

Framing your Farming Story



Philip Gibson
Managing Director,
Reverberate PR



A black and white cow stands in a lush green field, looking towards the camera. The background shows rolling hills under a soft, overcast sky. The image is partially obscured by a dark blue overlay on the left side, which contains the text.

FRAMING YOUR FARMING STORY

Values and mindset

Philip Gibson
Reverberate PR



reverberate

Question

- As a dairy farmer, what is your most important strategic asset as a dairy farmer?



“If people believe
they share values
with a company, they
will stay loyal to the
brand.”

Howard Shultz
CEO, Starbucks





INTEGRITY

WE CARE

??

MIND THE GAP

Our challenge...

- Only as good as the worst farmer on the worst day
- Can't 'circle the wagons' any more
- Clash between what the industry says and does
- Intention is different to action
- Everything is a fight!



Dairy is being targeted...

- Environmental concerns
 - Climate change
 - Water quality
 - Pollution
- Animal welfare concerns
 - Veganism
 - Animal activists
- Local concerns
 - Scale of dairy operations

Countryfile viewers slam
'hideous' intensive dairy farming
for 'enslaving' cows for milk

VIEWERS have been left fuming after watching tonight's episode of Countryfile nature programme shone the spotlight on the UK's growing industry of intensive dairy farming to beat the milk crisis.



Question

- Who is responsible for promoting and defending dairy?



What needs to happen...

- A new culture is required
- Outward-looking, not defensive
- 'Thank a farmer' must go!
- Two ears, one mouth
- Transparent, driving agenda for change
- Promote good, protect against bad



Look through a consumer's eyes

- Be conscious of your agricultural background/ knowledge
- Run a mental 'non-agricultural' check
- What are your values?
- Does your practice stand scrutiny?



Think differently



**FIXED
MINDSET**



**GROWTH
MINDSET**





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Own your future...

- Be market focused
- Be proactive
- Be clear on values and align with customers
- Look after your reputation
- Listen and adapt – innovation is everyone's responsibility
- Don't be Kodak!



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