



CONSUMER OUTREACH MEDIA PLAYBOOK

A COUNTY FARM BUREAU GUIDE
TO EARNED AND PAID MEDIA



Consumer Outreach Media Playbook

Are you ready to broaden the reach of your county Farm Bureau and tell the stories of your members? You've come to the right place.

Whether you're looking to earn free media coverage through pitching stories to news outlets or you're ready to invest in a paid ad campaign, this playbook has the basics of what you need to know to get started and connections to MFB resources to help you every step of the way.

In it you'll find:

- Customizable print, digital and billboard advertising campaigns focusing on expanding consumer knowledge through Michigan farm and agriculture facts, reminders for road safety around farm equipment, and messages sharing appreciation for farmers in your county.
- A short video promoting Michigan Farm Bureau and the accomplishments of agriculture in our state that can be used on a variety of platforms.
- Photo & video tip sheet for taking pictures to include in press materials.
- Story ideas that resonate with consumers.
- Templates that outline the details you'll need to help media advisory to invite reporters to an event for coverage and a press release to highlight your accomplishments.
- A simple how-to guide on submitting an op-ed to your local newspapers.

Your MFB staff is here to help amplify your message. Media relations specialist Jon Adamy can provide story ideas, media training, writing assistance, and distribution of targeted press releases to draw attention to all that your county has to offer.

Jon can be reached at jadamy@michfb.com or (517) 212-7185.



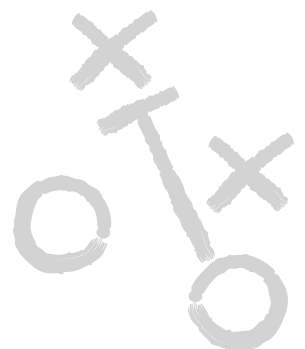
Templated Print, Digital and Billboard Advertisements for Consumer Outreach

Is your county Farm Bureau looking for ways to promote agriculture and increase consumer trust in food and farming systems? We've developed a collection of templated print, digital and billboard advertisements — with messages geared toward consumers — that can be customized to your county Farm Bureau. Available messaging themes include Michigan farm and agriculture facts, reminders for road safety around farm equipment, and messages sharing appreciation for farmers in your county.
















On the following page you'll find a sampling of the available advertisements. A full list of the available messaging options is included on the *Advertisement Design Request Form*.

How do I use these advertisements in my county?

1. Set an objective for your advertising campaign. What do you hope to accomplish?
2. Determine your county budget for a paid advertising campaign.
3. Decide what media outlet(s) you'd like to run advertisements.
4. Choose which messaging you'd like to use on your advertisements.
5. Contact the selected media outlet(s) for advertising pricing, size specifications, deadlines for placing advertisements, and advertisement artwork due date.
6. Contact MFB media relations specialist Jon Adamy at jadamy@michfb.com or (517) 212-7185 to walk through your media plan.
7. Fill out the *Advertisement Design Request Form* and submit to designservices@michfb.com.
8. Review the proofs of your advertisement(s) for accuracy.
9. Submit final advertisements to media outlet(s) for placement.
10. Ask the media outlet(s) to provide analytics on your advertisement(s) and review to see how your ads performed. Reach out to Jon for help interpreting the data if needed.

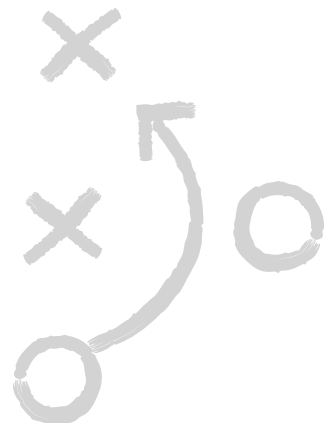


Sampling of Available Advertisements

Print Ads Design	Digital Ads Design	Billboard Design
Messaging Theme: Michigan Farm and Agriculture Facts		
 	 	
Messaging Theme: Farm Equipment Road Safety		
 	 	
Messaging Theme: Farmer Appreciation		
 	 	



To view additional ad samples,
scan the QR code.



CONSUMER OUTREACH MEDIA PLAYBOOK

Advertisement Design Request Form

Requestor Name: _____

County Farm Bureau: _____

What advertisements do you need created? (Select all that apply and include ad sizes below)

☐ Print Ad(s)

Ad sizes needed (in inches):

_____ " wide x _____ " tall

_____ " wide x _____ " tall

_____ " wide x _____ " tall

_____ " wide x _____ " tall

☐ Digital Ad(s)

Ad sizes needed (in pixels):

_____ px wide x _____ px tall

_____ px wide x _____ px tall

_____ px wide x _____ px tall

_____ px wide x _____ px tall

☐ Billboard(s)

Billboard sizes needed (in inches):

_____ " wide x _____ " tall

Billboard Company Name & Contact:

When are your advertisements scheduled to run? _____

What message would you like on your advertisement(s)? (Select one message below)

- ☐ Did you know? Agriculture adds \$104 billion to Michigan's economy each year.
- ☐ Did you know? Michigan raises more than 300 agricultural products, the second most of any state.
- ☐ Did you know? There are more than [X] farms in [X] County? *(We will insert the # of farms and county name)*
- ☐ Michigan Farm Fact: There are more than [X] acres of farmland in [X] County. *(We will insert the # of acres and county name)*
- ☐ Michigan Farm Fact: 95% of Michigan farms are family-owned.
- ☐ Michigan Farm Fact: Nearly 6,200 farms take part in an innovative environmental protection program.
- ☐ Thank You Farmers: For feeding Michigan families every day.
- ☐ We all stay safe when we share the road.
- ☐ Slow down around farm equipment.
- ☐ Stay alert!
- ☐ Let's all get home safely.
- ☐ Growing more food with less fertilizer.
- ☐ [X] County farmers — caring for our soil for generations. *(We will insert the county name)*

What type of ag imagery would you like on your advertisement(s)? (Select one category below)

Note: The design team will select an image that fits with the message you selected above. Some messages will be paired with specific imagery. Other messages have a range of imagery that could be used — we will use your selection below in this instance.

☐ Row Crops

☐ Vegetables

☐ Nursery Plants/Floriculture

☐ Fruit

☐ Livestock

☐ Forestry/Timber

Additional notes for designers: _____

To place your design request, submit this completed form to designservices@michfb.com.

Video Advertisement: Who is Michigan Agriculture?

Let's face it: Michigan farmers don't get enough credit. Growing the food, fiber and renewable fuel our state needs doesn't always get the attention it deserves, and that's because most people don't even have a basic understanding of the impact of agriculture in our state.

In the :30 video ad titled "Who is Michigan Agriculture?" viewers quickly get five key messages:

1. Recognition of the Michigan Farm Bureau name
2. The number of MFB members across the state
3. The total economic impact of agriculture in Michigan
4. A reminder of the pride farmers put into their work and what they grow and harvest
5. The word "agriculture" includes food, fiber, and renewable fuel families use every day

This ad can be used in a variety of formats, including on your county Farm Bureau's social media pages, as well as paid spots including digital ads that play before videos on sites like YouTube, or ads that run in theatres ahead of a movie. Determining your county's budget for consumer outreach can help determine which outlet is best for your goals.

Use your phone to scan the QR code to watch the video ad.



Video Script

Who is Michigan agriculture?

We are. Your Michigan Farm Bureau.

Along with more than 45,000 of your friends and neighbors across our state – we're working together to grow what families need — all while adding more than 100 billion dollars to our state's economy every year.

We do it with precision.

We do it with pride.

And we do it with a purpose.

To provide quality food, fiber, and renewable fuel at home — and beyond.

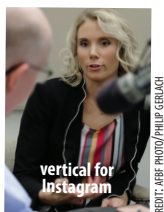


PHOTO AND VIDEO GUIDELINES

GENERAL & GUIDELINES

Orientation

- Horizontal is better all-around for group settings
- Opt for horizontal unless you're shooting for specific use
- Vertical is best for Instagram stories



Lighting

- Morning and late afternoon natural light yields better results
 - ~ Subjects (people or objects) should face the sun/windows
 - ~ Avoid shadows in outdoor photos
 - ~ Avoid fluorescent lighting when possible (events & meetings)
 - ~ In backlit situations, use a fill flash (on camera flash) to avoid silhouetting your subject, or try reflective lighting to illuminate your subject
- Exposure
 - ~ Make sure images aren't blown out (too light) or dark



Background

- Opt for a clean, uncluttered background
 - Take a few steps away to avoid shadows
 - Try shooting your video in the background you are talking about
- Example:** If you're talking about planting corn, shoot the video in the field, not in your office



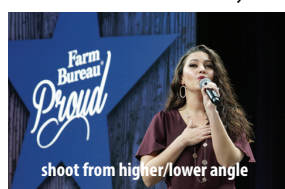
Focal Points

- Focus on one area, which blurs the background



Perspective

- Shoot from a higher or lower angle
 - ~ Sometimes it can be necessary to be on the same level as the subject



Zoom

- Avoid the "zoom" — physically move closer to your subject

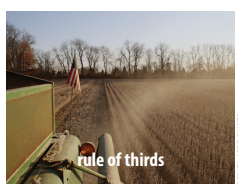
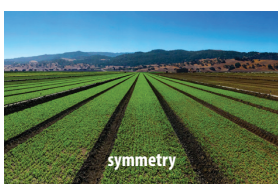


No Photographer? No Problem.

- If you're trying to take a photo by yourself, opt for taking a longer video, then take a screenshot from the video to serve as the photo
- Opt to take a landscape shot if you don't have someone to take your photo
- Set up a tripod or set phone on tailgate and use iPhone or Android timer
- Photos do not have to be professional grade
- If you have an Apple Watch, there is a built-in photo timer that can be utilized to time photos

Symmetry v. Rule of Thirds

- Symmetry means centering your subject
 - ~ In between two grain bins or a tractor centered in your frame
- Rule of thirds
 - ~ Use a grid to divide an image into 9 equal parts
 - ~ The most interesting elements should be on a grid line or at an intersection



iPhone / Android Cheat Sheet

	iPhone	Android
Set Grid	Settings > Camera > Grid	Open Camera App > Settings > Toggle "Grid Lines"
Auto Focus	Tap and hold the subject until the yellow AE/AF Lock alert appears.	Tap and hold the screen until the yellow lock appears. Tap where you want the focus of the photo to be and take the photo.
Set Exposure	Tap once on the focus square and exposure slider; use the sun icon to increase or decrease exposure.	Tap and hold the subject until the yellow sun appears. Drag the sun icon left or right to adjust.

VIDEO-SPECIFIC GUIDELINES

Recording

- Start recording for a few seconds before you begin talking and record for a few seconds after you finish talking
- Do a test run and play back the video to check audio and lighting
 - ~ Check for background noise or objects that will take away from the video
 - ~ Avoid music in the background
- Don't be afraid to shoot the video multiple times to get it right



Selfie Videos

- Shoot vertically for stories or shoot wide so you can edit the video to the specs needed in post-production
- Look into the camera to make eye contact with the viewers
- Check out this awesome "How Not to Shoot Video" guide from Texas Farm Bureau
 - [VIMEO](#)
 - [DOWNLOAD](#)
- Tips for Increased Production Value
 - ~ Include closed captions
 - ~ If you use music, make sure you're licensed to use said music

✓ DO'S & X DON'TS

Do's

- Take photos that are high-quality, crisp, clean and tell a story
- Clothing choices:
 - ~ Be aware of distracting patterns
 - ~ Avoid white shirts as they wash out subjects
 - ~ Avoid brands on hats/clothing
- Ensure any hats/caps are not shading the subject's face too much
 - ~ Often it just requires the hat/cap to be tilted back
- Remove sunglasses
- Take both horizontal and vertical photo
- When going into a classroom, ask administration if there are students who don't want their photographs taken and/or utilized for social media efforts
- When kids are involved, ensure parental consent is given and ensure safety guidelines are used
- Be cognizant of safety protocols in photos (Helmets on ATVs, Rollover protection structures (ROPS) on tractors, no riding in back of pickup trucks, etc.)
- Opt for candid or action shots v. staged photos

- Utilize iPhone or Android timers to take photos of yourself or specific images

Don'ts

- Avoid using filters. If necessary, adjust brightness and composition

Stock Photos

- Only use stock photos when needed, but if you must, ensure you have the rights to photos or that they're royalty-free

Sites like www.gettyimages.com or www.istock.com offer priced packages for you to download royalty-free images. [Here](#) is a guide to online images copyright and fair use laws.

Free online resources include: Unsplash, Pixabay and Pexels

GLOSSARY TERMS

B-Roll: Secondary video footage shot outside of the primary (or A-Roll) footage. It is often spliced together with the main footage to bolster the story, create dramatic tension, or further illustrate a point.

Portrait Mode: Simulates a shallow depth of field using edge detection and/or depth mapping to differentiate between the foreground and background. It then blurs the background, simulating a shallow depth of field and making the foreground pop.

Exposure: Amount of light that reaches your camera sensor or film. It is a crucial part of how bright or dark your pictures appear.

Closed-caption: The display of text on a video screen, usually a transcription of the audio portion of a program as it occurs (either verbatim or in edited form).

Licensing: A permit for the use of a picture or video taken by someone else.

RESOURCES

How-To:

- [Shoot Good Video With iPhone](#)
- [Shoot Good Video with Android](#)

Programs:

- iMovie
- Inshot
- Lightroom for iPhone
- [Video Editing Apps for Android](#)

Equipment:

- [iPhone Stabilizer](#)
- [iPhone Lav Mic](#)
- [Selfie Stick](#)
- [Ring Light](#)

GUIDELINES



AMERICAN FARM BUREAU FEDERATION®

Story Ideas that Resonate with Consumers

Pitching the right story makes all the difference in determining who receives media coverage. News directors want stories that are different, exciting, impactful, and timely.

There are amazing stories happening in your county every day — you just need to know where to look. Start by considering the broad concepts listed below and think about how you could create a compelling story idea that would increase a consumer's understanding of agriculture.



Farmers helping farmers



New innovations/ag practices



Voluntary conservation programs



The impacts of regulations



Weather, weather, weather



Diversity of Michigan agriculture



Shifting market trends/agritourism

Adopt-a-Farm

Looking to take your relationship with local media a step further? Consider finding a member to take part in an “Adopt-a-Farm” series of reports, in which a reporter writes multiple stories focusing on one farm over the course of a year. Taking a reporter inside your daily operations takes a commitment but pays off by providing their audience with an in-depth look at what it takes to farm in Michigan.





Use your phone to scan the QR code to see how WLNS TV6 in Lansing put their own spin on the series they titled “On the Farm.”

To take part in this program, contact MFB media relations specialist Jon Adamy.

DIGITAL EXCLUSIVES

ON THE FARM: A deep look into the calving process


by Samana Sheikh
Posted: Jul 8, 2021 / 05:11 PM EDT
Updated: Jul 8, 2021 / 05:11 PM EDT


SHARE    

ST. JOHN'S, Mich. (WLNS)—Dairy farmers across the United States help calves become healthy adults through a method called, “calving process and assistance.” This process consists of several steps when a pregnant cow goes into birthing. Then, a calf is born and dairy farmers start the process of feeding the calf milk, food, and keeping them in separate stables so all of the calves can be fed the same amount of food.

Dairy farmers need to have the proper training to reduce stillbirths and identify the signs needed for assisting cows that are going into birth. Farmers also need to keep a record of all of the calves on the farm. There are [three stages of birth](#) for an adult dairy cow to give birth to a calf. According to Iowa State University, 70 percent of cows deliver without assistance.

“The most important thing on a dairy farm is taking care of the cattle because these girls are with us forever,” said Carla Wardin Co-owner of [Evergreen Dairy Farm in St. John's, Michigan](#).





Media Advisory Template

A simple, straightforward media advisory is the best way to invite reporters to cover an event. Newsrooms across the state receive countless media advisories each day — meaning it's always a competition for who gets coverage.

The best pitch is one that has all the pieces lined up in advance. That means identifying which of your county Fam Bureau leaders will be available for interviews and making sure they're ready to talk to reporters, including on-camera interviews.

A media advisory should be short and include all the relevant information a reporter would need to know, including how to get in touch with your county's designated on-site media contact, the date and time of the event, the address, and who will be available for interviews.

Reporters are always working on a deadline, so it's critical that they know roughly how long a story will take for them to record and travel back to their newsroom.

MFB media relations specialist Jon Adamy can assist in sending your media advisory to news outlets in your area. Media advisories are typically sent 5-10 days before the event takes place to give reporters ample time to plan, so please reach out to Jon at least 14 days in advance of your event with the details listed below.

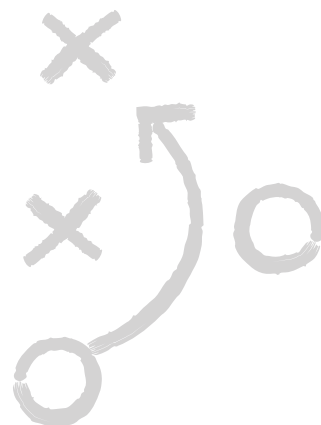
MEDIA ADVISORY

Contact: (Name and title of on-site media contact, cell phone number and email)

(Title/short description of event)

(CITY, MI) — (In a few brief sentences, quickly give enough detail for the reporter to understand what is happening at your event. Include details such as how long the event has been happening, how many people are expected to attend, what the order of events is, who the notable speakers are, and when interviews will be available.)

- **When:** (Day of the week, Month, Day, time a.m./p.m.)
- **Where:** (Address – include any special notes on how to get there)
- **Interviews available:**
 - (Name and title of those who will be available for interviews)



Press Release Template

A press release quickly summarizes an event and provides relevant details and quotes for reporters to use in writing their own version of the story. Reporters will often reach out to the designated contact listed on your release for more information, or additional interviews.

Press releases are typically sent the same day that something happens, so it is important that they are prepared in advance. Including photos with your press release increases the chances it will be published.

Begin by identifying the most noteworthy aspect of the story you're telling and make it the focus of your title, then provide supporting quotes from a county Farm Bureau leader within the press release. Be sure to reference any MFB policy that is relevant for your topic.

Every press release is different, but the template below outlines the basic information that should be included. Your individual press release needs may differ. Common press releases at the county level may include highlighting an event, like an annual meeting, county Farm Bureau awards, Young Farmer spotlights, donations, or other noteworthy topics.

If writing a press release about an event, include the location and date it took place and how many people attended, along with the contact information of your designated media contact.

Contact MFB media relations specialist Jon Adamy to discuss how to best leverage a press release for your goals.

PRESS RELEASE

Contact: (Name and title of on-site media contact, cell phone number and email)

(Title here, include County Farm Bureau name in title)

(CITY, MI) — Begin with a summary of your county event, including the date and other relevant details such as how many farmers attended, how long an event has been happening and what was accomplished. This opening paragraph should cover the “who,” “what,” “why,” and “where.”

(PICTURE OF EVENT)

“(Short quote from County leader providing supporting details on the most pertinent topic and why it is impactful),” said (County leader name), (County leader title).

If applicable, include a summary of Michigan Farm Bureau policy that is relevant to your topic here.

Include a sentence or two follow-up coverage opportunities for reporters, or related events happening in the future.

Link to any relevant websites or list ways to get more information about a program or event here.

Op-ed 101: Your Connection to Local Newspapers

An op-ed (or “opposite editorial”) is a powerful tool for getting your message out through local newspapers — both print and digital — to a wide consumer audience. Op-eds are a way for people outside the world of journalism to contribute directly to a news outlet, in their own words.

Most outlets allow for no more than 500-700 words for an op-ed, and some limits are even fewer. These are hard limits, and submissions longer than the requirements will not be considered. Specific op-ed guidelines are available on each newspaper’s website.

Writing an effective and persuasive op-ed starts by determining the goal of your message.

Examples include:

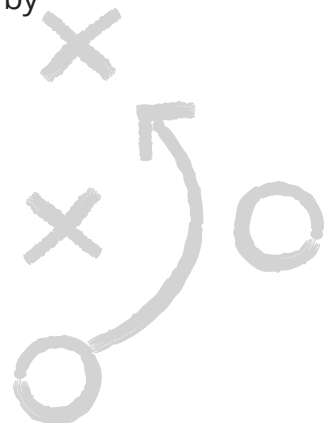
- Advocating for a specific issue or legislative bill
- Building consumer confidence in Michigan’s agricultural products
- Highlighting the work of members in your area
- Shining a spotlight on conservation practices
- Responding to inaccurate information

A few things to keep in mind while you write:

- Know your audience. Op-eds are read by a wide array of people, both in print and online. This includes influential members of your community, and elected officials.
- Get to your goal. With limited space to make your point, it’s important to get directly to what you want to say.
- Have a “hook.” Newspapers are limited by print space, so you must present a compelling reason why people need to read what you have to say, and why it’s timely.
- Use your experience. You’ll need to provide evidence to back up your argument, and the personal experience of your members is the perfect firsthand source of information. Write about why an issue impacts you and how it may impact consumers based on your experience.

Visit the website of the paper you’re targeting to submit your op-ed — most outlets only accept digital submissions. MFB media relations specialist Jon Adamy can help you determine the best outlet for your message and assist with the writing and submission process.

Use your phone to scan the QR code to read an example of an op-ed written by MFB President Carl Bednarski.



CONSUMER OUTREACH MEDIA PLAYBOOK ADDENDUM: ADDITIONAL CAMPAIGNS

Road Safety Campaign

Our updated road safety campaign focuses on the importance of staying alert and slowing down around farm equipment and is built around the positive message of “thank you for sharing the road with farmers.”

The campaign includes two video ad spots, templated print/digital and billboard ads that can be customized with county Farm Bureau logos, templated letters to the editor and press releases for spring planting and fall harvest, and talking points.

VIDEOS



Safe Driving :30

<https://youtu.be/76CnzVxqEMg>



Safe Driving :15

<https://youtu.be/t-sMMTrmaQk>

PRINT/DIGITAL, BILLBOARD AD OPTIONS

Examples shown below. To view additional ad samples, scan the QR code.



LETTER TO THE EDITOR: Spring planting

Warmer weather is finally here, and that means farmers will soon be hard at work planting the crops that feed families in Michigan and beyond.

We can use some pretty large equipment to get it done, and that means you may soon be seeing more farm machinery on the road. Keep an eye out for anything that has an orange triangle on the back — which is a slow-moving vehicle sign.

If you're driving 55 miles an hour it only takes about five seconds to travel the length of a football field and catch up to a piece of equipment going 15 miles per hour. That's why it's critical to be attentive and be ready to slow down.

We ask that if you're behind farm equipment on the road, you slow down and only pass when it's safe to do so. Remember that if you can't see the driver of farm machinery, they can't see you.

While farmers try their best to stay close to the shoulder of the road, keep in mind that we might have to merge over to avoid hitting something — like a mailbox. Also remember that our machinery doesn't turn like a car, so we may need to make a wide turns every now and then.

We all want to get our work done safely and get back home safely to our families, and we can do it — together.

Thank you for sharing the road with farmers.

LETTER TO THE EDITOR: Fall harvest

It's harvest season in Michigan, and that means farmers will soon be busy in the fields to gather food for families in Michigan and beyond.

Harvesting is hard work, and we can use some pretty large equipment to get it done. That means you may soon be seeing more farm machinery on the road. Keep an eye out for anything that has an orange triangle on the back — which is a slow-moving vehicle sign.

If you're driving 55 miles an hour it only takes about five seconds to travel the length of a football field and catch up to a piece of equipment going 15 miles per hour. That's why it's critical to be attentive and be ready to slow down.

We ask that if you're behind farm equipment on the road, you slow down and only pass when it's safe to do so. Remember that if you can't see the driver of farm machinery, they can't see you.

While farmers try their best to stay close to the shoulder of the road, keep in mind that we might have to merge over to avoid hitting something — like a mailbox. Also remember that our machinery doesn't turn like a car, so we may need to make a wide turns every now and then.

We all want to get our work done safely and get back home safely to our families, and we can do it — together.

Thank you for sharing the road with farmers. 15

PRESS RELEASE:

(Insert county name) farmers urge drivers to share the road with farm equipment

It's (planting/harvest) season in Michigan, and that means farmers will soon be busy in the fields to (planting crops/gathering food) for families in Michigan and beyond.

(Planting/Harvesting) is hard work, and farmers can use large equipment to get it done. That means drivers may soon be seeing more farm machinery on the road.

(County) Farm Bureau President (CFB President name) asks that drivers keep an eye out for anything that has an orange triangle on the back — which is a slow-moving vehicle sign.

"If you're driving 55 miles an hour it only takes about five seconds to travel the length of a football field and catch up to a piece of equipment going 15 miles per hour," (CFB President last name) said.

"That's why it's critical to be attentive and be ready to slow down."

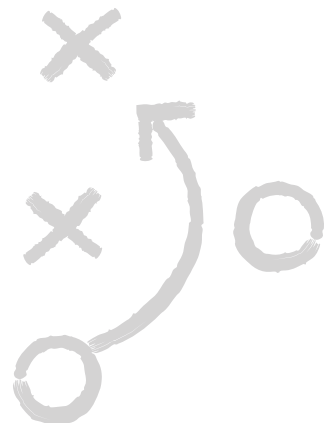
Farmers also ask that if you're behind farm equipment on the road, you slow down and only pass when it's safe to do so. Remember that if you can't see the driver of farm machinery, they can't see you.

While farmers try their best to stay close to the shoulder of the road, keep in mind that they might have to merge over to avoid hitting something — like a mailbox.

Also remember that their machinery doesn't turn like a car, so they may need to make a wide turns every now and then.

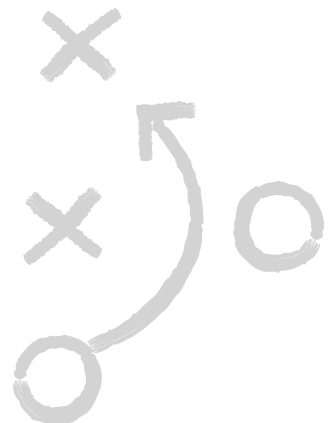
"We all want to get our work done safely and get back home safely to our families, and we can do it — together," (CFB President last name) added.

"Thank you for sharing the road with farmers."



ROAD SAFETY INTERVIEW TALKING POINTS

- Planting season is here, and farmers are working hard for you. That means you might find yourself behind farm equipment while you're out on the road.
- It's critical for drivers to be alert and watch for slow moving vehicle signs — which are orange triangles — when they're on the road.
- Farm equipment travels 3 to 4 times slower than cars out on the road.
- If you're driving 55 miles an hour it only takes about five seconds to travel the length of a football field and catch up to a piece of equipment going 15 miles per hour. That's why it's critical to be attentive.
- We're trying to get from field to field as quickly and safely as possible. Thank you for sharing the road with farmers.
- Look for the driver. If you can't see them, they can't see you.
- While farmers try their best to stay close to the shoulder of the road, keep in mind that farmers might have to merge over to avoid hitting something — like a mailbox.
- Watch for left hand turns, especially when passing! Farm equipment often makes wide left-hand turns.



Conservation Messaging Campaign

Farmers care about the environment and are going above and beyond to protect it. The campaign options below address a wide array of conservation-related topics that can be tailored to fit your county's outreach goals.

The campaign includes templated print/digital and billboard ads that can be customized with county Farm Bureau logos, video ads, a letter to the editor, talking points, and a storytelling prompt.

VIDEOS



Conservation :30

<https://youtu.be/zXQ4sIMGkAs>

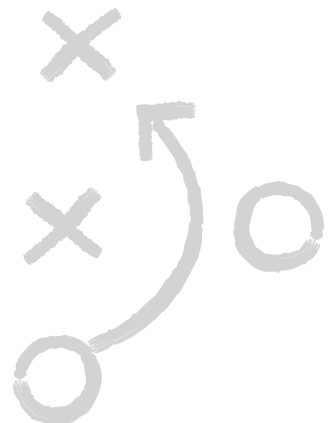


Conservation :15

<https://youtu.be/MafpY275yjjg>

PRINT/DIGITAL, BILLBOARD AD OPTIONS

Examples shown below. To view additional ad samples, scan the QR code.



LETTER TO THE EDITOR

(County name) County farmers are doing their part to protect the environment

Farmers comprise less than 2% of the population in the United States, and here in Michigan there are about 46,000 farms.

We're your friends, neighbors and coworkers.

Ninety-five percent of farms in our state are family-owned, and many of us have taken care of the same land for generations.

We farm because we love what we do and take pride in being able to provide quality, nutritious food to families in Michigan and beyond — all while adding more than \$100 billion to the state's economy through its food and agriculture sectors.

Michigan raises the most agricultural products of any state with a reliable water supply. Our area is one of the top producers in the state for (insert county-specific commodities here, available via USDA data).

Some years are harder than others, but we always persevere. We know people are counting on us.

Through it all, we take pride in protecting our soil and water. That's why we go above and beyond to ensure we're doing everything we can to be responsible stewards of the environment and the land we live on.

We plant vegetation in the off-season called "cover crops" to keep the soil in the fields and to keep it healthy to support the crops we grow. We carefully plan when, how, and how much nutrient to feed our crops to ensure they get just what they need and no more, and we keep vegetated buffers along waterways which reduces the chance of erosion or losing those nutrients.

We feed our livestock careful diets to maximize their health, and responsibly recycle the nutrients in their manure to grow the crops and forage they eat.

We're growing more food with less fertilizer than ever before and many of us have also reduced our tillage as technology has improved — leading to more carbon being stored in Michigan's soils.

We also follow stringent standards set by state and federal regulators in everything we do.

Recent polling from shows nearly 90% of people trust farmers. We hope that through the conservation work we do and the quality products we provide, we can help you be one of them.

The next time you pass a farm, take a moment to think about the folks who live and work there, and know we're proud to call Michigan home.

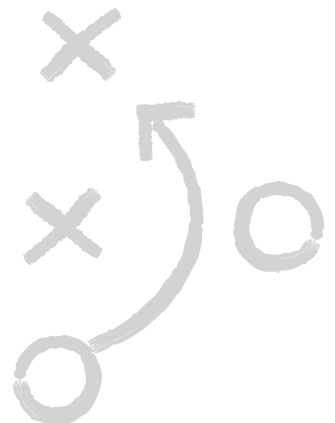
TALKING POINTS

- Farmers take pride in protecting our soil and water.
 - We go above and beyond to ensure we're doing everything we can to be responsible stewards of the environment and the land we live on.
 - We plant vegetation in the off-season called "cover crops" to keep the soil in the fields and to keep it healthy to support the crops we grow.
 - We carefully plan when, how, and how much nutrient to feed our crops to ensure they get just what they need and no more.
 - We keep vegetated buffers along waterways which reduces the chance of erosion or losing those nutrients.
 - We feed our livestock careful diets to maximize their health, and responsibly recycle the nutrients in their manure to grow the crops and forage they eat.
 - We're growing more food with less fertilizer than ever before and many of us have also reduced our tillage as technology has improved — leading to more carbon being stored in Michigan's soils.
 - We also follow stringent standards set by state and federal regulators in everything we do.
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CONSUMER CONVERSATION EXAMPLE

"On my (insert commodity) farm, I (insert simple conservation practice) to (save, conserve, measure, manage) (insert issue)"

Example: On my crop farm, I plant a 10-foot area of wildflowers and grasses along the edge of my field between the crops and the ditch. These plant roots act as a natural filter keeping any fertilizer on the crops and out of the water way.





Commodity Spotlight Materials

This campaign includes video ads created by the Michigan Ag Council — visit <https://www.youtube.com/watch?v=UCq8wjCbHCs> or scan the QR code — which can be used to highlight the many commodities produced in Michigan, along with a new handout and banner that can be customized to each county's specific profile found in USDA's Census of Agriculture.




Contact Jon Adamy to start the process of getting updated information for your county based on the example below.







Iosco County is home to nearly **250 farms**, caring for almost **34,000 acres** of land.




98% of farms in Iosco County are **family owned** and **17%** of our farmers are **veterans**.




Farmers in our county contribute about **\$15 million** to Michigan's economy.



Our top products include **beef, dairy, hay** and **grain**.
Learn more about these products on the other side of this handout.



Iosco County Farm Bureau has more than **800 members**.
Interested in becoming one of them? To learn more, call (877) 383-9545 or visit michfb.com/membership.



To learn more about Michigan farmers and the products they grow and raise, visit michigangrown.org.

Beef

- The leather from one cow hide is enough to make about 18 pairs of shoes.
- Beef cattle are typically ready to market weighing in at 1,000–1,300 pounds.
- A market beef steer weighing in at 1,100 pounds will yield approximately 475 pounds of meat.



Dairy

- On average, a cow is milked 2 to 3 times a day.
- One cow's daily production is 9 gallons of milk which equals 3.7 pounds of butter or 7.7 pounds of cheese.
- Farmers work with veterinarians and animal nutritionists to ensure their animals are healthy.



Hay

- When hay is cut, it is left in the field for a day or two to dry. Once the cut plants are dry, they are raked into windrows in order to be baled.
- Hay is grown specifically for use as livestock feed. It can vary from a dark green when freshly baled to a lighter green after time in storage.
- Hay can either be a single species or a mixture of plants. Alfalfa, clover, ryegrass, and timothy are commonly grown for hay.



Grain

- Grains are seeds from crops like wheat, corn, soybeans, barley, or oats.
- Grains are used in food products, animal feed, plastics, cooking oils, fuels, cosmetics, and alcohols.
- Flour, cornmeal, oats and popcorn are some of the grains you might find in your pantry.

