

Farmer Story Lab 102:

v260608

Organic Farming Practices

90 minutes · 3 exercises · No wrong answers



B Bar Ranch, Montana, TOPP Mentor Mihail Kennedy.

You produce food with integrity,

let's elevate the stories of 'how' you farm organically.

In the next 90 minutes, you'll work through three things:

- Reveal all the hidden work that goes into farming organically
- Reduce confusion around what organic means
- Strengthen your audience's trust in you, your farm, and domestic organic food

The goal today is not a polished story. The goal is honest raw material.

Poll 1: What You Share Now

Where and how are you currently sharing your story?

- We have an about page on our website
- We tell people about our farm and practices at events
- We write a regular newsletter
- We share photos and videos through social media
- We have informational signs/graphics for markets, retail, and events
- Other (comment)

How Today Works

0–15 min	Welcome & Framing	Set context, intro to the Hidden Work framework
15–50 min	Farm Practices Exercise	Draft a story of an organic farm practice
50–65 min	Audience Relevance	Stories translated for your target audience
65–80 min	Story Mediums	Where and how you want to share your stories
80–90 min	Reflection & Closing	Share takeaways, hear about next steps and resources

[GET THE WORKBOOK](#)

Why This Matters Right Now

The problem

- Demand for organic is growing, but domestic organic farmland is shrinking.
- Organic imports are filling the gap, which doesn't support our local farmers, soil, and economies.
- Organic is still confusing to many consumers.

The opportunity

- Farmers trust farmers more than anyone.
- Consumers trust farmers more than anyone.
- Farmers are often left out of the story, but we aim to change that.

Your voice + your story + your credibility = more powerful than any ad campaign. You just need a way to use it.

What Makes These Stories Hard

Organic farmers are not reluctant to talk about their work. The challenge is that most farm practice-focused storytelling struggles to connect with non-farmer audiences, because it's:

- **too technical:** The farmer explains the practices in a way that makes sense to another farmer, but loses everyone else.
- **too abstract:** The farmer talks about things that matter to them, without translating the message in ways that make it matter to their audience.

We aim to find the sweet spot, where you give enough technical information to make it believable without overwhelming the audience, and share why it matters to you while also explaining it in a way that resonates with your audience. Think of it as the trailer, not the full movie. Get them to want to hear more!

Let's Share The Hidden Stories

The Hidden Story framework is not a script, and it's not a linear process. It's a framework that helps any farmer translate their work into a story that resonates with their audience.

Context	Regionality and crop/animal-specific nuances that influence your practices
Choices	Choices you make when farming organically that differ from conventional methods
Benefits	Reasons for, and benefits of, your practices for soil, plants, animals, and community
Proof	Documentation of your practices and the results, which makes it real for others
Translation	Making your story relevant to your audience

Tip: Sometimes it's better to start a story with the benefits (or a problem you're solving), to hook your audience, then flow back into context and choices once you know you have their attention.

The Context of Your Story

What product will you focus on for this first story?

What's a unique challenge with that specific crop or animal?

How do the regional climate, soil conditions, or pests affect your crop or animal?

The Choice You Made

What practice will you focus on for this first story?

What's a choice you made to ensure the product is farmed with organic integrity?

What would be lost if you didn't stick to this practice?

Story Example Time!

[@mosermanorfarms](#)

A urban u-pick flowerfarm with picturesque greenhouse, gardens, flower fields, & guest house on a family run farm located in Chattanooga, TN



Note the:

- “Did you know ??? ...” hook (and caption).
- surprising fact to get your attention, before going deeper into the context,
- push to support domestic flower farms,
- filming in action, in a unique environment, with multiple cuts,
- call to action to support domestic farmers and the benefits (local economy)

The Benefits of Your Practice

How does this practice make the product better?

How does this practice benefit your soil and/or the climate?

How does this practice benefit your farm, your workers, and/or your community?

The Proof That Makes It Real

What can we document to demonstrate this practice and the benefits?

What can we measure to provide concrete evidence that this works?

Can these results be reproduced each season and on different fields or farms?

Peer Share: 10 minutes

SHARING INSTRUCTIONS

1. Farmer 1: Take 2–3 minutes to share your story out loud. It's okay if it's still rough.
2. Farmer 2: Listens, then give feedback.
3. Switch and repeat.

TIPS

- Take notes in your workbook while listening, and then again while receiving feedback.
- For feedback, focus on the most interesting part, what resonated most with you, and would make it tighter or clearer.

Why Your Audience Cares

AUDIENCE

WHAT THEY CARE ABOUT MOST

Consumers

Health, environment, local community, knowing and trusting the farmer

Retail Buyers

Differentiation, provenance, consumer demand, consistency

Manufacturers

Quality, reliability, traceability, sustainability claims, cost

Ingredient Suppliers

Cost, story, traceability, reliability

Review the Audience Profile Sheet in your workbook for deeper detail on each segment.

We Go The Extra Mile

- A. Did you know that... (1.3: note the general practice and how it ties to what your audience cares about most)

_____.

- B. That's why, on (note your farm), we... (1.2: note the specifics of your practice)

_____.

- C. Because... (1.1: the regional, crop, or animal challenge that this practice solves)

_____.

- D. Farming organically has its challenges, but the results speak for themselves... (1.3 & 1.4: note the specific benefits and offer your proof)

_____.

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How Will You Tell Your Story

MEDIUM

WHERE IT'S MOST POWERFUL

Writing	Long narratives, technical instructions, product sales materials, and short social media captions
Video	Capturing attention, transparency and trust building, visual 'how-to' content, and entertainment
Graphics	Sharing data, explaining complex concepts, before and afters, and crossing language barriers
Speaking	Real-time interactions, two-way communication, and emotional or inspirational stories

Review the Storytelling Mediums guide for deeper detail on where and how to use each medium.

Deciding Which Medium(s) To Use

MEDIUM

WHERE AND HOW I'LL SHARE MY STORY

Writing	
Video	
Graphics	
Speaking	

Volunteer Share

1. Tell us your practice.
2. Tell us where and how you want to share the story.
3. Why is the best way to share your story?

Let's Take the Next Step!

KNOWLEDGE BASE

Use the Interactive Knowledge Base to tighten your story.

You can ask it questions, or even upload your 101 & 102 stories and have it help you write content!

GET SUPPORT

Attend Office Hours or schedule a 1:1 Support Meeting.

We'll have team members ready to help you with strategy, writing, graphics, and more. **Coming soon!**

SHARE YOUR STORIES

Start sharing your stories, and please share them with us.

We're building a database of stories and shared assets and would love to include yours!

Challenge: Write who/where you'll commit to sharing first at the end of your workbook.

Poll 2: What You Will Share Now

Where and how will you share your story in the near future?

- Add more stories to our website
- Speak more about our farm and practices at events
- Create more content for an email newsletter
- Share more photos and videos through social media
- Have better signs/graphics for markets, retail, and events
- Other (comment)

Poll 3: Additional Support

What would you like to see in a story farmer community?

- A forum for sharing ideas and getting feedback
- Regular virtual meetings to connect and collaborate
- Additional training classes and resources
- Be part of a small cohort regularly supporting each other's sharing
- Ask Me Anything sessions with storytelling professionals and farmers
- Other (comment)

A man with short dark hair, wearing a light blue button-down shirt, is crouched in a field of tall, green grass. He is looking down and touching a plant with his hands. The background shows a line of trees and distant hills under a bright, slightly hazy sky.

Your Story Matters

Share it with the world.