

Farmers' communication guide

Power for Future Change

–project (2023-2024)

MTK-Satakunta

Virve Hindström

Contact:

virve.hindstrom@mtk.fi



MUUTOSVOIMAA
TULEVAAN



Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin



Maatalousyrittäjän viestintäopas (Lehdet)

Farmers' Communication Guide – Key Takeaways



Bridging the Gap

Rural life and consumers have drifted apart over time.

Public understanding of agriculture is weakening.



The Role of Farmers in Communication

Without real information, consumers are vulnerable to misinformation and at risk of forming a one-sided view of farming without recognizing its broader impact on society.



Changing Attitudes Through Open Communication

More transparency helps consumers appreciate modern agriculture.

Social media is a powerful tool for sharing farming.



Using Social Media Effectively

No need to be a communication expert, authenticity is key!

The guide provides essential concepts and **practical tips** for engaging content.

Even for a farmer, it is not always easy to recognize their wider contributions to society.