



## Dairy Communications Workshop

### Connecting on Common Values: The Foundation for Consumer Trust

Now more than ever, the dairy community and food industry need your voice. Consumers want to know that the people producing their food are doing the right things for the right reasons. That knowledge builds trust. Trust is essential for your freedom to operate.

Two workshops are being offered in March, and each workshop is designed to help dairy farmers and industry stakeholders effectively handle *challenging questions* and myths related to dairy products and on-farm practices. Please join us for one of the interactive sessions that will help you find new ways to communicate confidently with family, friends and your community.

A workshop to help *you* be confident, yet transparent about farming, food and facts

**Date: March 19, 2019**

**Time: 10:00 AM – 2:00 PM**

**Lunch Provided**

**Location: Delta Hotels by Marriott  
385 E. 4<sup>th</sup> Street South Sioux City, NE**

**Deadline to register: March 12<sup>th</sup>**

**Very limited seating available**

**Date: March 28, 2019**

**Time: 6:30 AM – 9:00 AM**

**Breakfast Provided**

**Location: Central Plains Dairy Expo –  
Room 11**

**1211 West Ave North, Sioux Falls, SD**

**Deadline to register: March 21st**

**Call or email Jenna Finch to register for either workshop:**

**Cell: 515-204-6572**

**Email: [jfinch@midwestdairy.com](mailto:jfinch@midwestdairy.com)**

#### **This workshop will help you:**

- Understand consumers and their mistrust of food and farming
- Learn to listen, understand and acknowledge consumer concerns
- Share what you already know more effectively by first connecting on shared values
- Practice having conversations, rather than “educating”
- Learn about resources available to you from Midwest Dairy