



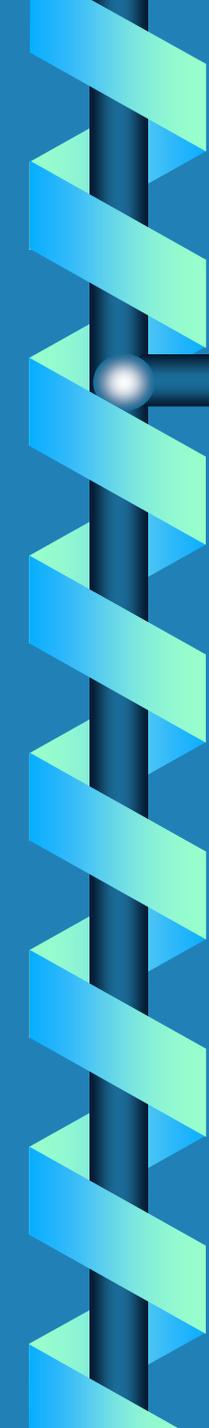
How To Implement a Successful Ag Outreach Campaign

**Dan McGuire, American
Corn Growers Foundation**

**Wind Powering America
Annual State Summit
Evergreen, CO May 19, 05**

ACGF uses an assertive Outreach Strategy:

- **ACGF is a member of DOE-NREL WPA Ag Outreach Committee---Important**
- **WPA brings excellent ideas to the table for our educational outreach**
- **WPA offers great literature and authoritative wind materials plus technical expertise (very important)**
- **NREL funding helps get our message out—Husker Harvest Day (radio advertising, etc.- DakotaFest, trade show booth at both events**



By working with the agricultural media

- **ACGA is a member of the National Association of Farm Broadcasters & attends NAFB events in K. C. and Washington**
- **Dissemination of news releases to a wide network of ag and business media contacts...print, radio, web**
- **We respond quickly to requests and provide whatever is requested**



Know where farmers stand on wind energy

- **ACGF has random, scientific, nationwide surveys conducted**
- **Essential because an est. 50% of farmers don't belong to farm or commodity organizations**
- **Important to know what the average "rank and file" resident & the public are thinking in rural America on wind and other renewable resources**



Use survey results publicly to show farmer's policy views

- **Credible, random survey results are effective with policy makers**
- **The public (other farmers, rural America, politicians) benefit from knowing what the level of support is for wind energy, from the “average” folks, not just the organizational leadership**



Develop and disseminate effective, factual literature & a compelling, credible message

- **Participate in local, state, regional and national forums at every opportunity**
- **Keep your message in front of key policy and public audiences**
- **Be prepared to challenge and respond to misinformation put out by opponents of wind energy**



Build broad, engaged agricultural coalitions

- **ACGF-ACGA built the American Agricultural Wind Coalition with member organizations that represent about 350,000 farm families across the country**
- **Engage coalition members and keep them informed about issues and activities. Get them the latest info.**
- **Don't be afraid to share your knowledge and information with coalition members and the public**

American Agricultural Wind Coalition (AAWC)

- **American Corn Growers Assoc.**
- **American Agriculture Movement**
- **National Farmers Union**
- **National Farmers Organization**
- **National Grange**
- **National Family Farm Coalition**
- **Federation of Southern Coops**
- **Soybean Producers of America**
- **Women Involved In Farm Economics**
- **DanMar Associates, Inc.**

**AAWC Member groups represent an estimated
300,000+ family farms**



Identify success stories in the industry and publicize them

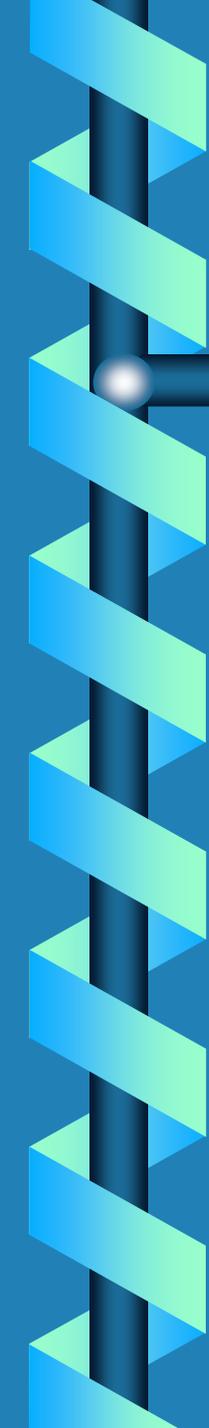
- **Farmers and others are cautious about new technology & assume it may be “too good to be true”**
- **People like to know how others make “new” technologies such as wind energy work economically for profit**
- **Use case studies that are well documented with a confirmed and credible track record and economic history...disseminate widely**



Be a strong, tireless advocate for your cause and your constituency

- **Make a powerful case (for wind energy's potential as a rural economic development tool and opportunity to build sustainable communities)**
- **Subscribe to the Larry Flowers motto:**

CARPE VENTUM
“Seize the Wind”



Thank you!

Dan McGuire, CEO
American Corn Growers Foundation

Wealth From The Wind

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