



National Sustainable Agriculture Coalition

SHARE YOUR FARM STORY: MEDIA & PUBLIC RELATIONS TOOL KIT Farm & Agriculture Resources for Media (FARM)

WORKSHEET: CREATE YOUR COMPELLING STORY

Identify your communication goals:

Local: (examples: Build CSA business. Increase traffic to farmers' market stand.)

Regional: (examples: Attract customers to corn maze. Grow awareness of annual farm open house.)

National: (examples: Increase sales of fiber products. Develop chef clientele for garlic sold by mail.)

What's your compelling story? What are your 3 unique, key selling points? (i.e., organic since 1987, diversified crops, solar powered, value added products, community service)

1) _____

2) _____

3) _____

Three key words that capture your business philosophy:

Describe your farm:

In 3 to 5 sentences (use active verbs, quantify impacts, explain community benefits, employ problem-solution perspective or note awards received):
