

In 1870, agriculture made up 70% of the American workforce. Today farmers and ranchers make up only 1.3% of the workforce in the US. Therefore, it is not surprising that over time, consumers have become detached from the food production process. The avocado meme at the centre of this article was intended to be amusing. However, it highlights the reality that a lot of people are in the dark about where their food comes from, despite having access to more information than we ever have before. This access to information has many benefits, but it also has its drawbacks, particularly when information is incomplete or capitalizes on fear. As you know, our industry faces pressure on many fronts. It can seem like the food you produce, and how you produce it is under a magnifying glass every day. And whether we want to or not, we are often tasked with having to defend the industry that provides sustenance to the world.

We are pleased to provide you with a new tool that will help you advocate on behalf of agriculture and inform consumers about the essential work you do. We have partnered with **Know Ideas Media** to bring you advice on how to communicate about our sector, and content to make it easy to get different points across. Know Ideas Media takes a respectful, balanced approach to communicating information about agriculture, rooted by research and science. They address the hot topics currently facing our industry, but they also do a really nice job providing educational content designed to reacquaint the public with the various practices of agriculture. They mix in a bit of comedy and have a modern documentary style to their videos.



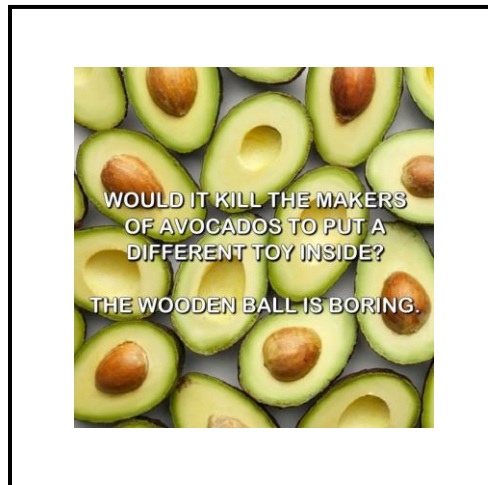
They have done all the work. The research, the production, the visuals, and they have wrapped it all up into a nice package, ready for you to click “share”.



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How to access the content: Its simple AND its Free

Every two weeks, Know Ideas Media will deliver content to you, as well as lessons and insights on how to use that content effectively. We are confident that this resource can help improve this sector’s relationship with consumers and help protect agriculture in the future.



Please navigate to this URL <https://knowideasmedia.ca/rayagro/> and click “YES” when you are asked to be notified about new content. Every couple of weeks, Know Ideas Media will let you know when new content and lessons are available. You can choose to share the content via social media, or just keep it in the memory

bank, for your next conversation with a consumer, its up to you. If you are not the communicator in your operation, consider passing this link along to somebody in your operation who may find it insightful.



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