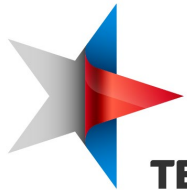


# Agricultural Advocacy



**TEXAS  
FARM  
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# Discussion: What is Communication?

# What is Communication?

- *Communication* is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.



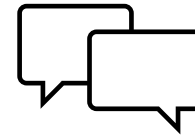
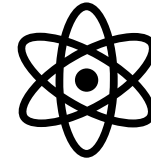
The background consists of several overlapping triangles in various shades of blue, creating a dynamic, abstract geometric pattern. The colors range from a bright, light blue to a deep, dark navy blue.

What is science  
communication?

# Activity: Defining Science Communication

- Group discussion: What do you think science communication is?
- In groups of two, or individually
- Use your device(s) to go to <https://scholar.google.com/>
- Use key words such as “science communication” and “definition” to develop an understanding of the definition of science communication.
- Using the information you found defining science communication develop **your** definition of science communication and prepare to share with the class.
- Groups/Individuals share definitions with the class.

# Holistic Definition of Science Communication



- *Science communication* is the act of eliciting productive dialogue about key issues (i.e., legislative policy, hot topic issues, etc.) that lack framing by scientific fact.

Why should  
agriculturalists  
communicate with  
decision makers?

# Who are decision makers?

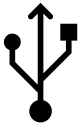
- *Decision makers* are the person or group of individuals who are responsible for making strategically important decisions based on multiple variables (i.e., time constraints, resources available, amount and type of information available and stakeholders involved).
  - It is important to communication with decision makers because you can influence their decisions with your personal experience and knowledge.



How is being involved  
in agriculture being  
involved in science?

# Agriculturalists Involvement in Science

- Agriculture is an application of science. Some examples are listed below.



- Technology integrated into machinery, drones, etc.



- Farming (i.e., chemical application, planting, soil cultivation, etc.)



- Ranching (i.e., mixing feed, developing feeding plans, processing, etc.)

# Activity: Seminar

- **Choose one** of the following three essential questions related to issues the agriculture industry faces.
  - How should our nation's policies balance concerns about food insecurity against concerns about the safety or environmental impact of modern agricultural technologies? What role should farmers have in discussing and debating these issues in our society and with our lawmakers?
  - Should we draft policy to protect livestock producers from false accusations regarding animal welfare? What could it look like?
  - How do we get the public to support right-to-farm laws? Should these laws be determined on the state or the federal level?

# Activity: Seminar

- Using the chosen question, **develop 3 to 5 questions** you have on the topic and prepare to have thoughtful, meaningful discussion about ways to approach the topic and possible solutions.
- After students have developed their questions, the instructor will open the discussion by asking the question selected by the group. From that point on, the instructor will not intervene in the conversation unless disparaging or inappropriate remarks are made. This is meant to be a **cooperative conversation, not a debate.**
- At the conclusion of the conversation, take 5 minutes to reflect on the conversation between you and your peers. What are some ways you can approach the issue you discussed? What are some solutions to the issue?

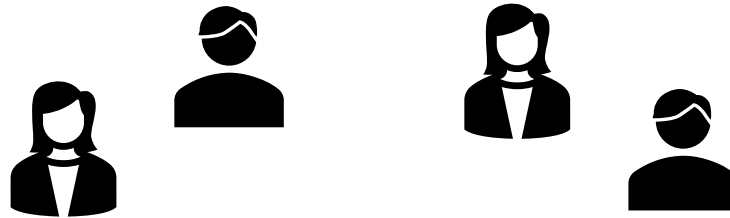
The background features a solid blue color with several overlapping geometric shapes in a darker shade of blue. These shapes are primarily triangles and polygons, some pointing towards the right and others towards the left, creating a dynamic, layered effect. The text is positioned on the left side of the image, overlaid on the blue background.

# Listening to Understand

# Activity: Listening to Understand

- Using the following room set-up to complete the following discussion activity.

Participants



Observers

# Activity: Listening to Understand

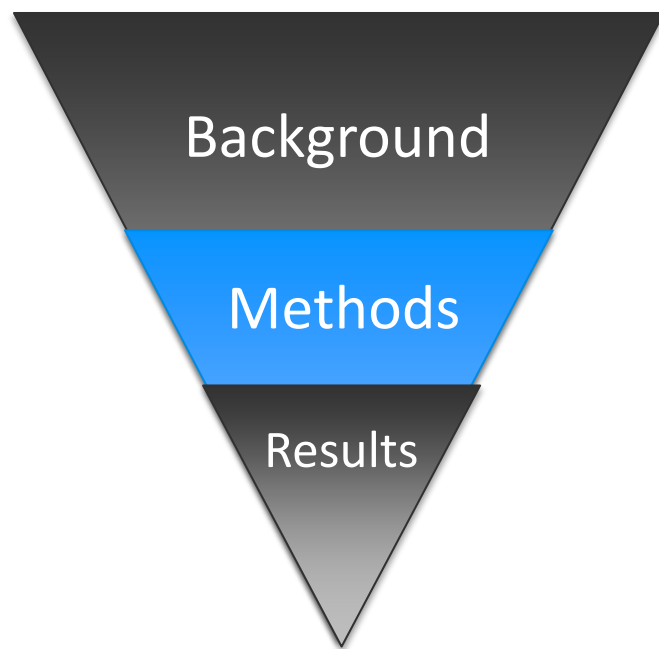
- Select **one** of the following topics:
  - Chocolate vs. Vanilla Ice Cream: Which is better?
  - Which is the superior condiment? Ranch, Ketchup, or Mayo.
  - Does pineapple belong on pizza?
- During the discussion, **participants** will deliver a short (30 second to 1 minute) opening statement on their position. Then **participants** will discuss the topic among themselves for 5-8 minutes. After discussion, participants will deliver a 30-second closing statement.
- During the discussion period, the **observers** will take note of how the participants do (or do not) actively listen to what their fellow participants are saying, doing, and expressing. **Observers** will determine if the participants' responses are rooted in a desire to truly understand what the person is saying, or rebuttal.
  - Tip: use participants body language, word choice, and tone of voice to decipher their willingness to understand during the conversation.

# How to communicate with decision makers

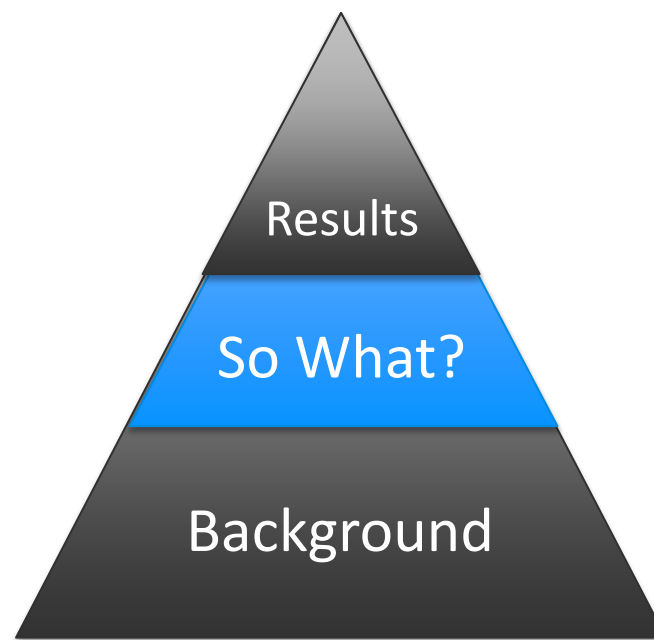


# The Differences in Communication

How Scientists  
(Agriculturalists) often  
Communicate



More Effective Way to  
Communicate



# The Differences in Communication

- When communicating on a topic passionate about it's typical to want to share the way one does things (i.e., **methods**) and the **results**.
  - While this information is important, when communicating with a decision maker, they may not have time to listen to the **methods** and **results**.
- A more effective way of communicating the same key message is to 1) share perinate **background** information, 2) share how it applies directly to the decision maker (i.e., **so what?**), and 3) share anticipated **results** if the decision maker were to implement your recommendation.

# Activity: Developing Talking Points

# Developing Talking Points

Use the activity sheet provided in your packet to complete this activity.



How do you take  
action?

# Information Resources

- The following resources can be used to stay up-to-date on agriculture issues.
  - Texas Farm Bureau Resources
    - [Texas Agriculture Daily](#)
    - [Texas Neighbors and Texas Agriculture Publications](#)
  - [Southwest Farm Press](#)
  - [Magnetic](#)
  - [Fast Facts About Agriculture & Food](#) by American Farm Bureau Federation

# Know Your Decision Makers and Communicate with Them

- Use [this link](#) to learn who represents you in Austin, TX and in Washington D.C.
  - **Challenge:** call, email, or write a letter to one decision maker in Austin, and one in Washington D.C. about an agriculture issue directly affecting you. Politely tell them what the problem is and how you think they can fix it.
- Think of ways to use your knowledge to communicate a positive message about agriculture
  - Examples:
    - 4-H and FFA contests
    - County Livestock Show Ambassador programs
    - Jr. Fair Committees
    - 4-H & FFA Ambassador programs