

# FARMERS AND CONSUMERS

## TIPS ON HOW TO CONNECT

FARMERS WANT TO TELL THE STORY OF WHAT THEY DO AND WHY THEY DO IT.

### *Farmers can...*



Share their story on social media platforms. Post videos showing everyday tasks around the farm.

Consider speaking opportunities at schools, FFA or 4-H groups. Bring tools you use to show the group.

Look into agritourism as part of the operation. Allow consumers to visit and learn from you first hand.

Engage in conversation. Both in person and online. Promote all sectors of ag and help share truthful stories.

CONSUMERS WANT TO LEARN MORE ABOUT WHERE THEIR FOOD COMES FROM.

### *Consumers can...*



Find local agritourism opportunities and visit the farm. Don't be afraid to ask questions, even if you think they are simple.

Invite farmers to visit community groups. Provide a platform for them to share their story.

Keep learning. Find trustworthy sources of information and engage respectfully. Share these sources with others.

Shop at local farmers markets or join a CSA. Talk to the farmers and get to know them.

FARM CREDIT

**Knowledge Center**