

## Communicating Your Sustainable Growing Practices: A Conversation about Challenges and Strategies

PFI Commercial Apple Growers Workshop, Feb 6, 2024, Ames, Iowa

### RESOURCES

#### Farming and Food Narrative Project:

<https://www.farmingandfoodnarrative.org/>

<https://www.farmingandfoodnarrative.org/resources>

#### The Hartman Group: reports, infographics, mailing list

<https://www.hartman-group.com/>

#### Red Tomato [www.redtomato.org](http://www.redtomato.org)

EcoCertified™ Program Overview. <https://redtomato.org/eco/>

EcoCertified™ Grower Resources: <https://redtomato.org/ecogrower/>

#### Eco Communications Toolkit

[https://redtomato.org/wp-content/uploads/Talking-about-Sustainable-Orchards\\_Toolkit.pdf](https://redtomato.org/wp-content/uploads/Talking-about-Sustainable-Orchards_Toolkit.pdf)

Red Tomato's [YouTube channel](#) includes short videos aimed at helping you and your staff talk about what EcoCertified means for your farm: [How to Answer "Is This Organic" When it Isn't](#), [Talking About Pesticides](#) and [Why Talk About Agriculture With Farm Visitors](#).

#### IPM Institute of North America

<https://ipminstitute.org/>

#### Grower Examples:

Scott Farm Orchard, Dummerston, VT. <https://www.scottfarmvermont.com/>

Rogers' Orchards, Southington, CT. <https://rogersorchards.com/>

Clark Brothers Orchards, Ashfield, MA. <https://www.clarkbrothersorchards.com/>

Buffalo Ridge Orchard, Central City, IA. <https://buffaloridgeorchard.com/>

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