

*J. Scott Vernon, Ph.D.*



Put Ag in Box



Our Out of the Box Story...

*Started at the ballot box.*

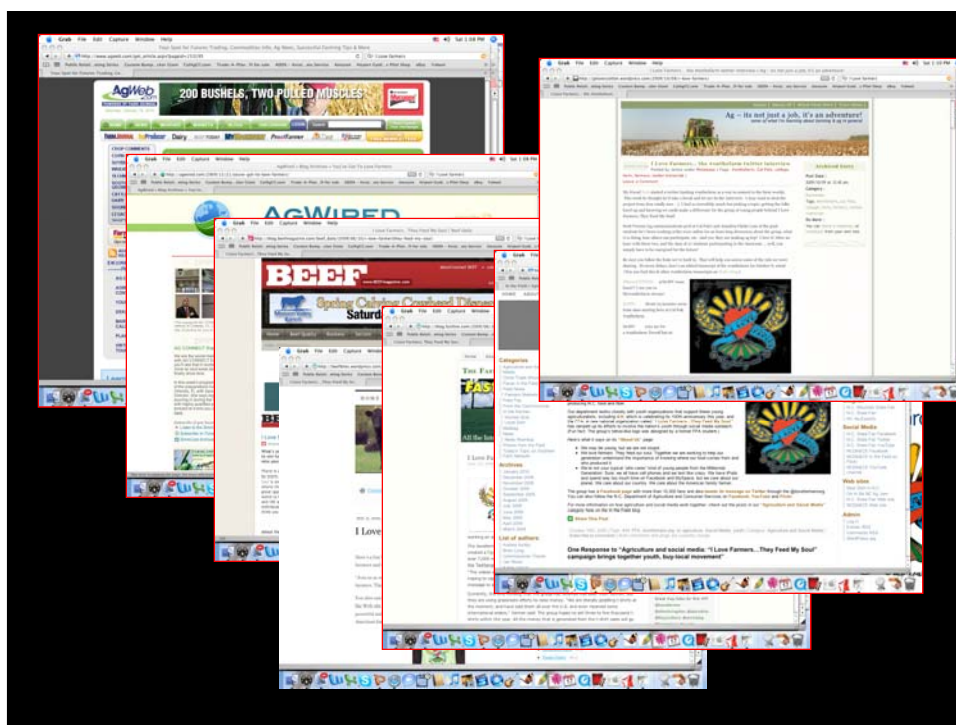
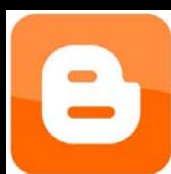
# AGvocating for Family Farmers and Ranchers

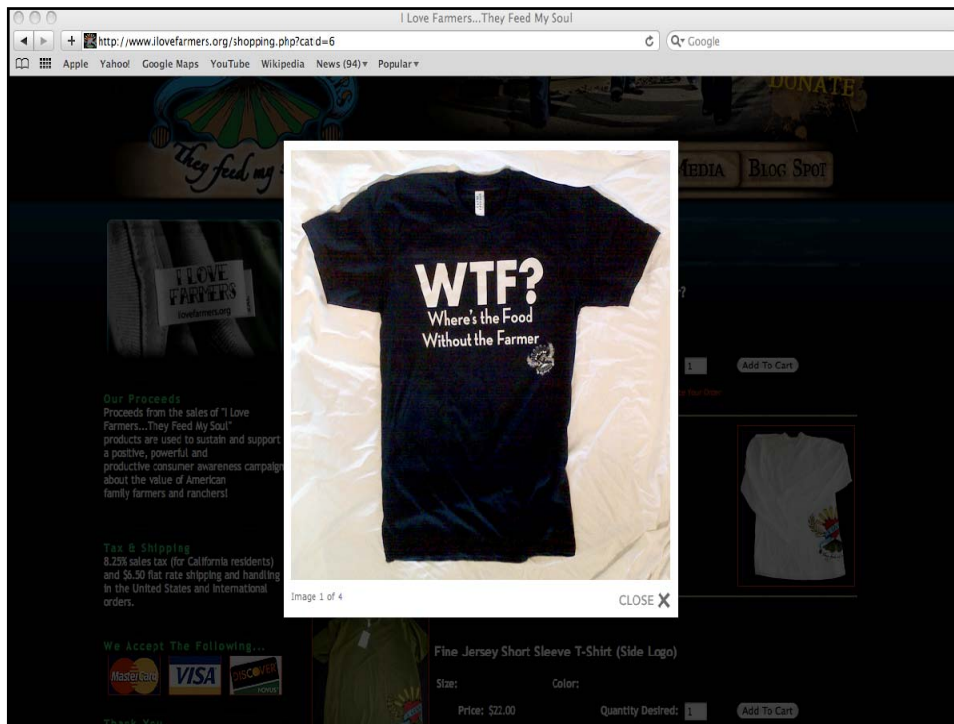
Bold, Provocative, Fresh



# 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](http://www.ilovefarmers.org)

**WTF? Where's The Food Without The Farmer**  
[www.ilovefarmers.org](http://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