

**Top 9 Forms of Communication
With a Farmer +
7 Ways to Win Friends and
Influence Farmers to Use Ag BMPs**

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Top 9 Forms of Communication

- Listed from LEAST EFFECTIVE to MORE EFFECTIVE
- 9. E-mail, internet, television, YouTube
- 8. Newsletters
- 7. Farmer group letter / PERSONAL Letter
Hand-addressed!

Success?



Top 9 Forms of Communication

- 6. Group Meeting
(at the Dinner Bell, at 10:30 am)
- 5. See them “In Town”
(Dinner Bell from 11:30 am – 12:30
or the Farmer’s Co-op 12 noon - 1
or Simmons’ BP at Philadelphia 8 – 9 am)

Success?



Top 9 Forms of Communication

- 4. Telephone (home or farm office)
Most effective time may be 7 – 8:30 pm

- 3. THE “HOME VISIT”
Talk to the wife
Talk to “Momma”

Success?



Top 9 Forms of Communication

■ 2. CELL PHONE

- assure them they can call you ANYTIME
- give them your number
- get THEIR number

Leaving VOICE MAIL messages is okay

(They could be on a tractor, or have their arm up a cow, & not be ignoring my call on purpose)

Success?



Top 9 Forms of Communication

- The NUMBER ONE SUCCESSFUL Form of Communication with a Farmer is:

FACE – TO- FACE CONVERSATION

(To be REALLY SUCCESSFUL, may involve a tailgate, walking through the herd, being in the milking parlor, riding from one farm to another with them, babysitting, retrieving a cold drink)

Success?



7 Ways to Win Friends & Influence Farmers to Use Ag BMPs

- In order to win friends and influence farmers involves being accepted. Therefore, remember:
 1. Know my subject (water quality, soil testing, stream sampling, stream data)
 2. Know their subject
(Dairy, beef, silage, hay, etc.)

Success?



7 Ways to Win Friends & Influence Farmers to Use Ag BMPs

- Following 1 & 2 (being knowledgeable)
- 3. When you don't know, SAY:
“ I DON'T KNOW. BUT,
I Can Find Out For You.”

7 Ways to Win Friends & Influence Farmers to Use Ag BMPs

■ 4. Fit in

- I Love My Truck!
- Dress the part Including boots

Success?



7 Ways to Win Friends & Influence Farmers to Use Ag BMPs

- 5. Mention and leverage their “standing” in the community. IF they have some “standing” in the area or IF THEY THINK they do:

They will have considerable motivation to participate/become active/install BMPs in order to maintain/increase their standing.

Success?



7 Ways to Win Friends & Influence Farmers to Use Ag BMPs

■ 6. KNOW THEM &

HONOR THEIR SCHEDULE

Milking

Divorce

Planting

\$

Chopping silage

Feud

Vet/Equipment dealer

Success?



Success?



7 Ways to Win Friends & Influence Farmers to use Ag BMPs

■ 7. KEEP MY MOUTH SHUT!!!

Do NOT gossip.

They know each other.

They may be kin.

Questions can be traps.

Success?



Success?



Success?



Success?



Success?



Success?



Success?



Success?



Success?

