J. Scott Vernon, Ph.D.
Put Ag in Box

Our Out of the Box Story...

*Started at the ballot box.*
AGvocating for Family Farmers and Ranchers

Bold, Provocative, Fresh
How Are We Doing It?

• Like we do on the farm!
• Adapt, change, innovate, learn, grow.
• Use the ALL the tools available to us.
• It is a new world:
I’m Hot. I’m Dirty. I Farm.
www.ilovefarmers.org

WTF? Where’s The Food Without The Farmer
www.ilovefarmers.org
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!

If a bunch of kids can do this...

*Imagine what you as professionals can do?*

Sharing our incredible story!
If not now? When?
If not you? Who?
Thank you!

J. Scott

Vernon