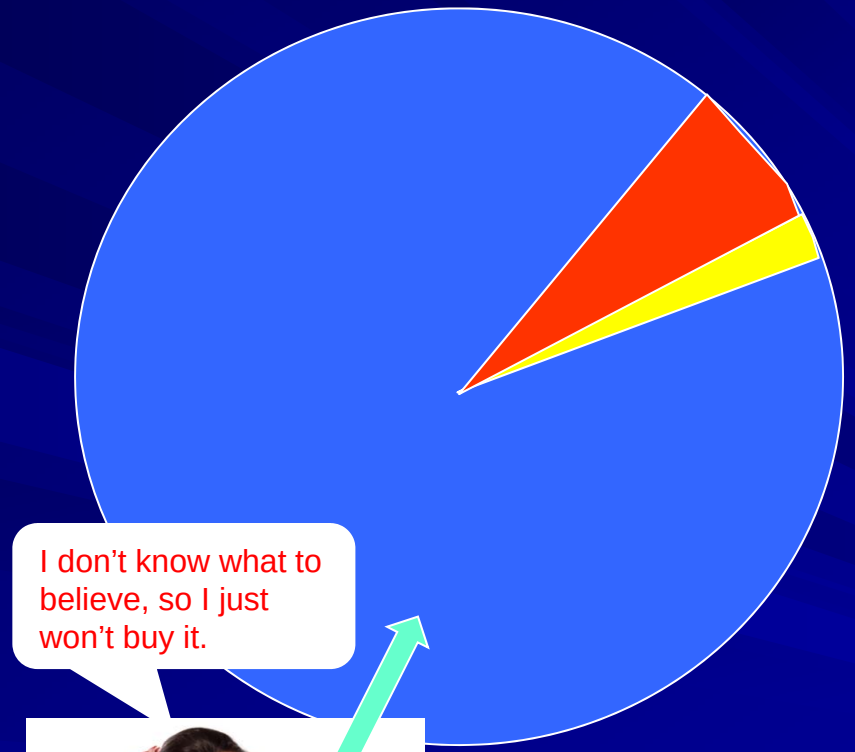
Pesticides

Antibiotics

Hormones

Fertilizer

Gluten



Neonics

GMO

Dihydrogen monoxide

BPA

MSG

WHO IS NOT YOUR AUDIENCE?

Many have no interest in understanding facts. They are not a good investment of your time.

WHO IS YOUR AUDIENCE?

Most of the time these are people that don't know about science and are concerned about food. Share science with them.

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2. LISTENING

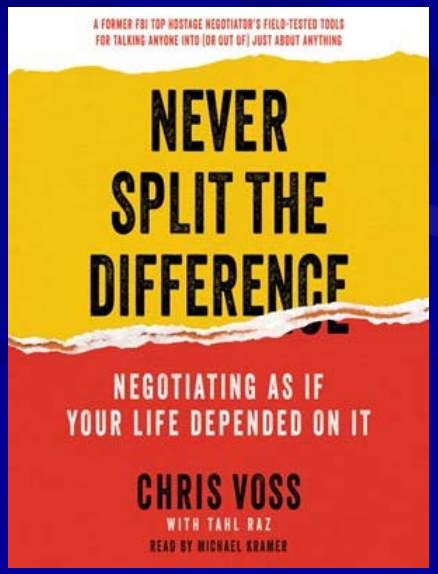
Must start with empathy

Active listening

Others have to feel a sense of power and control in the conversation

Intellectual Charity

Only move to next steps once you understand their concerns, and they know it.



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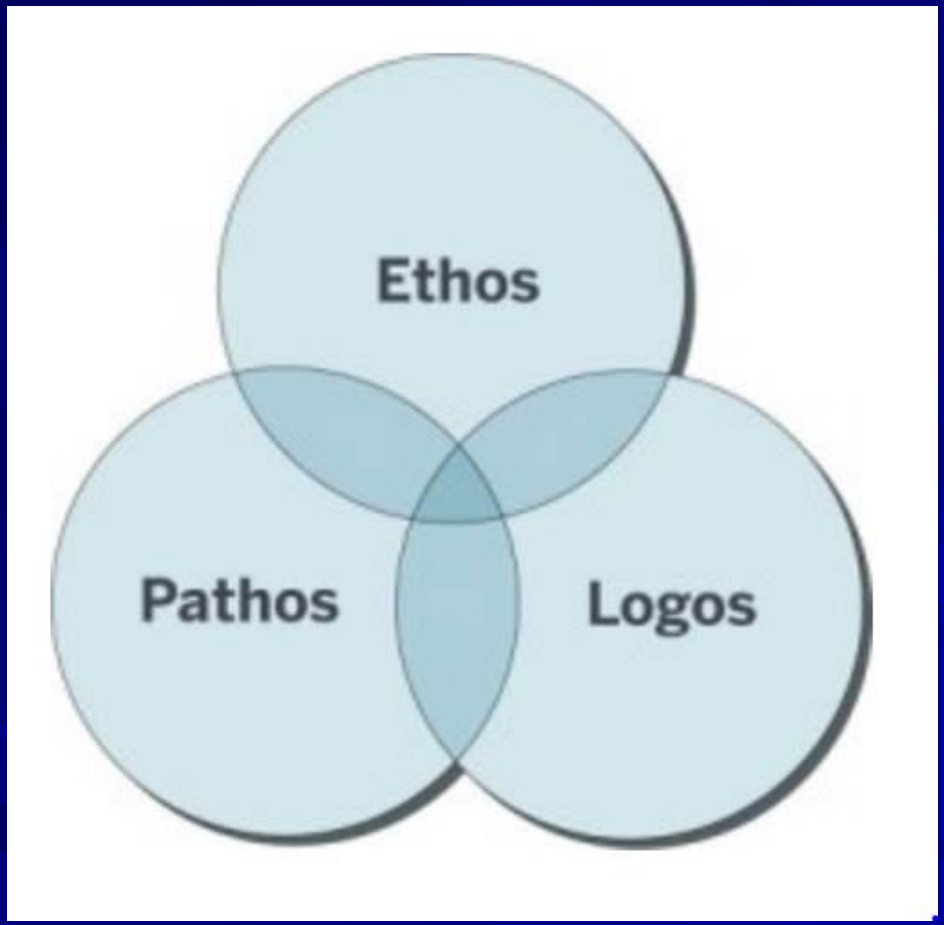
Lead With Your Ethics.



State your priorities up front

Environment/Conservtion

Farmers

The Needy

Consumers

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okPORK
Oklahoma Pork Council

Awards Meet the Team

LEARN | COOK with PORK | GET INVOLVED | OUR VALUES | ABOUT US | CONTACT US

Home | Our Values » Ethical Principles

ETHICAL PRINCIPLES

WE CARE INITIATIVE

ETHICAL PRINCIPLES

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The Pork Famers in Oklahoma recognize our obligation to build and maintain the trust of customers and teh public in our products and our practices. To promote confidence in what we do and how we do it, we affirm the following ethical principles.

Food Safety
We affirm our obligation to provide safe food.

Animal Safety
We affirm our obligation to protect and promote animal well-being.

Environment
We affirm our obligation to safeguard natural resources in all of our practices.

Public Health
We affirm our olbigation to ensure our practices protect public health

Employee Care
We affirm our obligation to provide a work environment that is safe and consistent with our other ethical principles.

The communities in which we operate
We affirm our obligatin to contribute to a better quatlity of life in our communiites.

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Old Way of Engaging

Engage deniers.

Here are the facts.

Here's where you are wrong

Ugh, you don't get it.

Old Way of Engaging	New Way of Engaging
Engage deniers.	Engage the curious.
Here are the facts.	I'm listening.
Here's where you are wrong	Why do you feel this way?
Ugh, you don't get it.	I understand why you'd feel this way, right?
	Here's what is important to me.
	Here is the evidence that supports my values.

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What Evidence Do We Use?

Facts don't matter

(until you've established trust)

Keep Factual Information Simple.

Facts largely don't matter

If you are teaching, you might have lost the discussion

Everything you do must have a basis in *shared values*!

Keep Factual Information Simple.

Why do farmers have to use crop protection?

What are neonics and how do they contrast against legacy insecticides?

What is IPM?

How do these ideas support *shared values*?

Lead with your values.

Sustainable farming-

Lead with your values.

Sustainable farming- balance between ecological concerns, orchard health/productivity and economic viability.

Lead with your values.

Sustainable farming- balance between ecological concerns, orchard health/productivity and economic viability.

Consumers understand this–
-- producing wholesome fruit product
-- need more fruit in a healthy diet
-- orchard ecology is critical to productivity

Lead with your values.

Sustainable farming- balance between ecological concerns, orchard health/productivity and economic viability.

Consumers DON'T understand this–
-- Tree crops present unique challenges
-- Once they are gone, it is tough to recover
-- Management requires use of chemistry as part of an IPM program

Lead with your values.

Helping Consumers Understand the Complexities

- What is IPM?
- Scouting calendars
- Pre-harvest intervals
- Teaching them that IPM involves everything from pruning, beneficials, removal of debris, etc.
- The role of weather
- Potential for biological control

Lead with your values.

What are technologies that are consistent with those values?

-- pest-specific controls (Bt, etc)
-- Systemics vs broadcast
-- stage-specific disruptors
-- promoting secondary species that balance orchard ecology, insect diversity

Lead with your values.

Pollinators and Win-Win

Livestock honey bees not the only useful pollinators

Clear statement that insecticides kill insects.

Steps can be taken to ensure services of wild bees

- **adjacent planting**
- **awareness of insect controls and spread**
- **insecticide use paired with flowering time**

Lead with your values-- But ***share your story***.

Do you enjoy spending the money on controls?

What steps do you take to ensure minimal use? Precise use?

What are your realistic concerns and how do you integrate safety into the use of controls?

Scientists, ag producers, ag-related industries failed to bridge that gap.

1. **How do we do it effectively?**

2. **Where do we engage?**

BE READY TO PARTICIPATE!

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Social media has been a conduit for bad information.
We need to take it back.

The 15 minute challenge.

Dedicate 15 minutes a week to promote your operation, discuss farming, food, or associated science/technology– in social media space.

The 15 minute challenge.

Obtain a separate email account for this work. Free ones at gmail, yahoo, etc.

Use your real name.

Develop a professional Facebook page, make your personal one private

THREE POINTS-- Content, Amplification, Network

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The 15 minute challenge.

Where to participate?

- Comments-section discussions of news articles
- Write a Blog – Post YouTube Videos
- Facebook discussions
- Twitter Reddit Linked In

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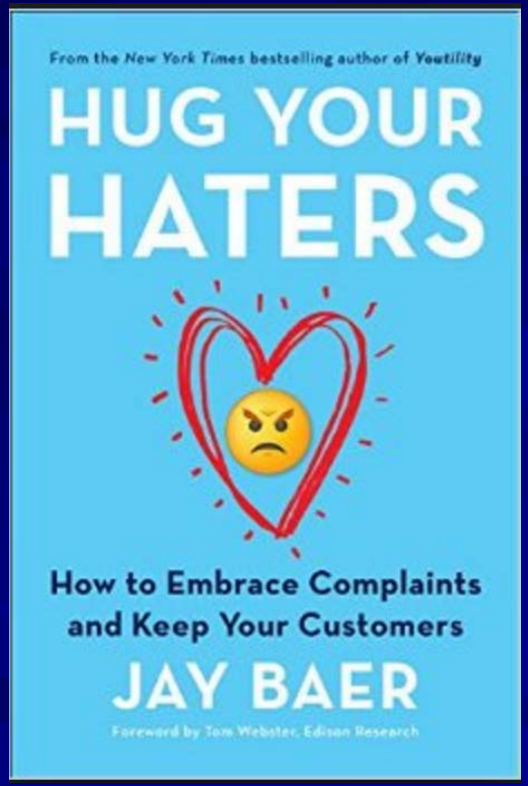
The 15 minute challenge.

Engaging:



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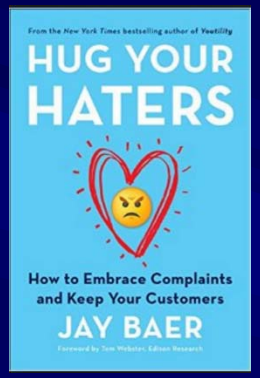

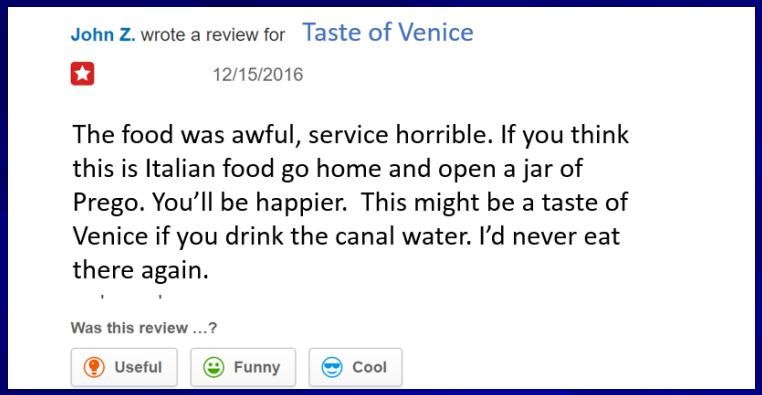

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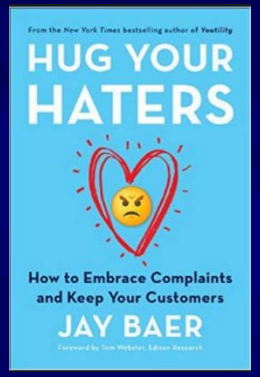

John Z. wrote a review for Taste of Venice

12/15/2016

The food was awful, service horrible. If you think this is Italian food go home and open a jar of Prego. You'll be happier. This might be a taste of Venice if you drink the canal water. I'd never eat there again.

Was this review ...?

Useful | Funny | Cool

Chef Mario wrote a review for Taste of Venice

12/15/2016

Obviously you don't know anything about Italian food. It is my family's restaurant, and I hope you never return. We don't need people like you here.

Was this review ...?

Useful | Funny | Cool

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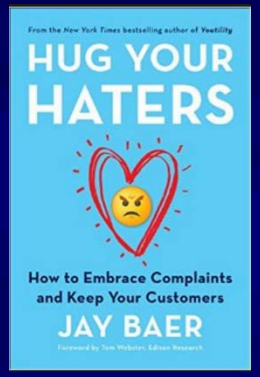
The 15 minute challenge.

Engaging:



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Useful Funny Cool

Chef Mario wrote a review for Taste of Venice

12/15/2016

I'm sorry you had a bad experience. Meals out should be special times and I understand why you are disappointed. My family has run this business for 15 years and customer satisfaction is our first priority. We'd love to try again, so come in, ask for Chef Mario, and dinner is on me. I'd like to sit down with you and learn about what you found objectionable. We want to get it right, and I'm sorry you were disappointed.

Was this review ...?

Useful Funny Cool

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The 15 minute challenge.

Amplification

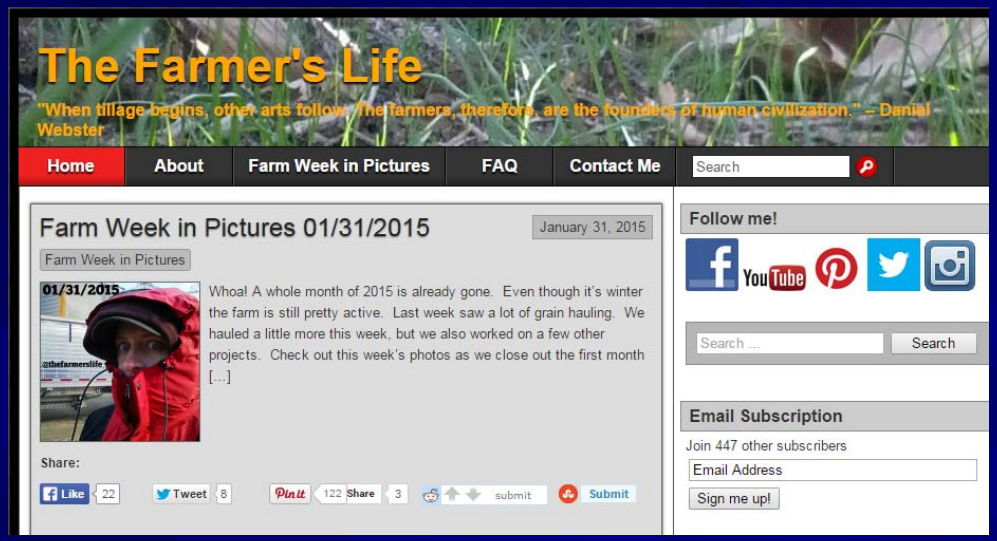
You can make a tremendous difference by staying current in the news and amplifying important messages.

News, blogs, scientific findings, reports…. Share!

#farm365

AMPLIFICATION

Amplify messages from experts.



Brian Scott

Jennie Schmidt

Sarah Schultz

The 15 minute challenge.

Networks

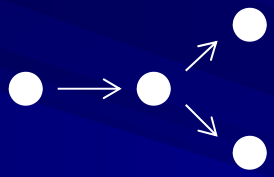
Networks are powerful ways to disseminate information

Strive to build your networks

Get out of your echo chamber

The Power of Amplification and Networks

Pre-Internet



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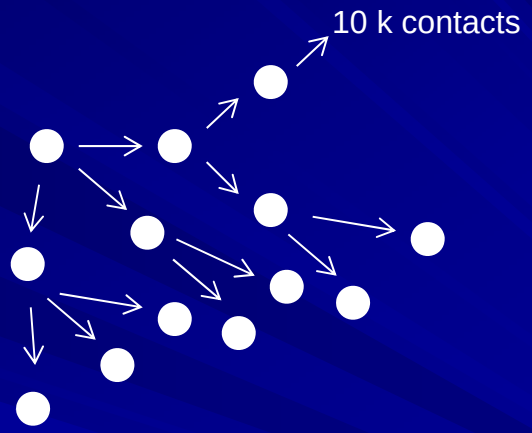

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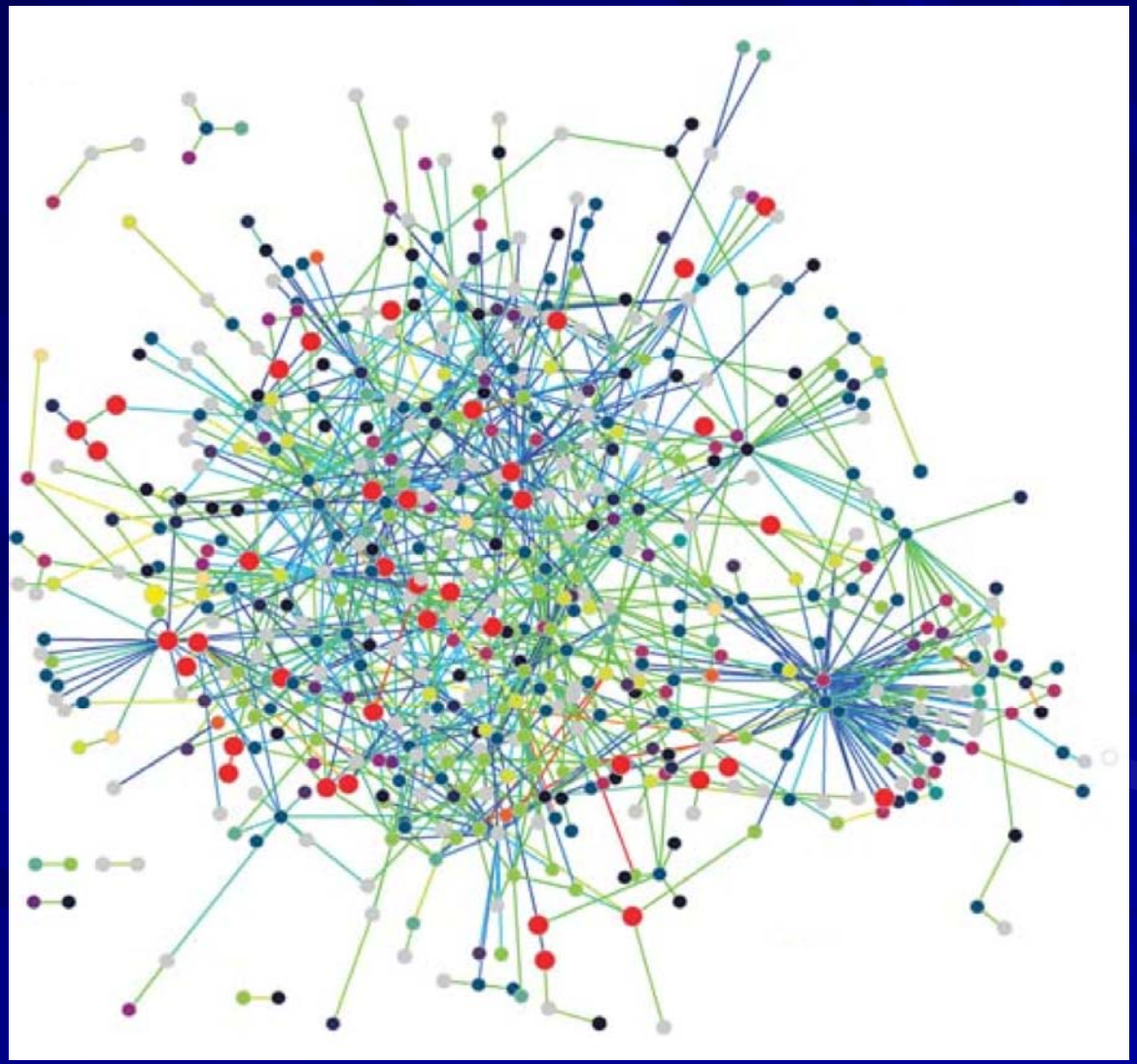

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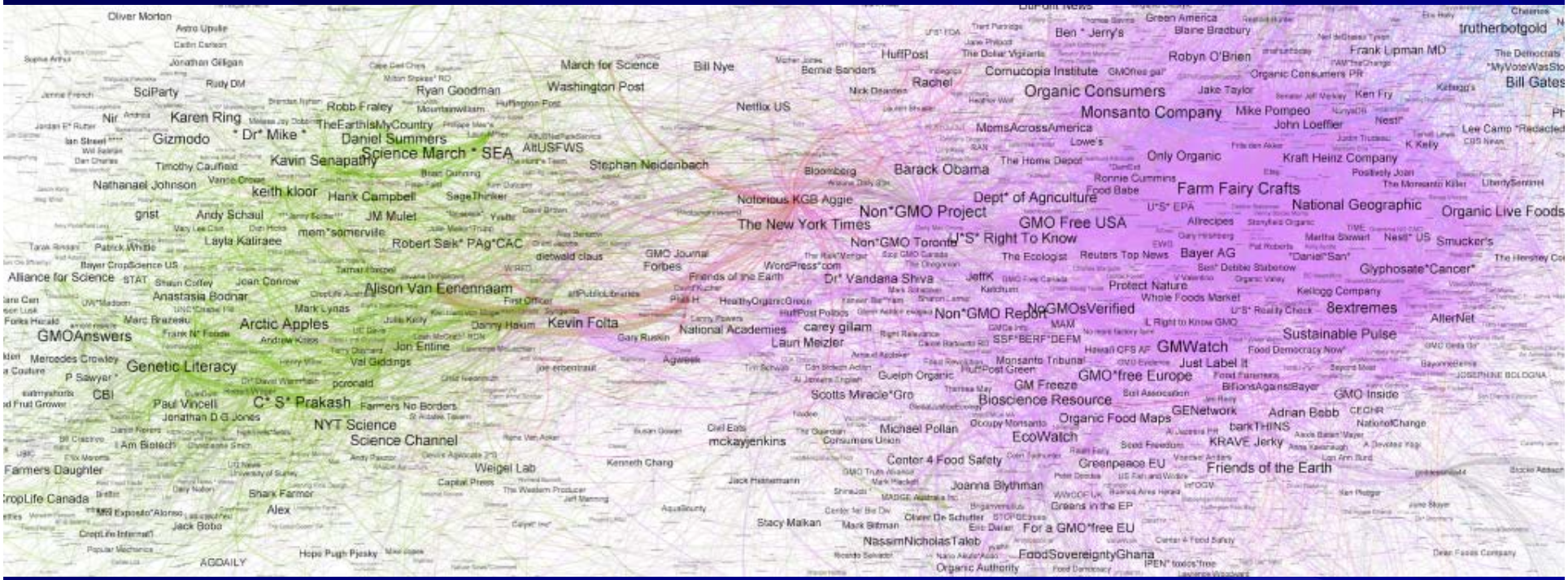
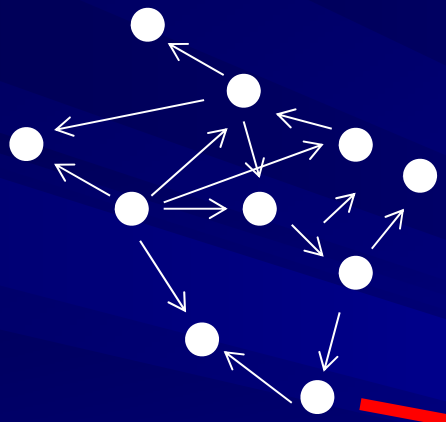
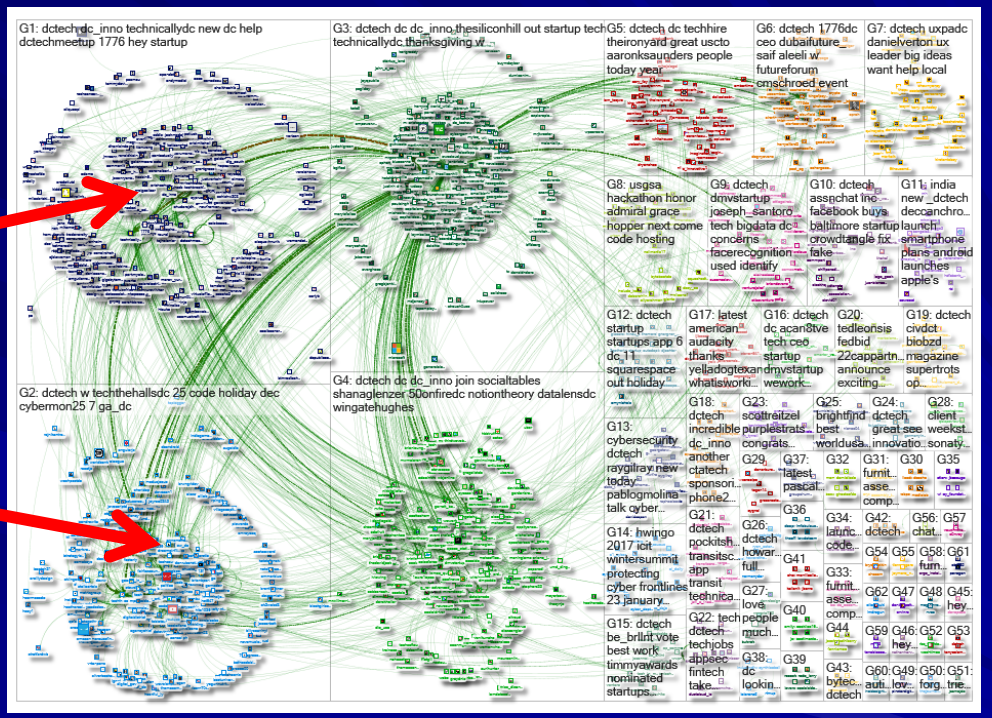
The Emergence of Tribes and Echo Chambers



The Power of Amplification and Networks

Foodies Scientists





Farmer Bloggers

Mom Bloggers Triathletes

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How do you get into those tribes?

Offer to write for them

Participate in the discussion sections of news articles and websites.

Share your stories and experiences.

Ag producers are viewed as trusted and competent- if you are not telling the story, someone will tell it for you!

GMOs, Safety, and Lost Opportunities

by Kevin M. Folta

The question of GMO food safety comes up all the time, and because I am a public scientist it has been something I've studied for decades. Modern technologies have tremendous potential to do good things for farmers, the environment, the needy, and food enthusiasts—but only if they result in foods that are perfectly safe to eat. I'm extremely concerned about food safety, both as someone raising a teenager and as a rapidly aging athlete doing everything I can to keep my ever-diminishing edge. That said, I don't worry about consuming GMO foods.

Quite to the contrary, I have a lot of confidence in these products. Maybe it is because I understand the technology that brought them about. Humans have done a lot to change plants from their natural state, converting what were rather useless weeds and bushes to productive food crops. These improvements were performed by breeding and selection, that is, crossing plants and cultivating the best traits of each generation. This process is certainly genetic modification in the truest sense of the term, as much genetic information is mixed in ways we can't easily predict or understand. Plant breeders are scientists who shuffle the genetic deck to find the rare outcomes that gave us our most useful varieties.

In the 1980s scientists moved one gene between very different organisms. The gene was the human gene for insulin and it was moved into bacteria so they would produce 100% human insulin for medical applications. This was a good example of what scientists call a "transgene," the scientifically precise term for "GMO," which seems to mean something different to different people.

In the 1990s plants were engineered with a single trait transferred from a bacterium to a plant. One example comes from a pesticide used for organic produce production. The pesticide is a bacterium that produces a compound that is toxic to caterpillars. The gene encoding the anti-caterpillar compound was cut-and-pasted from the bacterium into the plant, allowing the plant to manufacture its own insect protection. The result was that the need for insecticide application on corn and cotton was cut by much more than half.

Many were wary that a compound that harms caterpillars was in their food, and that's understandable at first. However, we need to remember that plants produce many compounds targeted at insect pests, mostly because they have to defend themselves from pest pressures. The anti-caterpillar compound here is a protein that selectively targets a mechanism only in caterpillars. It does not work on most other insects and certainly is safe on birds and mammals, including humans. In us, the protein is broken down just like the other 40,000 plant proteins we consume. To the caterpillar it's poison, to humans it is nutrition—in the same way that chocolate, grapes, and raisins are toxic for a dog but not harmful to people.

This example is just one of the genetic innovations that allow farmers to grow food more affordably with less insecticide, fuel and labor. These technologies have been safely used for over eighteen years without a single case of a health problem ever reported.

So why do people say it is so dangerous? There is always a minority resistance to new technology. Some folks just don't want change, others see an opportunity to capitalize politically or financially from manufacturing fear. Today you'll see authors, TV doctors, and highly-paid seminar speakers propagating and profiting from a message condemning transgenic crops. But this sentiment runs counter to the scientific consensus of the world's independent scientists and our most-recognized organizations. The words of fear on websites and internet memes have a damaging effect on public perception.

Sadly, the difference between the science and public perception slows the release of new transgenic technologies that could be extremely helpful. In the United States, new technologies exist that could help our farmers grow food with less fertilizer and water. Vitamin A, iron, or folate-enriched crops would save countless lives in the developing world. Fruit crops not requiring fungicides would be of great value to the environment. Other genetic modifications help provide consumers with higher-quality produce that lasts longer, meaning less waste.

These solutions exist now, languishing on shelves or stuck in endless, expensive deregulation, or abandoned because of fear from public backlash.

As a scientist, my job is to solve problems, and there are thousands just like me working on new innovations for agriculture. Our biggest frustration is that we've done a good job; we've created new technology that can remedy major problems we all care about. Unfortunately, the schism between what the science says and what the public believes keeps the best technologies from those who truly need them.

Important to understand:

"Feed the World" does not resonate.

Past vs. Future- "5th generation" not as compelling as "leaving it for the 7th".

Always discuss strengths and limitations

Don't ever claim there is a single solution!

Always cultivate ideas/opinions, acknowledge blindspots

Never forget the real audience

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Conclusion

Know your audience

Listen and understand their concerns

Talk about your values, your motivations

Discussion ag innovations that can satisfy your common values

Participate in social media discussions

Be nice. Represent ag/science with grace.

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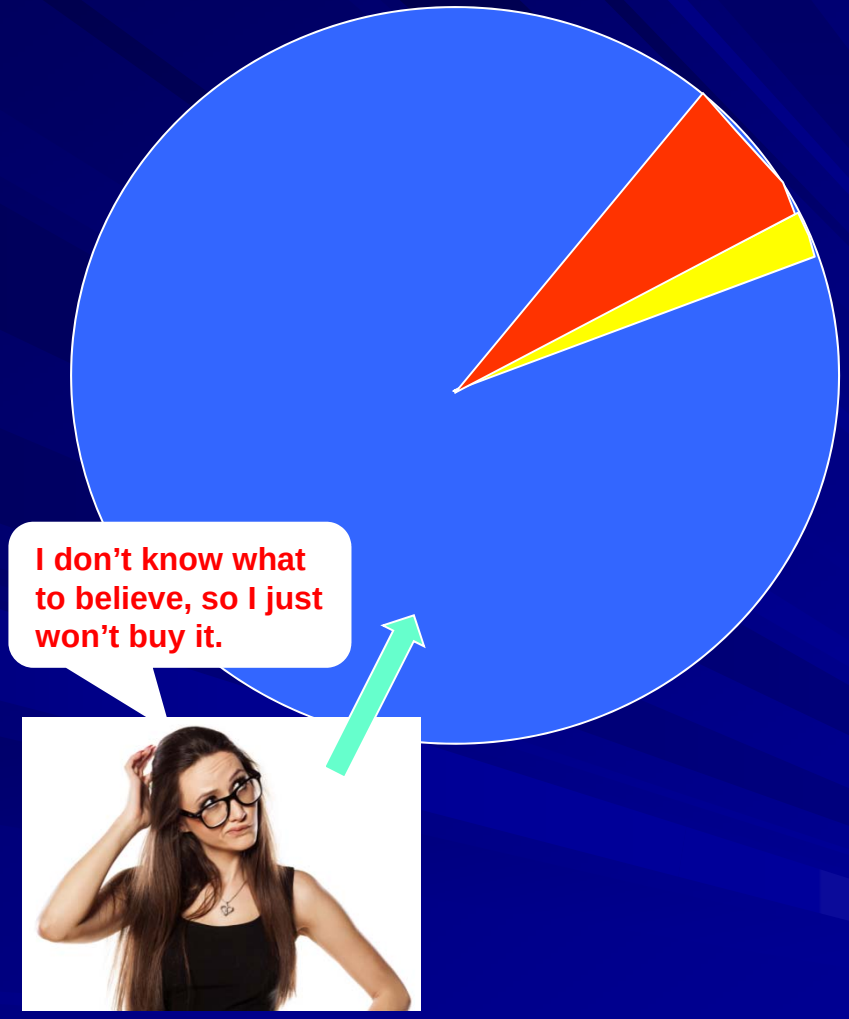
I don’t know what to believe, so I just won’t buy it.

"Don't tell me it can't be done, tell me what needs to be done and help me do it."

Thank you.

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