THE POWERED OF SHARED VALUES

Today's consumers
Shifting societal attitudes
Many choices, Many voices
Mistrust in farming and food
Desire to know/trust farmers

All of the Most Concerning Life Issues are Beyond the Consumer's Direct Control

Women were more concerned than men about most issues

Top Concerns About Issues

Moms
- Rising Cost of Food (8.71)
- Keeping Healthy Food Affordable (8.65)
- Rising Healthcare Costs (8.51)
- Rising Energy Costs (8.35)
- Food Safety (8.29)

Foodeats
- Keeping Healthy Food Affordable (9.27)
- Food Safety (9.18)
- Rising Cost of Food (9.13)
- Rising Healthcare Costs (9.09)
- U.S. Economy (9.08)

Desire to know/trust farmers

Building trust requires a new approach
The Power of Shared Values

Research proves it’s ok to do this ...

Financially, it’s in our best interest ...

We need to SHIFT

It sounds like food safety is important to you ...

What Drives Consumer Trust?

Shared values are 3-6x more important to building trust than sharing facts or demonstrating technical skills/expertise

Don’t abandon science and facts

Lead with Shared Values to Build Trust

1. Listen – Without Judgment

“Most people do not listen with the intent to understand; they listen with the intent to reply. Seek first to understand; then to be understood.”

- Stephen R. Covey
What Does This Person Value?
“I don’t like that animals are raised indoors. I just wish they could be outside – the way it used to be.”

- Animal well-being
- Tradition
- Small farms

What Does This Person Value?
“Why do farmers give their animals antibiotics? I don’t want antibiotics in my food.”

- Food Safety
- Responsibility

2. Ask Questions to Invite Dialogue

Ask Questions
- Acknowledge: Shows that you heard the question or statement.
- Seek to Understand: Ask questions that show you’re working to understand them better.

Ask Questions
- Acknowledge: I hadn’t heard that before.
- Understand: Tell me more about that.
- I can understand why there’s confusion.
- Where did you read/hear/see that?
- That’s interesting.
- What concerns you most?

3. Share Your Perspective through Values

Let’s Practice!

Top three ISA consumer messages
1. Indiana farms are family farms.
2. Farmers use technology to help them continuously improve their farms and the food they produce.
3. The food produced on Indiana farms is safe to eat.
Communicate YOUR story

As we go through the next three slides... Think of the best points you would personally use to respond to questions related to these three key messages.

Write down 1 to 2 for each

Indiana Farms Are Family Farms

- 97% of the farms in Indiana are family-owned.
- There are about 60,000 farms in Indiana.
- Like any industry, there are smaller farms and larger farms but the majority are still family owned, often with more than one generation of the family still involved on the farm.

What’s the personal proof point (connection point) you would use in a conversation about family farms?

Farmers Today Use Technology to Help Them Continuously Improve Their Farms and Food

- Over the past 20 years, farmers have planted crops using less land, less greenhouse gas emissions, less energy, less irrigation water and less soil loss. – 2012 Keystone Alliance Study
- Do More With Less
- Farmers use technologies such as motorized equipment, modified housing for animals and biotechnology, which allow for improvement in agriculture.
- Through the use of technology, each farmer is able to feed 135 people today, compared to 1940, when one farmer could feed only 19 people.

What’s the personal proof point (connection point) you would use in a conversation about technology?

The Food Produced on Indiana Farms is Safe to Eat

- All foods – whether organic or nonorganic – must meet certain health and safety regulations before being sold to consumers.
- Several U.S. government agencies, including the Food and Drug Administration (FDA) and Environmental Protection Agency (EPA), monitor the food production chain through regulations and inspections.
- Farmers recognize and take seriously their responsibility to care for their herds and flocks. Healthy animals start with good nutrition, proper living conditions and veterinary care.

What’s the personal proof point (connection point) you would use in a conversation about safe food?

Discussion

One person from each table or group share a personal proof point on one of these topics.

A few more tips when communicating:

Pulling it all together
Paint a Picture
Set your own agenda and identify your three key messages. Support each message with proof points.
- Come back to a specific fact you know.
- Use examples/personal experience

Turn the Conversation Around
In times when it may seem like a negative scenario, remember you have the power to turn the conversation around to make it positive and include your personal proof point as a farmer/industry professional/parent.

Learn to Bridge
If the conversation turns negative, use “bridge” phrases to bring the conversation back to the positive and back to the main messages or value statement you want to get across.
Examples
- What’s really important is...
- The reason we’re here today is...
- The primary focus is...
- I’d like to highlight that...
- It’s interesting you mention that because...
Remember just ONE

Project Positive Energy
No one will be more excited about your key points than you.

It’s Ok To Say You Don’t Know
Don’t claim to be an expert. It’s better to say you don’t know than to give false information.

Communicating on Social Media
Liz Kelsay
Scenario Time

“You are at a church function— a mom knows you are involved in agriculture, approaches you and asks about why dairy farmers milk their cows three times a day. How do you respond and get her to feel good about it.”

What are your observations?
Who did the best job and why?

Now, it’s your turn!

• Break out into groups with people closest to you
• Hannah will hand out a set of scenarios to each group and let you know what number to focus on
• Read over the scenarios and talk through them as a group and discuss how you will respond using your personal proof points and those given to you
• Pick one person from each group to respond to your scenario

Good Luck with your next conversation!

Resources

CFIEngage.org
FoodIntegrity.org
Indianaoybean.com
Glassbarn.org
BestFoodFacts.org