

"AG" VOCACY:

AGRICULTURE: the science or practice of farming, including cultivation of the soil and the rearing of animals to provide food and other products.

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ADVOCACY: public support for or recommendation of a particular cause or policy.

HOW Do You Advocate?

1. Connect with People Where They Are

2. Tell Your Story

3. Recognize Preconceived Notions - Yours and Theirs

4. Be Willing to Answer Questions Openly and Honestly

5. Know That Effectively Advocating ≠ Convincing
Everyone

Fun Farm Facts To Share¹:

165

The number of people one U.S. farm produces food/fiber for each year

99%

The number of U.S. farms that are owned by individuals, family partnerships or family corporations

262%

The increase in food produced in 2008 with 2% LESS inputs (like labor, pesticides, seed, etc.) compared to 1950

\$0.16

The farmer's share of each retail dollar spent on food

1 Acre

Is approximately the size of a football field

¹ Farm Facts: <http://www.agfoundation.org/resources/food-and-farm-facts-2017>