

2017 Talk Meet Best Practices

TOPIC

How can food labels help to educate consumers?

General Resources and Websites:

- American Farm Bureau Federation
 - Issue Backgrounders
 - Economic Analysis
- Farm Bureau Advocacy Action Center
- American Farm Bureau Foundation for Agriculture
- U.S. Department of Agriculture
- U.S. Department of Labor
- U.S. Department of Education
- National Institute of Food and Agriculture (NIFA)/Cooperative Extension Service
- State Departments of Agriculture
- Beginning Farmers
- Sustainable Agriculture Research and Education
- American Lands Council
- Background on Selected Federal Agencies with a Role in Food Safety
- National Agriculture in the Classroom
- Environmental Protection Agency - Agriculture
- American Farmland Trust
- GovTrack.us
- U.S. Farmers and Ranchers Alliance (USFRA)
- Farm Journal Media
- Animal Agriculture Alliance

Best Practices:

1. **Utilize government research.** Search government agency websites and databases for strong statistics and data to use in your talk. This information can be reliable and is well-researched.
2. **Learn from the best.** Reach out to former Talk Meet participants. Even though the question changes each year, former competitors can provide valuable insight and tips on the nature of the contest. Also, reach out to parish office staff that has familiarity on the competition to get clarification.
3. **Pros and Cons.** Review the question and create discussion points from both sides of the issue. This will give you greater understanding of the issue.
4. **Diversify written sources.** Besides the internet, gather resources and information from the library, newspapers, magazines, Farm Bureau policies and other agriculture publications.

5. **Real talk.** Engage in conversations with your local parish Farm Bureau members, state and national representatives, lobbyists and agriculture industry employees to gather information and examples. Seek conversations with those who are not familiar with the issue to gain their perspective. Explaining the topic helps provide practice articulating what you know.
6. **Farm Bureau history.** Take time to review parish, state and American Farm Bureau history on the topic. What are our standing policies with the questions?
7. **Expert opinion.** If you don't have a personal relationship with the content of the question, find a credible source that does and get their opinion. Be prepared to cite and properly establish your source as an expert in their field.