

Group 1

Christine  
Hamilton Q1

- 1) getting rural folks on social media to tell our story  
advocacy
- 2) tell stories, break stereotype, talk about sophisticated technology to dispell any "backwards" image
- 3) unite all in ag - we're all together - not "big/small ag"
- 4) ag is a very productive industry  
get that message out  
create a positive narrative
- 5) non-political & "big tent" attitude
- 6) day at the (state) Capitol, lunch in the Rotunda
- 7) Legislators to visit farms state-level decisions
- 8) Communication strategy are powerful locally

## Group 5 - Q1 Patterson

- 1) Improve Communications
  - Capitalize on Yellowstone
  - Capitalize on ~~the~~ interest in food
  
- 2) Enhance rural infrastructure and economic development



## Group 6 - Q1

John  
Power

Q1. ① City - Farm Exchange Program. Put yourself into other people's shoes.

② Ag Education in the school system, targeting high school students.  
Ag Education in elementary school might get lost when kids grow bigger.  
More ag classes in the school system to generate impact.

Organized system of education to delivery <sup>curriculum</sup> / information to audiences using online education, using the Khan academy.  
to solve the ~~more~~ capacity issue of decreasing Ag teachers.

③ Alignment with 4H & FFA, US Farmers and Ranchers Alliance

④ Video tour and public direct communication with farmers.

⑤ Pivot program using Chicago schools and connect them with rural schools with students / kids education and also using Farm Foundation campus as a facility.

Farm Foundation campus can serve as a place to connect rural and urban kids to build relationships.



Ryan  
Scholar

Group 7

Q1

new business investment in  
rural areas - jobs, \$\$\$ - flow

community vision

broadband  
health care

"I know my community is dying, but that's  
ok as long as I die before it does."

compare policy initiatives for thriving  
rural (consolidated school) communities  
in TX vs. Oklahoma, ~~the~~ just right  
across the border, consolidated  
communities, leaving one thriving, one  
ghost town  
(also SW Oregon, NW California)

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## Group 16 - Q1 COULTER

- ① Listening to both sides of the story.  
Be open to communication & Listen (tone)
- ② Economic Development rural & urban
- ③ Be transparent & vulnerable
- ④ Rural / urban "foreign" exchange
- ⑤ Help police or clean up our own "bad actors" in our industry
- ⑥ Find common points we can relate to understand the audience.



Kelly

Group 10

G.1

- 1 College of ag staff/professors must have on-farm experience
  - land grant requirement / yearly req
- 2 An H2A program for US youth to work on farms
  - work with community colleges to sponsor kids
- 3 Sister cities (Rural/Urban/Suburban)  
Big city has an rural sister
  - do swaps seasonally
- 4 Find programs and build on them → Common Ground  
→ lift them up
- 5 Ag curriculum - development



## Group 13 - Q1

- Exchange program - urban/rural kids ~~write~~ <sup>share</sup> each other.
  - some FFA does this.
- create ability to have dialogue (business/cultural)
- Communicating - (getting the word out)  
we talk but don't listen!! How can we better listen.
  - Missing the Urban voice! ~~with~~
  - seek to understand.
  - Be vulnerable - open up to others.
- Divisions in agriculture → big vs. small  
organic vs. conv.  
natural vs. not.
- all ag - same messaging
- We focused at this RT on rural → but  
how can we better understand urban-
- Start w/ conversation w/ commonalities then look  
(food)  
at divisions.
- Short term interns on farm. Tough to do.
- curriculum of ag in school.