



SHARE YOUR FARM STORY: MEDIA & PUBLIC RELATIONS TOOL KIT
Farm & Agriculture Resources for Media (FARM)
WRITE YOUR OWN PRESS RELEASES IN 6 EASY STEPS

A press release succinctly communicates key information to journalists as to why your story is newsworthy. A publication may print your press release verbatim if it's well written and they are crunched for time, so make sure it reads as a stand-alone article, written in the third-person.

STEP 1: Use action oriented verbs

Describe your operations using active verbs like “transformed, restored, and spearheaded.”

Sample: ABC Farm, owned by a third generation farming family of John and Mary Jones is located on 330 acres of the Cheyenne Valley. They’ve spearheaded a local land conservation movement through their pastured bison and poultry operation.

STEP 2: Highlight and quantify contributions

When possible, showcase with numbers the contributions your farm operations have made to your community, neighboring farms, or quality and health of the air, water, soil. Feature the innovative strategies that have made your operations successful.

Sample: As a result of ABC Farm’s initiatives, adjacent ranchers on over 1,000 combined acres have adopted John and Mary’s pasture-raised livestock model.

STEP 3: How does your operation benefit your community?

Give before and after examples of how your operation has improved your local area.

Sample: As a result, the Spring River that flows through the county now flows clear again and supports an abundant population of native fish. The fishing tourism market has blossomed.

STEP 4: Mention awards and accomplishments

Sample: For their conservation work and adoption of pastured livestock, ABC Farm received the state’s Distinguished Rancher Award in November, 2010.

STEP 5: Offer powerful trend data

The press often needs to quantify your success. Try and offer powerful trend data that might help sell the newsworthiness of diversified, sustainable (or organic), and/or family-scale agriculture.

Try to use real numbers rather than anecdotal statements. Current data available at:

Organic Farming Research Foundation (OFRF): <http://ofrf.org/resources/organicfaqs.html>

Union of Concerned Scientists: http://www.ucsusa.org/food_and_agriculture/

Sample: Just 10 years after changing from a confinement-based operation to pasture-raised, ABC Farm’s customer base has grown over 25 percent and profits soared over 50 percent as a result of the premium prices paid by customers who preferred their higher quality meat products.

STEP 6: Include quotes and testimonials

When print journalists work on stories, they often cover several viewpoints. Therefore, try to incorporate one or two quotes to accomplish this in your release.

Sample: “I’ve never tasted a more delicious chicken than those I’ve purchased from ABC Farm,” says Chef Peter Poullion, of the nationally recognized Farm Fresh Restaurant.