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?

KING JESUS IS COMING
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
- Planting
- Chopping silage
- Vet/Equipment dealer

- Divorce
- $ (currency symbol)
- Feud
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?

King Jesus is Coming
Success?
Success?
Success?