ADVOCATE

One who supports or defends a cause.

- o advances
- o bolsters
- o passionate
- o promotes

AGVOCATE

One who supports or promotes Agriculture.

- Agvocacy
- Agvocator
- Agvocating

AGVOCATE

 Being an Agvocate is simply having a strong passion and exuberance about agriculture!

Your passion will be a positive influence on those people you talk to and will enhance their perception of agriculture and the agricultural lifestyle!

R U REALLY AN AGVOCATE?

PENNSYLVANIA STATE
ASSOCIATION OF COUNTY
FAIRS CONVENTION
JANUARY 23, 2015
HERSHEY, PENNSYLVANIA

AGRICULTURE TODAY

- o The average American citizen is three full Generations removed from the "family farm".
- o The average American citizen is very dependent on "supermarkets and restaurants" to supply most all of their food needs.
- o Their "knowledge" of where their food comes from is very limited.

HOT DOGS / FRANKS / WEINERS . . .

- o are made from ?
 - (pig lips and _ _ _ _ !)
- o how are they made?
- o where are they made?

How would <u>you</u> answer these questions for a class of 3rd graders?

BEING AN ADVOCATE

- 1) Go after what you want or you will never have it!
- 2) Ask or the answer will always be NO!
- 3) Step forward or you will always be in the same place!
- 4) Never stop learning or you will always be a laggard!

TIPS for TOUGH TALKS!

- **Be a Listener.** Effective communication begins with effective listening!
- **Listen to understand.** Listen, summarize and restate what you heard.
 - "What I heard you say was"
- "Let me summarize that I heard you correctly "

TIPS for TOUGH TALKS!

- Hold your judgment. This will provide the opportunity to gain new information, insights, perspectives and facts. Be open to change; be able to reassess your views and thoughts.
- Outilize facts, research for your base. Avoid using opinions, assumptions, hidden beliefs and gut feelings as the basis for your conversation "facts".

TIPS for TOUGH TALKS!

- o Be self-reflective, self-aware and most of all be honest. Through talks, difficult dialogue and conversations in general, you should be able to identify assumptions, hidden beliefs, gut feelings that you hold.
- o "Me, myself and I". Be able to use "I" statements in conversation.

USE "I" STATEMENTS

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oI think . . . ; I feel . . . ; I know . . . ; I would like . . . ; I assume . . .
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 "When you told the third graders that hot dogs were made from gross animal parts

How would **you** finish this statement?

61/2 steps to agricultural advocacy

Michele Payn-Knoper, Cause Matters Corp.

- 1. Identify your target audience
- Find points of interest for the audience (hot buttons)
- 3. Know why agriculture matters
- 4. Dedicate time to deliver your message
- 5. Remember the big picture
- Follow your action plan

61/2 STEPS to agricultural advocacy

61/2. Put your passion to work

YOU may be the single most important agvocate at your fair!

Less than 2% of America's population is involved directly with agriculture!

AGRICULTURE'S "HOT"CONTROVERSIAL TOPICS

- o G M O
- o C O O L
- Antibiotics
- Animal Welfare
- Animal Diseases

AGRICULTURE'S "HOT" CONTROVERSIAL TOPICS

- Youth Programs (in Agriculture)
- Youth Livestock Shows have NO merit or real value; have NO relationship to production agriculture.
- NINE BILLION
- Social Media

AGVOCACY SUPPORT

- Advocacy: Championing Ideas and Influencing Others by John A. Daly
- o <u>www.youtube.com/users/americasfarmers</u>
- www.facebook.com/animalagalliance
 www.animalagalliance.org
- o www.agfuture.org
- Michele Payn-Knoper; Trent Loos, et.al.
- And on the eighth day GOD made a Farmer.

THANK YOU!

Thank you for being in attendance and Thank You for the honor and privilege of being a part of your 2015 PACF Convention!

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