

# 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 lowa 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



(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 lowa farmland is owned by people over the age of 65, and 30 percent of lowa farmland is owned by those older than 75 years of age, according to lowa State University's 2012 report "Farmland Ownership and Tenure Report in lowa." The need for land transfer education and discussion is crucial since more than half of the lowa 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 nonfarmer advocates:

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

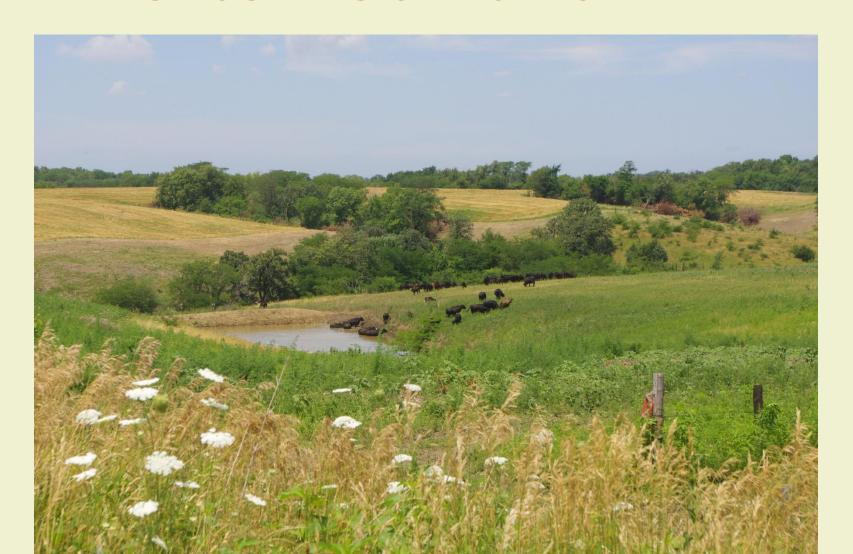
 You don't have to be Mark Bittman or Ricardo
Salvador to be an effective advocate for farming and food systems you believe in!

#### 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

# PRACTICAL farmers of Iowa

### 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

# PRACTICAL farmers of Iowa

### 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!