



## Practicing Recommendation #3

Link on-farm practices and the policies that shape them to concrete societal benefits and the common good

In focus groups, lifting up community-farm connections was highly effective in shifting thinking away from the idea that farming is an isolated sector and toward a view of farming as integrated into, and affected by, everyone's lives and decisions.

**PROMPT:** Choose 2 – 3 framing strategies from the checklist below that you think would impact your communication the most. Use the remaining time to apply those strategies to your communication:

- ✓ Pair a policy that shapes on-farm practice with a shared community aspiration or value
- ✓ Not all farms are the same. Explain how public and institutional policies that do not make room for variation among farming contexts can impede a farm's ability to protect the environment
- ✓ Show the role a specific farming practice plays in restoring environmental wellbeing to distressed areas, then offer specific examples of institutional or public policies that would expand the accessibility of that practice to more farms
- ✓ Show the role a well-managed farm can play in the economic wellbeing of a community, then offer specific examples of institutional or public policies that would move the farming system in that direction
- ✓ Paint a picture of how farms can contribute to the vitality and wellbeing of their communities, then explain one or two steps we can take to build a stronger and more reliable local farming and food systems
- ✓ Explain how public and institutional policies can ensure that farming is an economically viable profession with a place for people of color and other people who have faced systemic and cultural marginalization, then give examples of programs or policies that would help to broaden opportunities for new farmers, and connect these systems-level approaches to making farming more accessible and equitable to larger efforts to advance social justice