

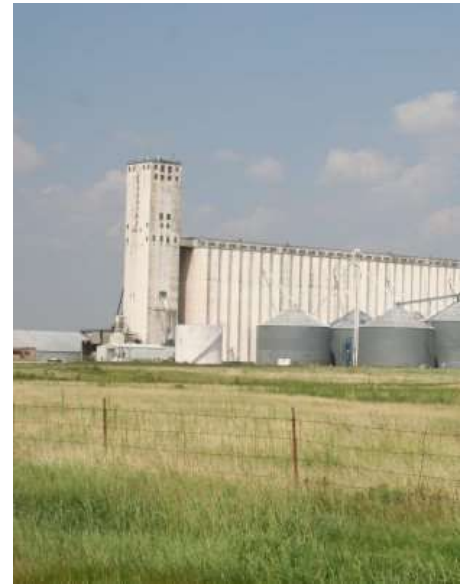


Communications Lessons Learned From Facing Consumer Questions & Critics

Janice Person
@JPlovesCOTTON
Consumer Outreach

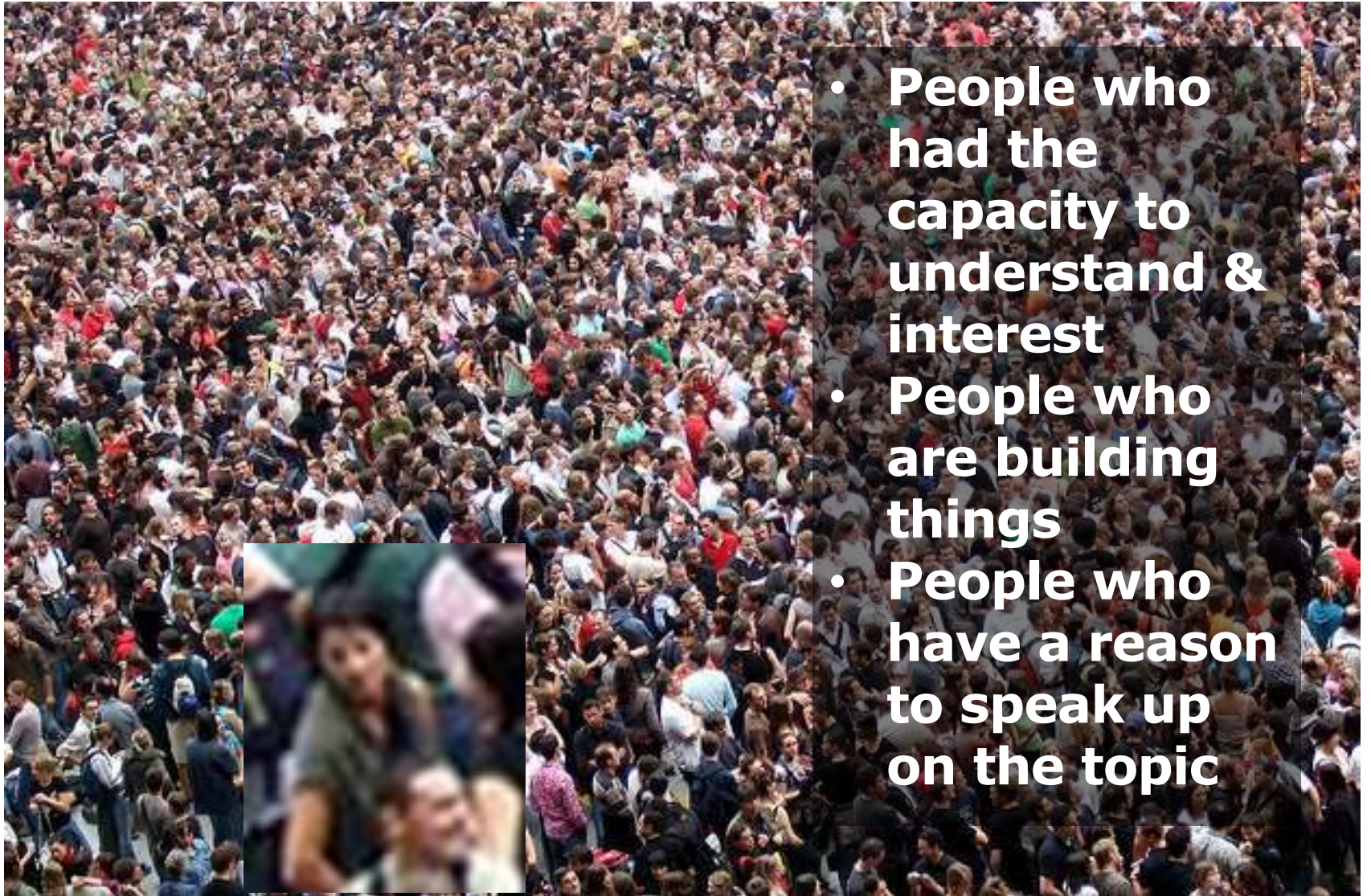
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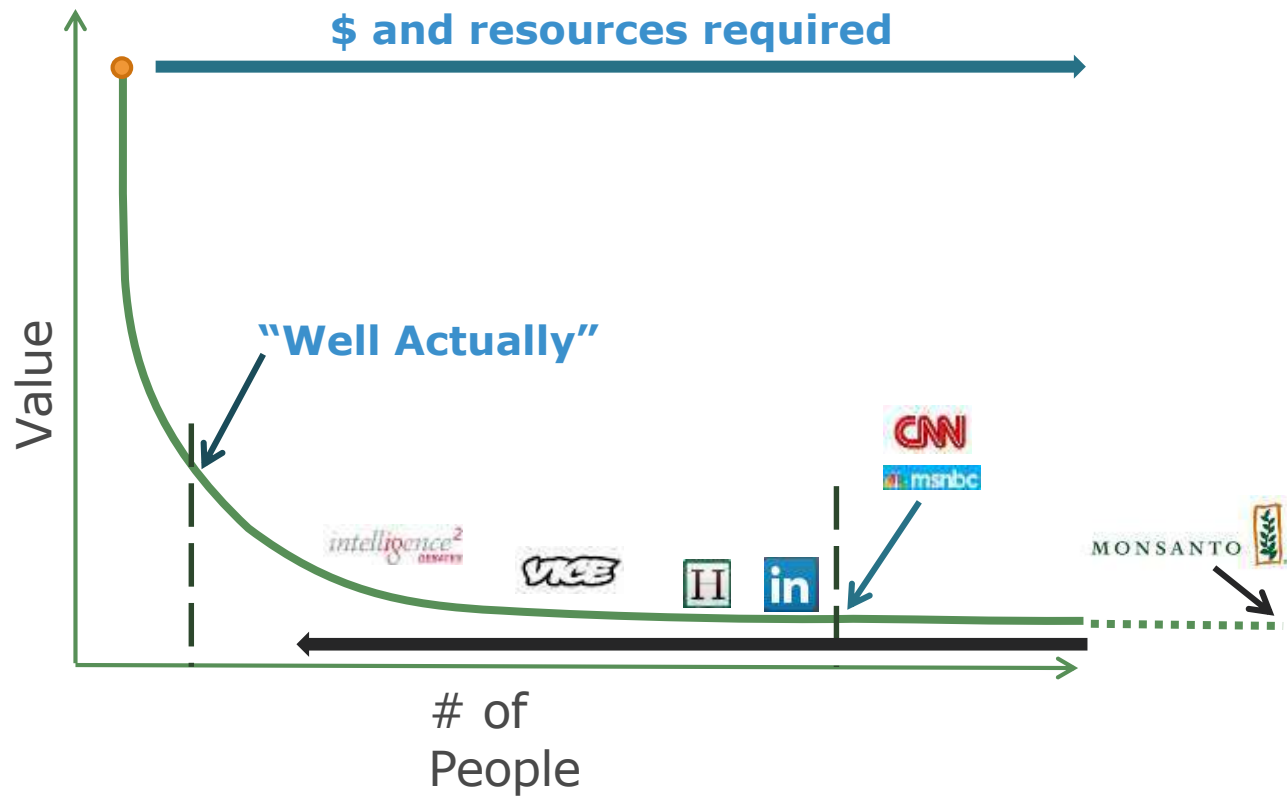




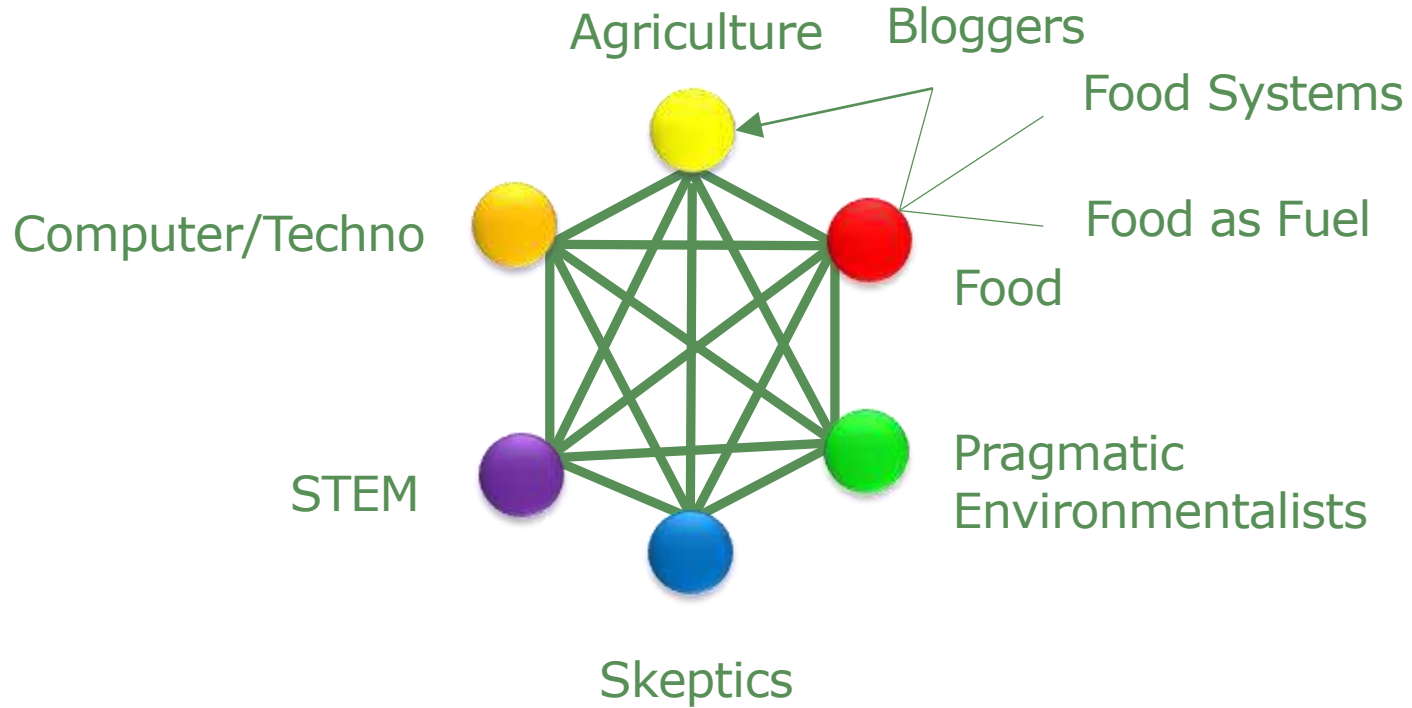
**Sometimes you have
to get really
uncomfortable if you
are going to grow.**



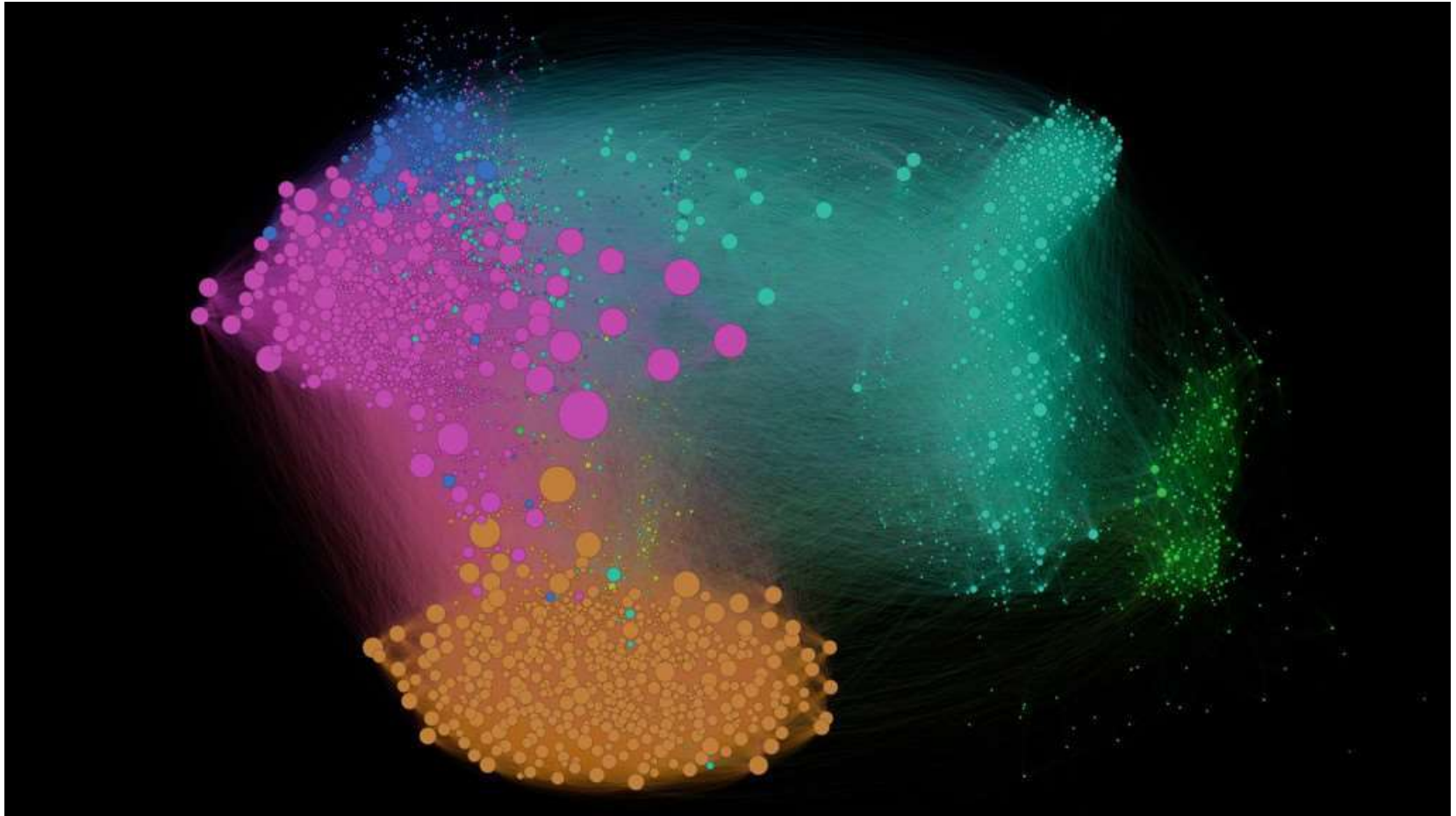
- **People who had the capacity to understand & interest**
- **People who are building things**
- **People who have a reason to speak up on the topic**



Tribes We Have Identified



Understanding Tribes



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**When the
prevailing
narrative is
wrong, we
have to
challenge it.**

People have been barraged with it so long, they don't know there is another viewpoint

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**Challenging
the narrative
doesn't mean
you need to be
defensive.**

**In fact, who
listens to
someone who
doesn't listen
to them?**

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Pepper video

<http://bit.ly/2pHvpwR>



Climate Change of a Very Different Kind



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Find Others Speaking Up

- Listen for people you may not know but who are already speaking up
- Learn more about them
 - Why do they speak up?
 - What is the common ground?
 - Do they have all the information?

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People Who Are Speaking Up

10 Reasons To Eat GMOs and Be Grateful For It



Written by Maria under [Nutrition, What Should We Really Be Eating?](#)

I'm in awe of how GMOs can help us fight poverty, malnutrition, and much more. That's why I'm grateful for the open market for GMOs.

Is Monsanto Evil? (+ How I Got Paid in Veggies, not Bucks)

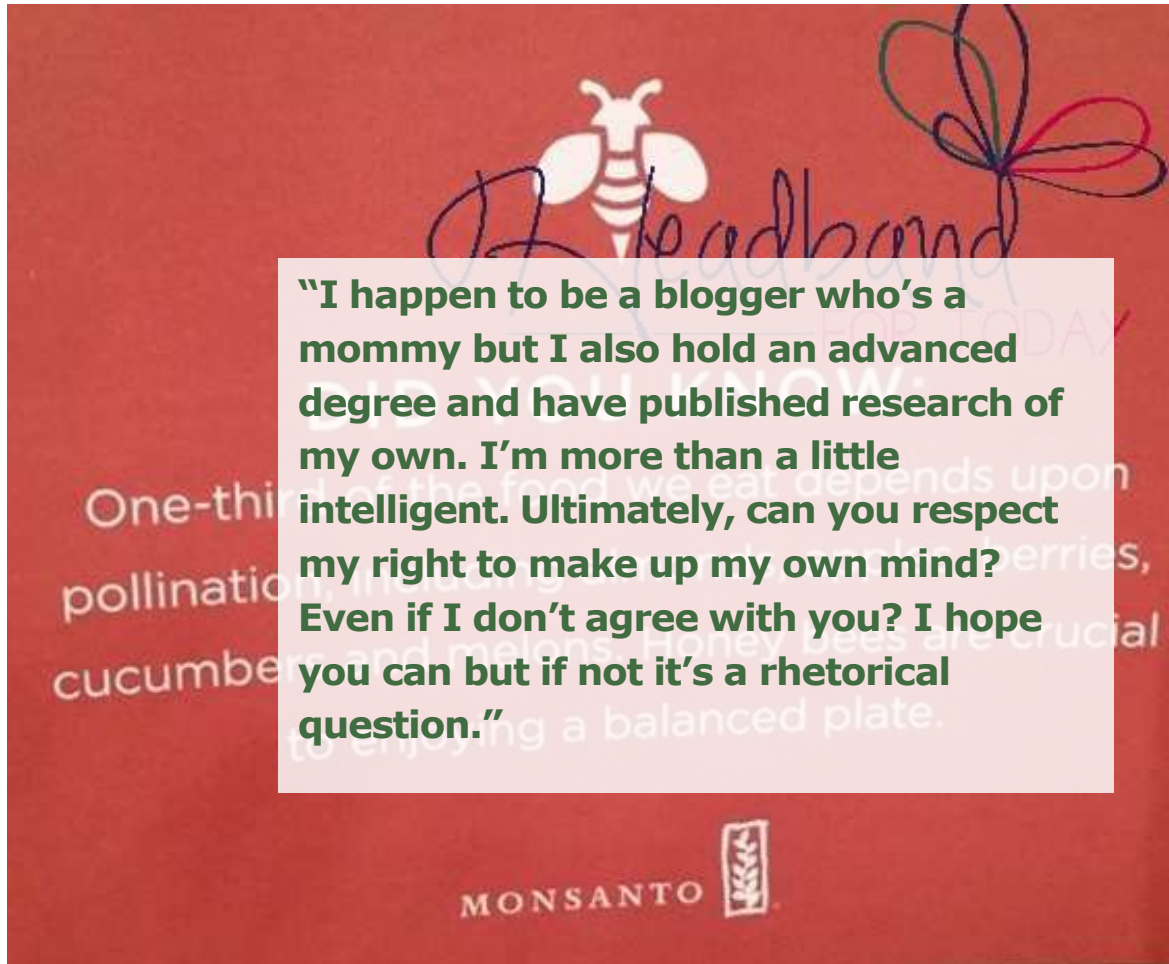


Written by Maria under [Nutrition, What Should We Really Be Eating?](#)

Just because I support genetic engineering, doesn't mean I'm getting paid by the evil Monsanto. Are you getting paid to be anti-GMO?



Proactive, But Ready to Respond



Grow Relationships

“Being in the fields for this day of exploration really made me think about how and what I eat. The breeders explained to us that most of the vegetables (other than corn and soy) that we see are not the result of genetically modified organisms (GMO) crops. I learned that Monsanto does produce GMO crops but only for squash, corn and soybean and most others are the result of traditional breeding. My experience in the field and talking with their breeders gives me a much better understanding of what a GMO actually is and what traditional breeding is.”



Create Space for Complexity

“Battery cages are multi-leveled so that chicken don’t step on their own poop. They’re also super-easy to clean – just remove the manure belt! Watch the video below to get a sense of what I’m talking about. If you’re anything like me, you’ll be impressed at how clean these cages are, esp. when taking into account the number of non toilet-trained birds in the room.”

Cage-Free Eggs Vs. Regular Eggs: Who Wins?



Written by [Maria](#) under [Nutrition, What Should We Really Be Eating?](#). Last updated on June 8th, 2016.

In short: There are no nutrition differences but there are actually complicated hen welfare issues.



Share Contacts within Agriculture



"I'm the typical American. I know of farms, I know that most of the food I eat (if I eat well), comes from farms, but I have no idea how much work goes into growing and maintaining that food."



"I've heard the horror stories and seen the biased documentaries about the state of American farming, so I did come into the farm hoping none of those things were true. These pigs were very healthy looking, sweet, and active. I could have stayed there for hours with them, and I felt very good in their space, which means they must feel the same way."



Thank You

Time for questions?
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