



## WHAT IS THE AGCHAT FOUNDATION?

### Why Agvocacy?

The AgChat<sup>SM</sup> Foundation is designed to empower more farmers to leverage social media as a tool to tell agriculture's story. The Foundation will educate and equip farmers and ranchers with the skill set needed to effectively engage on Twitter, Facebook, blogs, YouTube, LinkedIn and other social media services. It will give them knowledge to unlock new tools to effectively tell their story. Research shows that social media is a growing opportunity for farmers to have a stronger voice in educating people about the business of growing food, fuel, feed and fiber.

The Foundation is built from the highly visible "#AgChat" community on Twitter. This weekly moderated chat has served as an international meeting place where the people of agriculture can discuss difficult issues, tell their farm stories and identify ways to connect with people outside of agriculture. More than 2,000 people from seven countries have participated in #AgChat since it started in April 2009. And that's only the beginning.

Farmers are leading a grassroots effort to develop the AgChat<sup>SM</sup> Foundation. The organization is designed to connect agriculture in communities beyond Twitter. Four program areas have been identified to maximize agriculture's opportunity with social media – be sure to see what farmers have to say about why this is important.

- **Agvocacy 2.0 Training:** Educate farmers through basic, mid-level & expert training to move mindsets up the technology ladder.
- **Strategic Agvocacy Coordination:** Empower agriculture's voice through coordinated industrywide efforts.
- **Data Analysis:** Provide tools to assist agvocates with targeted community efforts.
- **Technology Scholarships:** Equip farmers with infrastructure to enable full use of social media.