Bridging the Gap Between Producers and Young Consumers

p.s. *This could get wild!*
Are you tired of...

• Working hard for little or no profit?
• Battling more and more regulations?
• Being misunderstood by consumers?
• Being attacked by animal rights and other activists?
• Seeing higher input costs and lower prices?
Sure you are! Who wouldn’t be?

• But the fact is...

• You are RESILIENT
• You are COURAGEOUS
• You are SMART
• You are EFFICIENT
• You are INNOVATIVE
• You are DEDICATED
• You are FARMERS and RANCHERS!!
Share Your Incredible Story

...Simply

- Avoid the NOISE
- Develop your VOICE
- Be AUTHENTIC
- Be TRANSPARENT
- Be PRESENT
- Be ENGAGED
- Be EVERYWHERE you need to be!
How?

- Like you do on the farm!
- Adapt, change, innovate, learn, grow.
- Use the ALL the tools available to you.
- It is a new world:
Farm Bloggers Find Success

A Dairy Goddess’s Blog

Dairy Goddess asks, “Are We Losing Our Nation’s Greatest Wealth”? February 20, 2011 by dairygoddess

Milk prices and futures that dairy farmers receive have been on the rise. What should feel like a bit of relief and light at the end of the tunnel is not there due to the rising cost of our feed for our cattle.

Corn prices are at record levels. Nearly $7.00 a bushel. Most of the other commodities we feed our cows have gone up as well. Our costs have increased over 20 percent since December.

We do grow some of our feed but not all of it. Many farmers do not grow any of their own feed and rely on purchasing all of their feed.

Many of the alfalfa hay growers have chosen to farm other more profitable crops as the dairy farmers had such difficulties paying the alfalfa hay they needed over the past two years. So it’s not only difficult to find but very expensive as well.

On top of that food in the grocery stores are more expensive.

Fuel is also more expensive and...
Our Story...
I love farmers. They feed my soul.
Bold, Provocative, Fresh
About Us

We may be young, but we are not stupid.

We love farmers. They feed our soul. Together we are working to help our generation understand the importance of knowing where our food comes from and who produced it.

We’re not your typical “who cares” kind of young people from the Millennial Generation. Sure, we all have cell phones and we text like crazy. We have iPods and spend way too much time on Facebook and MySpace, but we care about our planet. We care about our country. We care about the American family farmer.

Few of our friends know how their food is produced. We think that is sad. And, really it is kind of scary. If we are not careful, we will become dependent on other countries to provide our food. That is not good. Who knows what goes on in other countries when it comes to growing our food? We have an idea, and it too is not good.

In an effort to create a conversation among our peers about our food, our farmers and our future, we have committed to getting connected. We want to get the word out about where our food comes from and how it is produced. We invite you to join our I Love Farmers group on Facebook and be a part of the conversation about American agriculture.

“Together, our generation can make a difference.”

Order World Ag Expo
Tickets Today!
SPECIAL DISCOUNT for
I Love Farmers...They Feed My Soul
Use Code ILF11

Join our Facebook Group

Add us as a Friend on MySpace
Alexis White
Age: 22
San Luis Obispo, CA
Read Bio>

Salvador Hurtado
Age: 23
Calexico, CA
Read Bio>

Steve Parsons
Age: 21
Ducar, CA
Read Bio>

Taylor Gilkey
Age: 20
Cove, CA
Read Bio>

Alexis White:

• Home
• San Luis Obispo, CA

Career Plans:
I plan to have a career in agricultural communications. I enjoy being able to share the amazing story about an industry that truly is the foundation of our society!

Why I Love Farmers:
Farmers are hardworking, honest people who protect and maintain our natural resources. I love them because they are willing to take risks when others would not...they farm. Given the many different variables it takes to raise a crop it is amazing they choose to do it! Everyday they accept what Mother Nature provides.
Our Proceeds
Proceeds from the sales of “I Love Farmers...They Feed My Soul” products are used to sustain and support a positive, powerful and productive consumer awareness campaign about the value of American family farmers and ranchers!

Tax & Shipping
8.25% sales tax (for California residents) and $6.50 flat rate shipping and handling in the United States and International orders.

We Accept The Following...

Thank You
Thanks for your support! Please tell your friends!

Please allow two weeks for delivery.
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We Accept The Following...
MasterCard, VISA, Discover

Thank You

Fine Jersey Short Sleeve T-Shirt (Side Logo)
Size: [Dropdown]
Price: $22.00
Color: [Dropdown]
Quantity Desired: [Dropdown]
Add To Cart
I Love Farmers...They Feed My Soul

Wall  Info  Discussions  Photos  +

Write something...

Attach:  Share

Brook Blizzard If farmers and crops vanish so will we.
13 hours ago · Comment · Like · Report

J. Scott Vernon Your thoughts?
I Love Farmers...They Feed My Soul Photos

Cecilia Parsons someone needs to tell Whole Foods their new advertising is over the top misleading - feeding animal byproducts and not following antibiotic withdrawal guidelines are against the law. they infer that their meat is the only 'untainted' product on the market. saw full page ads today in fresno and la papers.
Yesterday at 10:27am · Comment · Like · Report

Michael Bova Dr. Vernon, just made 11 more sugestions....
Tue at 9:29pm · Comment · Like · Report
RT @BerryGiant: join me in a FREE webinar on the latest science behind the health benefits of Strawberries, Thurs - http://bit.ly/4dSYZV
12:02 PM Nov 3rd from HootSuite

RT @ilovefarmersorg: Global Warming Fringe Is Coming For Your Pet – Take my dog & we'll see who's carbon is decreased http://ow.ly/yWQM
11:14 AM Nov 3rd from HootSuite

Global Warming Fringe Is Coming For Your Pet – I know my Little Man puts off plenty of "CO2" http://is.gd/4MbM2
11:08 AM Nov 3rd from web

@MidwestDairy YUM – maybe a tasty grilled cheese for lunch!
10:08 AM Nov 3rd from HootSuite in reply to MidwestDairy

Should u be added? RT @brendawrites: Created a list of California farmers & ranchers who tweet about their work. http://bit.ly/2wjm
Results?

• Yep! It is a nationwide “movement”
• More than 30,000 Facebook members
• Twitter followers growing 50+ per day
• Thousands of “posts”
• Millions of media impressions
• Reach of 4.2 million viewers
• Bringing new voices to the “conversation”
• Accomplished with pennies and passion!
• www.ilovefarmers.org
If a bunch of kids can do this...

*Imagine what you as family farmers and ranchers can do?*

Sharing your incredible story!
If not *now*? When?
If not *you*? Who?