



## How to Build Trust by Starting with the WHY

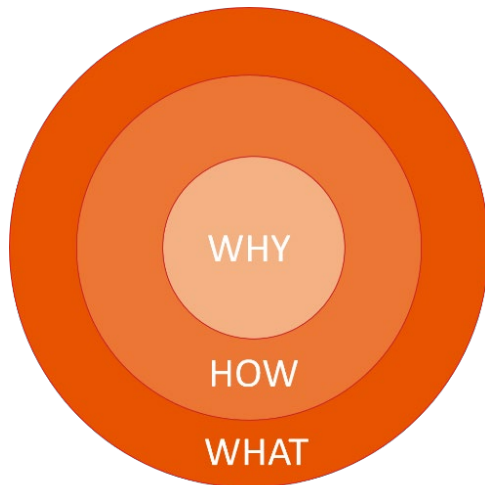
People don't care about how many cows you have or how many acres you farm.

They care why you farm.

### Start with the Why

Choose your comments to build trust. The Golden Circle, created by Simon Sinek, offers a perspective on how businesses, leaders and even individuals should operate by first focusing on the **WHY**, then the **HOW**, and finally, the **WHAT**. To make connections and build consumer trust, we need to change the way we communicate and begin with, "Why you do what you do?"

Watch Simon Sinek's TED Talk on the Golden Circle. Find the video on YouTube by searching "How great leaders inspire action | Simon Sinek" or click [here](#).



### Begin with your Passion for Farming

What drives you? Why do you get out of bed in the morning? Why do you farm? It might be working with your family, with animals or in the outdoors.

### Write Your Why, What and How

*Example: I farm because it's been in my blood since I was a child. I've always loved spending time caring for our calves, cows and land. I produce safe, nutrient-rich milk that feeds your family and a growing population. This begins with taking good care of my cows and treating them with respect. They eat a nutritious diet, receive good medical care and have comfortable housing. By using new technologies, I am able to grow more food on less land while protecting our natural resources.*



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