



Practicing Recommendation #1

Start with farming, not food

1) Annotate.

Look over your communication and circle any words, phrases, or sentences that reference farming. Underline any words, phrases, or sentences that reference food.

2) Analyze.

- Which appears first, a circle or an underline?
- What does the distribution of circles and underlines look like overall?
- How does the distribution of circles and underlines change throughout the beginning, middle, and end of the communication?

3) Reframe.

- ✓ If you mention food before farming, try to **switch the order** of the two. (Remember that any topics you raise at the start of a piece have a priming effect; they affect how people interpret any information that comes later on. Priming people to think about food puts them in an unhelpful *Consumerist* mindset, where priming people to think about farming encourages a more collective and “common good” outlook.)
- ✓ If there is a strong emphasis on food overall (lots of underlines), consider how you might **shift the emphasis more toward farming** instead. Could you omit certain references, for example, and/or insert alternative ones instead?
- ✓ Even after the topic of food has been introduced, it is helpful to **make connections back to farming again**. See if you can spot any opportunities to build more of these connections in.
- ✓ Finally, it’s important to **encourage a civic mindset** throughout your communication. Ensure that any food references facilitate “common good” thinking and steer clear of cultural models—such as *Good Food = Healthy Food* and *Natural > Human-Made*—that constrain public understanding and support for policy change. (Refer to the full list of cultural models of farming and food as a guide.)