

Effective & Engaging Knowledge Transfer

Andrew Campbell



@FreshAirFarmer









Greg Huszar









There are no facts,
only perceptions.

To the consumer,
our side of the story doesn't exist
unless we tell it.

To the farmer,
your research doesn't exist
unless you talk about it.



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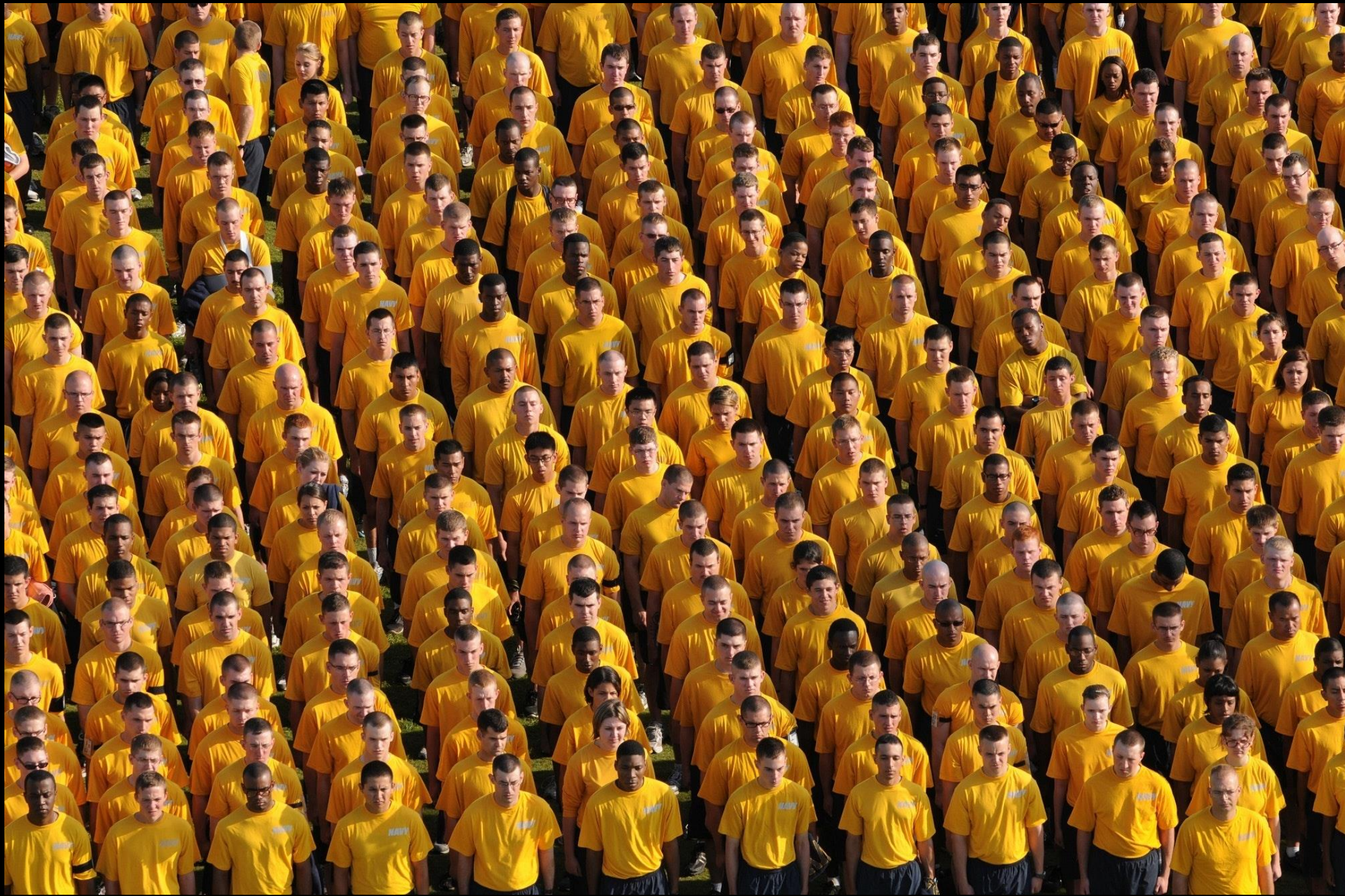
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Lely









The single biggest problem in
communication is the illusion
that it has taken place.

-George Bernard Shaw

Communication Ideas

- Social media
 - Tweets
 - Facebook posts
 - YouTube videos
- Email blasts
- Work with Ag Associations
- Meetings
- Magazine/Newspaper Articles
- Radio Stories

★ ★ ★
**SUSPEND
GLYPHOSATE
NOW**
★ ★ ★
AVAAZ

★ ★ ★
**SAY NO TO
CHEMICAL
AGRICULTURE**
★ ★ ★
AVAAZ

★ ★ ★
**EU: DON'T
GAMBLE WITH
OUR HEALTH**
★ ★ ★
AVAAZ

★ ★ ★
**EU: DON'T
GAMBLE WITH
OUR HEALTH**
★ ★ ★

★ ★ ★
**THIS IS NOT
THE EU**

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