



# Insider

Quarterly Newsletter  
Summer 2014  
Volume 2, Issue 3

## A-FAN – Thanks you!

There is NO place like Nebraska! What an amazing group of people we are surrounded by. The response from our email asking for help for the farmers and livestock producers around Pilger was wonderful! Thank you so very much to the many volunteers. You have made a huge difference in the lives of those you have helped! You are a true testament to the way Nebraskan's treat their neighbors.

You are what makes this a truly great place to live!

For a more in-depth look at the volunteer's experience please visit the website link below.

Volunteers came together to help the Pilger Rural Families.



## “Engage” Training Offered Important Communication Skills for A-FAN Partners

A-FAN presented an all-day training session on May 21 for agribusiness professionals entitled, “Engage.” The seminar was sponsored by the Nebraska Soybean Board (NSB) and the United Soybean Board. Presenters included Jana McGuire and Beth Ann Mumford from the Center for Food Integrity, a Kansas City-area organization dedicated to building consumer trust and confidence in the nation’s farmers and food suppliers.

“With less than one percent of Americans involved in agriculture, it’s easy to understand why folks are curious about their food,” said Drew Guiney, consumer relations specialist with the Nebraska Soybean Board (NSB). “Helping farmers find ways to tell their story is a priority for the Nebraska Soybean Board. We were excited to sponsor ‘Engage’ training in Lincoln.”

The session opened with a discussion



*“With less than one percent of Americans involved in agriculture, it’s easy to understand why folks are curious about their food.”*

about the disconnect between consumers and those who grow their food. The training was designed to help attendees understand how to open the conversation with consumers and demonstrate shared values. For example, we all want what is best for our children. Presenters shared six important steps that can help create positive conversations.

1. Listen, don’t judge
  2. Ask questions to invite dialogue
  3. Clarify their perspective
  4. Identify common values
  5. Share your perspective
  6. Determine the next step
- Training session attendee Courtney Schardt, program assistant with the Nebraska Farm Bureau’s Foundation for Agriculture, said the most important thing she learned from

the session was how to share the story of agriculture. “I took the information I learned about being authentic, sharing personal stories and using photos and videos to help tell the story for use in the Ag Pen Pal Program,” she said. “This information was important for me to help get other people to share the story of agriculture through Ag Pen Pals.”

Attendees received media training and were encouraged to make the media work for them and to focus on the audience rather than on the reporter. They also learned that social media is

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<http://www.becomeafan.org/blog/post/2014-06-25/140625PilgerTornadoCleanup>



## BecomeaFan.org has a New Look

**A**-FAN recently updated the Becomeafan.org website with a new format for the homepage. The revisions were made to enhance the usability of the website and allow for additional content to be added. The rotating images serve as promotional items encouraging interaction. A-FAN's social media sites also feed into the homepage for easy access to the latest information.

In the near future we will add a "Partner" section which will include presentations, talking points, and many resources for you to use when you are advocating for Nebraska Agriculture. Watch for this new resource coming soon.

We encourage you to follow our Facebook page, Twitter feed and YouTube channel, then share the information on your own personal pages. Interior page content will also be refreshed in the coming months.



We want to know what you think. Please check out Becomeafan.org and look around, then click below to complete a short survey about your

experience. A-FAN wants this website to be easy for you to find resources or to refer others to for additional information about agriculture in Nebraska.

Survey > <https://brokawmarketing.wufoo.com/forms/afan-website-review/>

## A-FAN encourages all to attend Manure Demo Day!

**T**he 2014 Nebraska Manure Demonstration Day will be held at the Dawson County Fairgrounds on July 29th from 8:30 a.m. to 5 p.m. University of Nebraska Extension, with support of many Agri-Business groups and Nebraska Commodity organizations are working together to create an educational event focused on effective and efficient manure management. A-FAN is one of these groups supporting this FREE event.

"We encourage any livestock

producers, custom applicators, consultants and anyone interested in learning more about the efficient utilization of manure to attend this free demonstration day," said Willow Holoubek, executive director of A-FAN. "People will see the newest manure handling equipment and get questions answered by experts in the field," she added.

Some educational topics that will be covered include PEDV, mortality composting, composted manures,

using manure on crops, and soil health following manure application. Along with this, opportunities for CCA Credits and NDEQ Land Application Training Recertification will be available.

To help spread the word about Manure Demonstration Day, A-FAN put together a press release and public service announcement at the beginning of May.

Learn more about the event at <http://go.unl.edu/nemanuredemo>.



## A-FAN and Partners take Road Trip to Iowa

**A**-FAN played host to Nebraska Dairy producers and others interested to attend an open house and demonstration of a robotic milking system at Campbell Dairy in Neola, Iowa.

The Campbell Dairy is a four-generation, family owned and operated dairy farm. The family business has expanded its capabilities by installing two DeLaval VMS robotic milkers. Each robot is capable of milking about 60 cows, and are available to milk 24 hours a day, with the exception of two 20 minute sessions while they shut down to wash automatically. This voluntary milking system makes it possible for the cows to visit the robot day or night to be milked. The system includes free-stall barns, where cows can eat, drink, lay in stalls or move about freely. The stalls are automatically cleaned throughout the day and include temperature controlled features like curtains and up-blast fans that remove

*“Each robot is capable of milking about 60 cows, and can milk up to 24 hours a day.”*



*A milk cow is enjoying getting her back scratched.*

moisture in the barn for less humidity.

The Campbell Family welcomed this opportunity to demonstrate the system with other dairy producers, because they believe their cows are healthy, comfortable and productive. This system is designed to increase production, and lower labor costs.

Brett Beavers from Carleton, NE went along on the A-FAN trip, he commented “After seeing the economic advantages coupled with the lifestyle advantages (for both cows and



*Mr. Campbell shows the robot milker to the Beavers family.*

my family) of the automated Dairy facility, I am inspired to pursue the opportunities in our operation.”

A-FAN’s commitment to expanding animal agriculture in Nebraska includes providing opportunity for growth of the existing dairy farms in Nebraska as well as encouraging development of new operations. Willow Holoubek, Executive Director of A-FAN explained, “AFAN is committed to helping Nebraska’s current farmers/ranchers find new innovations that can be integrated into their business.”

## “Engage” Training Offered *(continued from Page 1)*

an important tool for the agricultural community to engage with consumers. Presenters discussed popular platforms and strategies for involvement. They learned a post on social media, for example, can spark negative and positive discussion. It is important to have a personal strategy based on best practices.

“What surprised me the most was how easy it is to share our story,” the NFB’s Schardt said. “We have the options of special events, photos, videos, Facebook, Twitter, YouTube, blogging and so many other things that all we have to do is start telling our story. We have the channels to do it and now is the time to start.”

The NSB’s Guiney agreed. “I think the training was very successful because it helped provide insight into how those of us involved in food production can better engage consumers in meaningful conversations that will help build trust in today’s food system.”



## Farmland

“Farmland,” a documentary film by award-winning director James Moll, introduces Americans to the lives of six farmers and ranchers in their ‘20s. Each is responsible for running their operations on a daily basis. People are given a first-hand look at the triumphs and trials farmers and ranchers face throughout the year. Through the interviews, the audience is able to see the passion these farmers have for their way of life.



Nebraska farmer David Loberg is one of six featured farmers in the “Farmland” documentary.

*The Fremont Chamber of Commerce, an A-FAN partner has organized a special showing of the film on Wednesday, July 9th at Mainstreet 7 Theatres in the Fremont Mall. There will be a BBQ meal served at 5:30pm for a cost of \$5. The Movie will be shown at 7pm free of charge however seating is limited to first come first served.*

According to ClIFF38 Film Review, “Farmland” was different than many food/farming documentaries I’ve seen in the past. It didn’t focus on the negative side of things. The film takes you behind-the-scenes of American farmers who love their jobs. It discusses GMO’s, the treatment of animals, and organic vs conventional farming all in a non-

bias way. It was nice to see a film that features farmers that apparently care about the food they are providing to America.”

This film was made with the generous support of U.S. Farmers & Ranchers Alliance. To learn more about the film check out [www.farmlandfilm.com](http://www.farmlandfilm.com)!

## The Great American MILK DRIVE

Did you know 1 in 6 Americans face hunger? Many rely on food banks for assistance. Milk is one of the most nutritious items requested by food bank clients, but it is rarely donated. Nearly half of the nation’s food banks get fewer than 24 gallons of milk donated per week.

Few foods deliver dairy’s powerhouse of nutrients in such an affordable, appealing and readily available way. At only about 25 cents per

8-ounce glass, milk delivers nine essential nutrients, including calcium and vitamin D for strong bones, and protein for healthy muscles.

That’s why Nebraska Dairy Farmers have partnered with Feeding America and milk processors to launch the Great American Milk Drive, the first-ever national program to help deliver highly desired and nutrient-rich gallons of milk to hungry families.

A-FAN encourages you to consider

donating to this program and help families in their own communities. Donations will go to local food banks based on the donor’s zip code and be distributed in the form of milk coupons. The goal of the campaign is to deliver two million gallons of milk to food banks across the country.

You can donate nutrient-rich milk to families who are served through the Feeding America Network. To give fresh milk to hungry families in your community, text “Milk” to 27722 or visit [www.milklife.com/give](http://www.milklife.com/give).



*Student volunteers serve lunches.*



*A UNL student gets up close and personal with a milk cow.*

## *We'd love to hear from you!*

If you prefer to receive your *Insider* via email please contact us at [info@a-fan.org](mailto:info@a-fan.org). Check out our Social Media sites or you can also contact us at:

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[www.becomeafan.org/blog](http://www.becomeafan.org/blog)

## Another Successful Husker Food Connection is in the Books!

**O**n Thursday April 24, A-FAN hosted the 4th Annual Husker Food Connection in the heart of UNL's City Campus. Husker Food Connection helps urban students better understand where their food comes from. This year's theme was "Meating in the Middle." The event allows students to interact with different farm animals and understand the importance of Nebraska agriculture. Approximately 2000 lunches highlighting beef, pork and turkey were given out to students during the event. A special thank you goes to the many contributing commodity groups and agri-business partners who made these lunches and the event possible.

"This event is all about sharing what

we know about how your food is grown and helping others understand that their food is wholesome and grown with care," said Lukas Fricke, A-FAN intern who led the student organized event. "I was amazed by how eager the urban students were to learn and how passionate and open our volunteers were with answering their questions," he added.

Because of Husker Food Connection's success A-FAN garnered attention from both KOLN-TV and KLKN-TV television stations. The KLKN-TV story ran in multiple newscasts the day of the event and KOLN-TV plans to use interviews from the event in upcoming Pure Nebraska segments.

## A-FAN Hit the Airways this Spring

**A**-FAN developed a radio campaign focused on rural community leaders utilizing a "news report" advertising strategy to spread three important messages in support of animal agriculture. A series of three :60 spots were produced to sound like a news report featuring interviews with Dr. Ronnie Green, Director Greg Ibach, and our own Willow Holoubek. Farm Broadcasters, Ken Anderson, Chad Moyer and Susan Littlefield helped us out by packaging the spots with their own voices. To increase frequency of our three messages, rural economic vitality, the next generation, and the Nebraska Advantage, A-FAN also produced :30 spots focusing on each of

the key messages. The advertising was placed within or adjacent to farm news and market reports. The radio campaign ran from May 12th through June 30th.

Also in May, A-FAN ran the first of two television flights aimed at regaining consumer trust. The spot is titled "We're dedicated" and utilized raw footage provided by the Nebraska Soybean Board. The commercial spreads the message that Nebraska farmers and ranchers hear what consumers are saying, and they work hard every day to provide them with safe, nutritious food. The second flight will air in September. The TV campaign primarily utilized news programming aimed at adults 25-54.