How to Give a Strong Introduction

Create a simple, strong introduction that communicates who you are and
what you stand for. It will stick with your audience.

Establish credibility

Mention your expertise and experience. Include your "why" – why do you farm? For example,
*"After attending school, I came home to help on my family farm **because I love caring for
animals and knowing that I am providing safe, nutritious and affordable dairy products
for families**."*

Grab their attention

People care about people, not numbers. Don't lead with the number of cows, number of acres
or number of employees on your farm. Make your interaction interesting and fun. For example,
*"My daily routine consists of **clients and cows** … or, I care for our cows because **they are the
heart of our herd**."*

Share your values

When you know a person's values, you can usually predict their behavior and find common
ground. Paint a picture of who you are and what you believe. Help your audience understand
how your values act as a compass for caring for your animals and land. For example, *"**I believe
our farm makes our local community stronger.** When my family produces milk, we help
contribute to the economic well-being of our community. At the same time, we focus on
nurturing the environment to provide sustainable nutrition for all to enjoy.*

Here are a few words for inspiration:

believe	dependable	goodness	respect
challenge	giving-back	honored	truth
compassion	passion	integrity	sustainable
commitment	gratitude	values	work ethic

Tell me about your farm

Share a few details about the people who work on your farm. Put faces with names by
describing their expertise, their interests and their involvement in the community.

*Tip: If your farm has been in the family for generations, mention the year it began in addition to
the number of generations. It's often difficult for the public to comprehend four generations.
However, adding that your family has farmed "since 1920" makes an impact and demonstrates
community commitment.*

Write Your Introduction

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