

## FOR IMMEDIATE RELEASE

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### New Resource Supports Women Organic Farmers to Connect with Media



Minneapolis, MN – With farming an essential service during COVID-19, women farmers play a vital role in helping consumers make the connections between healthy soil, land stewardship and our dinner plate. As the number of female farmers increases across the country, the perspectives and experiences of organic women farmers can positively change our agricultural system. A new free resource supports women farmers to share their stories with the media: Amplify Our Voices: Connecting Organic Women Farmers with the Media, with first-hand tips and advice on communicating with journalists.

“The personal stories of women farmers championing organic agriculture are so very inspiring and heartfelt and we saw an opportunity to get more of these stories into the media,” explains Jan Joannides, Executive Director of Renewing the Countryside, the non-profit organization leading this project with a mission of supporting vibrant rural communities. “Particularly important during our current challenging times, these stories offer a message of hope from women farmers dedicated to the long-term vision of creating a healthy food system based on direct farmer connections.

In the collaborative spirit of women committed to sustainability, over twenty-five women farmers, educators and communications experts shared their experiences and advice to together create this unique toolkit. Amplify our Voices consists of a portfolio of downloadable tip sheets that can be readily accessed and used to help women farmers authentically communicate their stories. The free toolkit covers a range of topics in how to work with the media, from hosting press tours on your farm to communicating in different outlets such as print, television and radio.

“Supporting women farmers to share how their commitment to organics celebrates how these trailblazing female farmers protect our land while raising healthy food,” shares Liz McMullen, Public Relations Specialist at Organic Valley CROPP Cooperative. “By amplifying the voices of these women, we are changing the agricultural landscape by supporting women to take on leadership roles in transforming our food system.”

Organic Valley supported this new toolkit through their Farmers Advocating for Organics/FAFO fund, the largest farmer-funded grant program in the U.S. and one of the few focused solely on organics to

address the long-term needs of the organic marketplace and the future of organic agriculture by supporting the development of long-term solutions.

This toolkit showcases creative ideas and strategies to help women farmers prepare for media interviews and feel confident in communicating their stories. Practical tips cover typical situations such as how to prepare if someone is coming to video your farm versus audio only as well as tools for creating a photo library of stock photos of you and your farm in order to be prepared whenever a journalist connects. “It’s especially important to have a bank of photos taken during your colorful season, such as taking spring photos right now with farmers holding cute baby animals, chickens and calves. When your local newspaper wants to do an article in say winter when taking photos wouldn’t be as impactful, you’ll be ready to go,” adds Joannides.

“I found talking to the media about organic agriculture and why it is important to me personally a motivating first step to take my leadership further and I ran for and now serve on my County Board,” offers Kriss Marion of Circle M Farm in Blanchardville, Wisconsin. Marion offered advice in the toolkit based on her experience talking to the media on land stewardship issues. “It’s that collaborative, supportive spirit of women farmers committed to organic agriculture that gives us all the confidence to step up and speak out and this new toolkit gives us the needed insight and expertise.

Renewing the Countryside leads portfolio of projects that champion women championing sustainable agriculture, vibrant rural areas and land stewardship. For more information including downloading the free Amplify Our Voices toolkit download, see [https://www.renewingthecountryside.org/women\\_in\\_ag](https://www.renewingthecountryside.org/women_in_ag)

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### **Short Blurb:**

### **New Resource Supports Women Organic Farmers to Connect with Media**

A new free resource supports women farmers to share their stories: Amplify Our Voices: Connecting Organic Women Farmers with the Media, with first-hand tips and advice on communicating with journalists. With farming an essential service during COVID-19, women farmers play a vital role in helping consumers make the connections between healthy soil, land stewardship and what is on our plate. Created by Renewing the Countryside with support from Organic Valley CROPP Cooperative, over twenty-five women farmers, educators and communications experts shared their experiences and advice to create a portfolio of downloadable tip sheets covering a range of topics in how to work with the media, from hosting press tours on your farm to communicating in different outlets such as print, television and radio.

Download the free Amplify Our Voices toolkit download, see [https://www.renewingthecountryside.org/women\\_in\\_ag](https://www.renewingthecountryside.org/women_in_ag)

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### **Photos options:**

Photo 1: <https://drive.google.com/open?id=1q7jimKsAWOsq43AZxhgBZTEZ4hB-ONE1>

Sample caption:

Amplify our Voices is a new free toolkit led by Renewing the Countryside that supports organic women farmers to share their agriculture stories with the media.

Photo 2: [https://drive.google.com/open?id=1pInkjAf1OoalBnWH7P180\\_Rjr5ih-JTG](https://drive.google.com/open?id=1pInkjAf1OoalBnWH7P180_Rjr5ih-JTG)

Sample caption: Farmer Kriss Marion of Circle M Farm in Blanchardville, Wisconsin, contributed her insight in talking to the media to the new Amplify Our Voices toolkit.

Photo 3:

Sample Caption: [https://drive.google.com/open?id=18DqN9rDc7ftoYZpPV49N8zsj\\_1rq3wS8](https://drive.google.com/open?id=18DqN9rDc7ftoYZpPV49N8zsj_1rq3wS8)

Farmer Erica Roth of Ewetopia Acres in Albany, Wisconsin, shares her tips on taking authentic farm photos to develop a library of shots for the media.

Photo credit: Olivia Roth

Photo 4: [https://drive.google.com/open?id=1eXH7odsiPwG\\_CrnLmKDMkHAqWHub7bp7](https://drive.google.com/open?id=1eXH7odsiPwG_CrnLmKDMkHAqWHub7bp7)

Renewing the Countryside logo