

PFI NON-FARMERS: LEARN HOW TO
BECOME A FARMER ADVOCATE

Saturday, January 21, 2017

PFI 2017 Annual Conference

INTRODUCTION -PURPOSE OF THIS SESSION

- Be a voice for Iowa farmers
- Advocate for what is important to you
- Everyone can lend a hand, and PFI can help!

BY THE END OF SESSION


- Ideas—what are you passionate about?
 - What kind of change do you envision?
- **How** do you want to communicate this?
- Commitment

GAIL'S EXPERIENCES

The coming farmland transfer: Who

Gail Hickenbottom Published 5:22 a.m. CT Dec. 21, 2014 | Updated 5:26 a.m. CT Dec. 21, 2014



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(Photo: Register file photo)

In October 1979, Pope John Paul II said Mass at Living History Farms and told the 300,000 gathered there that farmland "must be conserved with care since it is intended to be fruitful for generation upon generation."

The homily had a profound effect on Iowa farmer Tom Frantzen, who, with his wife, Irene, used the pope's inspirational speech to develop a plan for their farmland's future. The Frantzen family and others' stories provided inspiration for Mary Swander's powerful new play, "Map of My Kingdom," to be shown Jan. 11.

Fifty-six percent of Iowa farmland is owned by people over the age of 65, and 30 percent of Iowa farmland is owned by those older than 75 years of age, according to Iowa State University's 2012 report "Farmland Ownership and Tenure Report in Iowa." The need for land transfer education and discussion is crucial since more than half of the Iowa farmland will be handed over to new owners and stewards of the land



OTHER OUTREACH LEADERS

Donna Prizgintas, *Iowa News Service*: [click here](#)

Ruth Rabinowitz, *Fishers and Farmers*

Mark Gannon, “**Water Works**

lawsuit started overdue

discussion” letter to Des

Moines Register



- Mark Bittman and Ricardo Salvador are non-farmer advocates:

<https://www.youtube.com/watch?v=DFLQSIYwdkU>

- You don't have to be Mark Bittman or Ricardo Salvador to be an effective advocate for farming and food systems you believe in!

STRATEGIC PLAN GOAL

- Train and help 12 non-farmer outreach leaders become advocates for farmers
- Friends of farmers have expressed need and interest
- Have different credibility than a farmer

WHAT IS YOUR VISION FOR IOWA?



CREATING A PERSUASIVE STORY

- Introduction
 - Grab attention
 - Clearly state topic/purpose
 - Call to action
 - Establish credibility
- Body
 - Up to 3 subpoints
 - Complication
- Conclusion
 - Restate call to action
 - Briefly summarize subpoints

STORY DEVELOPMENT



PLEDGE YOUR INVOLVEMENT

- Please sign up
- PFI will help!
- Anyone want to publicly do so?
- Turn in paper before you leave

THANK YOU!