



What's Your Story? Closing the Farm to Table Gap Through Storytelling.

FOR THE

#GATORGOOD

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Why is telling your story important?

Farming looks mighty easy when your plow is
a pencil and you're a thousand miles from
the corn field.

-Dwight D. Eisenhower





Picture 1



- Look how much celery they are wasting. This must be a food waste story.
- It looks like it is in a different country
- I hope I'm not eating that. I can't believe they are boxing it up in the field. That can't be sanitary.

Picture 2



- Oh, I hope they cut that green stuff off of those carrots.
- It looks like a small farm. It must be good.
- They can't be selling those. It looks like they just do this as a hobby and share the veggies with their friends.

Reflection

- If you don't tell your story, someone else will tell it for you
 - You may not like what their story says
 - Their story may be incorrect
 - Their story may lead to misperceptions



Benefits of Storytelling

- Increased agricultural literacy
 - People remember communication better when it is in the form of a story
- Curb the growing anti-science movement
- Renewed interest in agriculture
- Simplicity
 - Storytelling allows for complex information to be communicated in a simple and comprehensible way

Why your story is important

- Crafting your story and being able to share it successfully will help people make an emotional connection with you and your business.
- If you can elicit a positive emotional response from an individual, they will be more likely to remember you, your business and how you made them feel.



3 elements to developing your story

1. Lead character

- Who is the lead character or the protagonist?

2. Goal of the story

- What is the goal of the story?
- What is the lead character trying to accomplish?

3. Roadblocks or conflicts

- What roadblocks or conflicts must the lead character overcome?

The 3 Elements

- Who was the lead character?
 - The farmer (Loretta)
- What was the goal?
 - Preserve farm, provide for children
- Roadblocks or Conflicts?
 - Husband's death, skeptics



Adding to the 3 elements

- A well-developed story generally includes
 - Expressive details
 - Multiple obstacles
 - Logical progression or action
 - A worthy goal



Story Organization

- AABT
 - **And** - Connects points of your story
 - **And** - Prompts you to add more details
 - **But** - Leads you to introduce the roadblock
 - **Therefore** - Introduces plans to overcome barrier or the end result



I am a small farmer who runs a 4th generation strawberry farm **and** I am trying to save my business. My small farm is facing increasing costs, competition, and labor challenges **and** finding a way for the farm to be more profitable is essential, **but** I have been unable to find solutions that improve the income of the farm. If I do not find significant cost reductions, our family farm will have to close. My family enjoys our strawberry farm and wants to maintain our business. **Therefore**, I am seeking to expand our operation to a u-pick for the last few weeks of our strawberry season

Brainstorm Part 1

- Think about your story
- Use the worksheet to identify the parts of your story
- 10 minutes



Sharing your story: Match your story to your audience

- Match your story to the audience you are targeting
- Find common values between you and your audience
- Find your audiences' interests
- Show how your story relates to the audience



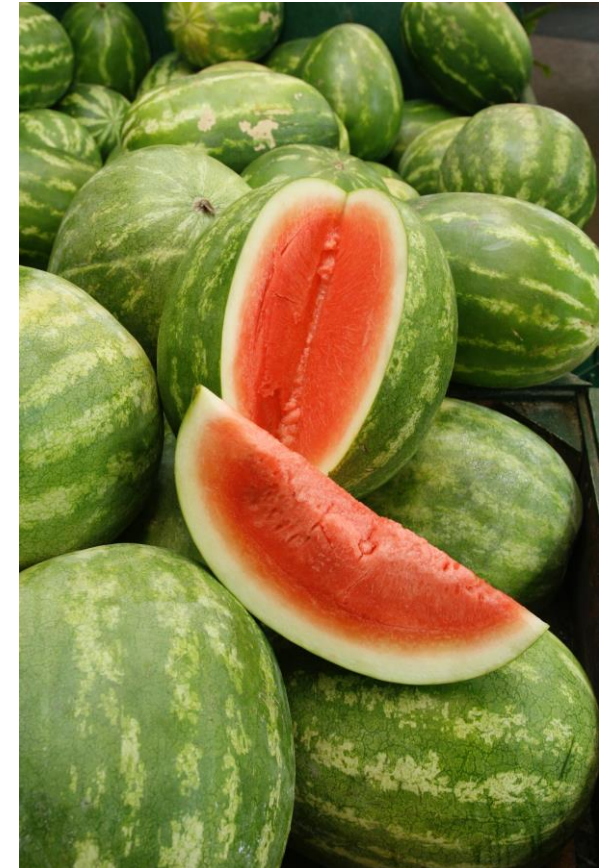
Sharing your story: Story delivery

- Consider the delivery mode (face-to-face, video, podcast, print, etc...)
- Focus on a primary point
- Emphasize this message strongly
- Create the emotional connection
- Support your core message with the details of your story



Sharing your story: Be prepared

- Make sure your story is well-developed
- Practice
- Know your primary message
- Be familiar with alternative ways of telling your story to different audiences



I am a small farmer who runs a 4th generation strawberry farm **and** I am trying to save my business. Running a profitable farming business has gotten more challenging in the last 5 years. My small farm is facing increasing costs, competition, and labor challenges **and** finding a way for the farm to be more profitable is essential, **but** I have been unable to find solutions that improve the income of the farm. If I do not find significant cost reductions our family farm will have to close. My family enjoys our strawberry farm, it's who we are, and it's important that we maintain our business. **Therefore**, I am seeking to expand our operation to a u-pick for the last few weeks of our strawberry season.

We want you and your family to experience the beauty and taste of farm fresh strawberries. That's why my family and I own Charlie's Strawberry Farm. Farming, the smell of fresh strawberries, and spending time outside with family has always been our way of life. It has become more challenging for small farmers to stay in business and we are fighting to save our farm so that we can continue to share our fresh Florida strawberries with you and your family. We take great pride in our community and enjoy greeting visitors with a friendly smile, a sweet treat, and fun-filled day of adventures on the farm. Many of our customers leave with their pick of fresh Florida strawberries, smiles, pictures, and memories to last a lifetime. Come spend a day with us and make memories on the farm.

Bring your story together

- Draft your story
 - Identify your target audience
 - Analyze your audience
 - Tailor your story to your audience
 - Think about shared values
 - Create an emotional connection
 - Focus on a primary point



Summary and parting thoughts

- Sharing your story is important
- Remember the 3 elements
- Use story organization
- Match your story to your audience
- Be prepared
- If you don't tell your story someone else will



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