



## Practicing Recommendation #2

Make the story about *Interconnection*

Appealing to the principle of interconnection taps into people’s pre-existing belief that farms are essential to human civilization. By talking about farming practices and concerns in ways that emphasize shared fates, interdependence, and intertwined issues, we effectively help the public avoid *Binary Thinking*. More importantly, we help people deepen their understanding of a sector they see as essential but know little about.

Explore ways to bring more interconnection into your own communication using the diagram below:

List a few interrelated aspects of farming that are relevant to your communication:

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\_\_\_\_\_

\_\_\_\_\_

Describe a relevant process that is playing out over time (think: before-during-after):

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\_\_\_\_\_

\_\_\_\_\_

Identify at least 3 objectives (social, environmental, economic) that you aim to achieve:

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\_\_\_\_\_

\_\_\_\_\_

Identify multiple factors, variables, or tradeoffs that must be accounted for:

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Name a few relevant adaptations, interventions, or innovations:

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Name a few topics that connect on-farm challenges to wider community concerns:

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\_\_\_\_\_

List the characters in your story and their relationships to one another: (Who is unmentioned?)

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