

**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!

# 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)

# 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”

# 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)

# 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.)

# 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

# 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

Divorce

Planting

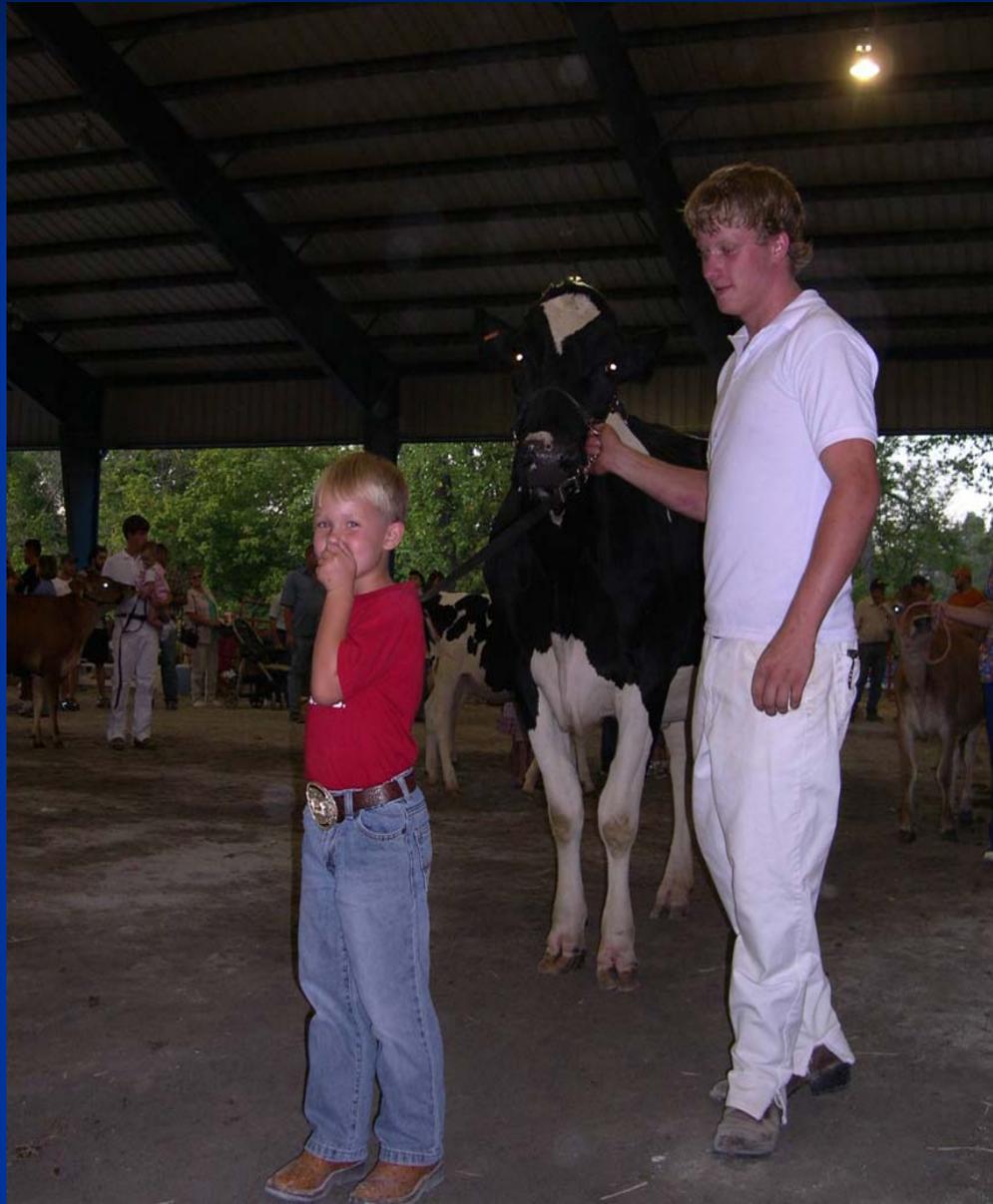
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Chopping silage

Feud

Vet/Equipment dealer

# 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?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?



# Success?

