Emily Buck, PhD
2017 Face of Farming and Ranching
Faces of Farming & Ranching

These individuals answer consumers’ questions about how our food is grown and raised and share personal stories through public appearances, media interviews and blog posts/social media.

The five winners include:

- **Lauren Arbogast**: Virginia poultry, cattle and crop farmer
- **Jeremy Brown**: Texas cotton, wheat and peanut farmer
- **Emily Buck**: Ohio corn, soybean and sheep farmer
- **Katie Roth**: Wisconsin dairy and crop farmer
- **Lauren Schwab**: Ohio pig farmer

Activities of the FoFR

- Public appearances and top consumer and end user events
- National consumer media interviews
- Blog posts
- Social media activities
- USFRA’s Existing Programs

SMART Farming will be at the heart of this new class, especially in shaping their conversations to consumers and influencers about utilizing technology to be more sustainable.
Faces of Farming & Ranching – Upcoming Activities

Events
Feb. 2 - Food Tank Summit (D.C.) – Emily Buck
Feb. 22-26 - SOBE Wine & Food Festival (SMART Farm launch) – Jeremy Brown, Lauren Arbogast
Mar. 21 – Ag Day Press Club – Lauren Arbogast
Mar. 29-30 - Future Food-Tech Summit – Katie Roth

Media
Animal Health Institute radio media tour on ABX – Katie Roth
Columbus Dispatch – Emily Buck

Social Media
New Year’s Resolutions – All Five Faces

Blogs
Pesticide Use – Jeremy Brown
National FFA Week – Lauren Schwab
Resiliency in the Food System – Emily Buck
Reflections - Emily Buck, Outgoing Faces
USFRA Overview

To earn consumer trust in U.S. food and agriculture

Ensuring the voices of Farmers and Ranchers are present in influential conversations about food and agriculture where they make a positive impact

Continuing to build upon our vision

And to realize our mission

By bringing to light our principles and priority issues

Sustainability • Diversity • Transparency

Animal Welfare
Antibiotics & Hormones
Crop Inputs
GMOs
100+ Ag Organization & Partners Strong Farmer & Rancher Led Organizations

- Agricultural Retailers Association
- Alabama Farmers Federation
- American Farm Bureau Federation*
- American Farm Bureau Women’s Leadership Committee
- American Farm Bureau Young Farmers & Ranchers
- American Lamb Board
- American Sheep Industry Association
- American Soybean Association
- American Sugarbeet Growers Association
- Arkansas Farm Bureau Federation
- Association of Agricultural Production Executives
- California Pork Producers Association
- Cattlemen’s Beef Board/Beef Checkoff*
- Colorado Corn Administrative Committee
- Corn Growers Association of North Carolina
- Dairy Business Milk Marketing Cooperative
- Dairy Farmers of America
- Delaware Soybean Board
- Federation of State Beef Councils*
- Florida Farm Bureau Federation
- Georgia Farm Bureau
- Illinois Corn Marketing Board
- Illinois Farm Bureau
- Illinois Soybean Association
- Indiana Corn Marketing Council
- Indiana Farm Bureau Federation
- Indiana Soybean Alliance*
- Iowa Corn Growers Association

- Iowa Pork Producers Association
- Kansas Corn Commission
- Kansas Soybean Commission
- Kentucky Corn Growers
- Kentucky Farm Bureau
- Kentucky Soybean Promotion Board
- Maryland Grain Producers Utilization Board
- Maryland Soybean Board
- Michigan Corn Growers Association
- Michigan Farm Bureau Family of Companies
- Minnesota Corn Growers Association
- Minnesota Farm Bureau
- Minnesota Soybean Research & Promotion Council*
- Missouri Corn Growers Association
- Missouri Farm Bureau
- Missouri Farmers Care
- Montana Farm Bureau Federation
- National Association of Wheat Growers
- National Cattlemen’s Beef Association*
- National Corn Growers Association*
- National Milk Producers Federation*
- National Pork Board*
- National Pork Producers Council*
- Nebraska Corn Board
- Nebraska Farm Bureau Federation
- Nebraska Soybean Board*
- New England Farm Bureau Cooperative
- New Mexico Farm & Livestock Bureau

- New York Farm Bureau Federation
- North Carolina Animal Agriculture Coalition
- North Carolina Farm Bureau Federation
- North Dakota Corn Growers Association
- North Dakota Farm Bureau
- North Dakota Soybean Council
- Ohio Corn & Wheat Growers Association
- Ohio Farm Bureau
- Ohio Soybean Council
- Oregon Farm Bureau
- Pennsylvania Farm Bureau
- South Carolina Farm Bureau Federation
- South Dakota Corn Utilization Council
- South Dakota Soybean Research & Promotion Council
- Tennessee Farm Bureau Federation
- Tennessee Soybean Promotion Council
- Texas Corn Producers Board
- Texas Farm Bureau
- United Sorghum Checkoff Program
- United Soybean Board*
- USA Rice Federation
- U.S. Grains Council
- U.S. Poultry & Egg Association*
- West Virginia Farm Bureau
- Wisconsin Corn Growers Association
- Wisconsin Farm Bureau
- Wisconsin Soybean Marketing Board
- Wyoming Farm Bureau Federation

*Board Participants
### Premier Partner Group Advisory Group
- DuPont
- John Deere
- Monsanto

*All Premier Partner’s since 2011*

### Industry Partners Council
- BASF
- Bayer CropScience
- Cargill
- CropLife America
- Culver’s
- Dow AgroSciences
- Elanco Animal Health
- Farm Credit
- Merck Animal Health
- Phibro Animal Health
- Zoetis

### Supporting Partners
- Agri-Marketing
- Agri-Pulse
- Farms.com
- ZimmComm
Strategic Target Audiences and Channels

Our Target Audiences:

Consumers

- Consumer Food Connectors
- Millennials
- Parents
- Large Ethnic Groups

How We Reach Them:

- Traditional Earned & Paid Media
- Social Media
- High Profile Events
- Entertainment & Pop Culture

Key "Food Movement" Voices

- Nutritionists, Dietitians, Physicians, Academics
- Retailers & Foodservice Companies/Food Chain
- Politicians and Government Decision-makers
- Culinary/Chefs/Good Food
Launching SMART Farm in 2017
USFRA’s Assertive Voice

USFRA’s Voice for Agriculture:

• Our need for more scale, penetration and a voice that “breaks through” against the marketing hype
• An assertive voice that builds on the established credibility of “dialogue” and takes both a proactive and reactive approach
• A new voice that demonstrates shared values
In October 2016, USFRA and six top farming organizations challenged Dannon and other food manufacturers and retailers about their misleading food company marketing claims.

While Dannon believes in giving in to misguided consumer demands, farmers—who rely on the safe and sustainable practices provided by GMO crops—decided to speak out.

**Earned and Social Media Results**
There were a total of 1,456 mentions in traditional and social media, and the story was picked up by *USA Today*, *Reuters* and *Bloomberg News*, among many others.
Overview:
Our “Straight Talk” initiative is a campaign to engage the food industry in a dialogue on sustainable agriculture production, the marketing practices used to reach consumers, and the intersection of both trends.

We intend to:
• Hold Food Companies Accountable
• Engage in Open Dialogue
• Be a Resource

Tactics include:
• Letter to Dannon challenging its sustainability claims
• News conference discussing “Straight Talk on Sustainability” campaign
• Customer outreach and securing meetings with sustainability partners and food companies
• Straight Talk on Sustainability Social Media Series
Farmer and Rancher Sustainability Trainings

• In 2016, USFRA held 22 trainings with 900 people (either by webinar or in person training), highlighting how to speak to consumers about sustainable farming and ranching.
• Available to USFRA affiliates in 2017

Key Findings
• More than half of consumers say they consider the sustainability of how food is grown and raised when at the grocery store.
• 8 in 10 consumers say that sustainability and the environment are tied to four key areas: air, water, soil, habitat.

Key Messages
• Start by simply stating we care
• Define sustainability in a tangible way for consumers
• Show ties to smart business
• Focus on the future
• Highlight how technology is improving sustainability
• Tell personal stories from your farm