

# FARMER FIELD DAY TOOLKIT

SHARE YOUR ON-FARM INNOVATIONS







Preston Keres, USDA

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Find the toolkit online, including downloadable tools and templates, at [www.sare.org/farmer-to-farmer](http://www.sare.org/farmer-to-farmer).

### Share Your Feedback!

Have you found this toolkit helpful in planning a field day? If you have stories of successful field days (including photos and videos) or suggestions for how to improve this toolkit, we would love to hear from you: [info@sare.org](mailto:info@sare.org)

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# About SARE: Research Opportunities

Sustainable Agriculture Research and Education (SARE) is a grant-making and outreach program. Its mission is to advance—to the whole of American agriculture—innovations that improve profitability, stewardship and quality of life by investing in groundbreaking research and education. Since it began in 1988, SARE has funded more than 5,500 projects around the nation that explore innovations—from rotational grazing to direct marketing to cover crops—and many other best practices. Administering SARE grants are four regional councils composed of farmers, ranchers, researchers, educators and other local experts. SARE-funded Extension professionals in every state and island protectorate serve as sustainable agriculture coordinators who run education programs for agricultural professionals.

SARE Outreach publishes practical books, bulletins, online resources and other information for farmers and ranchers. SARE is funded by the National Institute of Food and Agriculture, U.S. Department of Agriculture.

## SARE GRANT OPPORTUNITIES

SARE offers several types of competitive grants to support the innovative applied research and outreach efforts of key stakeholders in U.S. agriculture, including:

- ▼ **Farmer/Rancher Grants** – these grants help farmers and ranchers test innovative ideas in the field.
- ▼ **Research and Education Grants** – for interdisciplinary, in-depth exploration of critical sustainable agricultural issues.
- ▼ **Professional Development Program Grants** – fund training programs on sustainable agriculture for Cooperative Extension staff and other educators.
- ▼ **Partnership Grants** – for agriculture professionals who are collaborating with producers to conduct on-farm research and education projects.

For more information about SARE grant opportunities, begin by visiting [www.sare.org/grants/apply-for-a-grant](http://www.sare.org/grants/apply-for-a-grant), or contact the appropriate SARE region. Find regional contact information at [www.sare.org/about-sare/staff](http://www.sare.org/about-sare/staff).

## THE LEARNING CENTER

In addition to offering competitive grants, SARE maintains a wealth of educational materials in its online Learning Center—a library of books, bulletins, videos, online courses, grantee-produced information products, factsheets and other materials—available at [www.sare.org/learning-center](http://www.sare.org/learning-center).

## DIG DEEPER INTO THE RESEARCH

Visit SARE's database of project reports to explore more the results of research and education projects funded by SARE. The project report database is available at [www.sare.org/project-reports](http://www.sare.org/project-reports).

## FREE RESOURCE: ON-FARM RESEARCH BULLETIN

[www.sare.org/research](http://www.sare.org/research)



Free to download and order in print, this 32-page bulletin provides detailed instruction for crop and livestock producers, as well as educators, on how to conduct research at the farm level using practical strategies and peer-reviewed research findings. It also includes a comprehensive list of in-depth resources, as well as real-life examples, to stimulate research ideas and to provide guidance. When your project is complete, consider hosting your own field day to share your results. Visit [www.sare.org/research](http://www.sare.org/research).

# Introduction

Field days are a great way to share innovative ideas in sustainable agriculture with fellow farmers and ranchers, but organizing an event can be time consuming, especially if you have limited experience. This farmer field day toolkit can take some of the pressure off—it provides tips and tools on key aspects of event planning. Find the toolkit online, including downloadable tools and templates, at [www.sare.org/farmer-to-farmer](http://www.sare.org/farmer-to-farmer).

## WHAT IS A FIELD DAY?

Field days are educational events hosted by a producer or an educator and held on-farm or on-ranch. The events usually include demonstrations of specific management practices and equipment, and/or highlight research methods and results. Audiences can include fellow producers, agriculture professionals, students, community members and the media. The field day can include presentations, posters, materials and walks through the fields.

## WHY HOST A FIELD DAY?

Hosting a field day gives you a rewarding opportunity to showcase your hard work and achievements—the best practices for sustainability you have learned, in-field experiments, conservation efforts, ways to increase yields and profits, and more. Farmer-to-farmer education may be the best use of time to increase the sustainability of your community.

During a field day, members of your community will have a chance to learn what you grow, potentially increasing your market and brand recognition.

Recipients of SARE grants have committed to conducting broad outreach about their funded project. The expectation is that research results quickly get into the hands of fellow

producers and agriculture professionals. Producers' most preferred ways of learning new methods and practices are through hands-on activities and on-farm demonstrations. A field day encourages peer-to-peer learning and highlights real-world practices that are successful.

Your project's results may inspire others to make similar changes and try new practices.

When planning a field day, consider partnering with organizations that share your interests. This could include NRCS, conservation districts and local Extension staff. Farm bureaus and other farmer organizations are also logical partners. Partnering may give you access to additional funding, publicity and logistical support.

The information here can be used by anybody interested in hosting a field day, whether you are a SARE grantee or not.

**Leave plenty of time to plan and organize!**

**Take a look at the tips, tools and resources assembled here to help guarantee a successful event.**

**Example isn't another way to teach; it's the only way to teach.**

*Albert Einstein*





# Tips for a Successful Field Day

The following tips cover key areas of planning. See the **Suggested Timeline** for how they fit together in a typical situation.

PROGRAM / OUTREACH / LOGISTICS / HANDOUTS / PRESENTING

## PROGRAM

- ▼ Determine what the most important information to share is. What are the one or two main points to communicate? The clearer the message, the more likely it is to be remembered.
- ▼ How long will the event need to be to cover the information? Half a day? A full day?
- ▼ Identify the audience—who needs this information?
- ▼ Decide what size audience the field day can accommodate. Make sure it is small enough that all will feel engaged and can see and hear.
- ▼ Choose an inspiring title for the event.
- ▼ Create an interesting program that meets the audience's needs. This would include short presentations, hands-on activities, demonstrations and, if possible, a walk through the fields.
- ▼ Choose knowledgeable and effective speakers. This could include partners in the research project, farm or ranch employees, or local Extension personnel. Any speaker should know the material well and should also be comfortable speaking to a crowd. Ask if he or she has public speaking experience.
- ▼ Provide handouts as participants arrive.
- ▼ Use an audio system, such as a microphone, portable speakers or bullhorn, and speak loudly.
- ▼ Schedule time at the end for questions and evaluations.

## OUTREACH

For detailed information, see the **Working with the Media** and **Creating Press Releases and PSAs** sections.

- ▼ Promote the event early, regularly and broadly. Think about the best ways to reach the audiences you have identified. Use social media, press releases, public service announcements (PSAs) and personal contact to target the media; farmers' associations and groups; the local offices of the Extension service, Farm Bureau, Farm Service Agency and Soil and Water Conservation District; and any other agricultural groups that are active in your area.

- ▼ See the **Downloadable Tools and Templates** section and the **Appendix** for a sample press release and PSA, and a flyer template.
- ▼ Contact SARE Outreach and your region's Communications Specialist ([www.sare.org/staff](http://www.sare.org/staff)) for assistance promoting on their event calendar, social media, newsletter and blogs. They may also be able to assist with media outreach and press lists.
- ▼ Order SARE materials to distribute. Visit the SARE WebStore ([www.sare.org/webstore](http://www.sare.org/webstore)) for information on how to order books, bulletins and much more. Check out the Learning Center ([www.sare.org/learning-center](http://www.sare.org/learning-center)) to see what is available.

## Share with SARE

Consider these ways SARE can help you advertise your field day or share the results of your work.

### EVENT CALENDARS – [www.sare.org/calendar](http://www.sare.org/calendar)

Post your event to the national and regional event calendars.

### SOCIAL MEDIA – [www.sare.org/social-media](http://www.sare.org/social-media)

Send us a message through our national and regional social media pages, and we can help promote your event, research findings, and videos or other materials you have produced through your SARE-funded project.

### CONTACT US – [www.sare.org/staff](http://www.sare.org/staff)

Contact national or regional communications staff to explore further outreach assistance, such as identifying appropriate media contacts.

# Tips for a Successful Field Day, cont.

## LOGISTICS

- ▼ Plan early to determine registration methods, fees, where to locate parking and restrooms, and where to purchase food and beverages.
- ▼ For registration, be sure to capture emails or addresses in order to send detailed maps and information prior to the field day.
- ▼ Keep a close eye on the number of people registered and pull back on promotion if you are coming close to capacity. Consider a waitlist if the registered number of participants hits capacity. Let people who register know how to cancel so those on the waitlist can attend.
- ▼ Decide how people will register. Options can include registering by email, mailing in a form or using an online system (which may charge a fee).
- ▼ Consider a small fee (\$5 to \$25) to cover costs and ensure a better head count. Or, consider getting a sponsor.
- ▼ Make effective use of signs directing to parking, restrooms and the gathering area. See the **Downloadable Tools and Templates** section.
- ▼ Think safety. Be sure machinery, chemicals and even farm dogs are out of the way of participants. Check into existing liability insurance. Does the insurance allow for events on the property? Rides in trucks or tractors? Participants going into buildings and working with equipment?
- ▼ If serving food, check local food safety regulations.
- ▼ If the field day is held during hot weather, plan for shade and water.
- ▼ Plan an indoor option in case of rain or cold.
- ▼ Use nametags.

## HANDOUTS

- ▼ Prepare the handouts well in advance; draft them one month prior to the event and update as necessary. One handout could be enough.
- ▼ Do not try to get all the information into handouts. Pick key points and focus on those.
- ▼ Be sure the handouts reflect what is presented during the field day.

- ▼ Have plenty of visuals—photos, charts, infographics, quotes.
- ▼ Add contact information for future conversations and questions.
- ▼ Keep them readable: 11- or 12-point font, clear titles, sans serif font (e.g., Arial or Calibri, but not Times New Roman or Georgia) and lots of white space. Have them professionally printed or printed on a color laser printer.
- ▼ Leave blank space at the end for note-taking.

## PRESENTING

- ▼ Stick to the program and time allotments.
- ▼ Be prepared for questions.
- ▼ If time allows, let participants state what they want to learn or why they are attending when introducing themselves. This probably works best if the group is 20 people or fewer.
- ▼ Be sure everyone can hear.
- ▼ Don't rush, and remember to breathe!
- ▼ Make eye contact with the audience.
- ▼ Tell stories—make the presentation personal. People want to hear about other people's experiences at a personal level.
- ▼ Prepare points ahead of time but do not read from a script.
- ▼ Minimize the use of “um,” “you know,” “ah,” etc.
- ▼ Have visuals when not in the field, such as photos, posters or sample plants. See the **Downloadable Tools and Templates** section.
- ▼ Decide if questions will be taken throughout the presentation or at the end, and share this with the audience upfront. Encourage questions.
- ▼ Make the field day as active as possible—walk the fields, conduct a demonstration, show examples, create hands-on activities.

# Suggested Timeline

This timeline for planning a field day includes tasks that should be completed two to three months before the field day, one month before, two weeks before and the day before.

## TWO TO THREE MONTHS BEFORE THE FIELD DAY

- ▼ Finalize the site, program, schedule and speakers. Create a flyer. See the **Downloadable Tools and Templates** section for an easy-to-use flyer template.
- ▼ Identify the audience. This may include fellow producers, Cooperative Extension and other agriculture professionals, researchers, students, community members, government officials and the media.
- ▼ Contact targeted organizations or groups with preliminary information about the field day.
- ▼ Contact SARE Outreach and your region's Communications Specialist ([www.sare.org/staff](http://www.sare.org/staff)) for assistance promoting on their event calendar, social media, newsletter and blogs. They may also be able to assist with media outreach and press lists.
- ▼ Develop a budget and choose a fee. Investigate the costs associated with those arrangements you will make as you get closer to the event, such as food, AV equipment (microphones, speakers, projectors, etc.) and printing.
- ▼ Begin identifying and contacting media outlets to determine their schedule of deadlines. Develop a media calendar with deadlines. See the **Working with the Media** section. This will help with delivery of press releases as the event nears.
- ▼ Start social media postings and send save-the-dates.
- ▼ Decide if people need to register, and if so, how they will do so.

## ONE MONTH BEFORE THE FIELD DAY

- ▼ Continue with media outreach and invitations.
- ▼ Monitor registration and close it if you reach capacity.
- ▼ Order portable toilets and canopies if needed.
- ▼ Order any AV equipment you will need.
- ▼ Start preparing remarks and plan the walkthrough of the field. Time it.
- ▼ Order any food you are planning to serve. If possible, aim for a creative menu using local produce and meats. If serving food, check local food safety regulations.

- ▼ Find someone to photograph and/or video record the event. See the **Capturing the Event with Video** section.
- ▼ Order SARE materials to distribute. Visit the SARE WebStore ([www.sare.org/webstore](http://www.sare.org/webstore)) for information on how to order books, bulletins and much more. Check out the Learning Center ([www.sare.org/learning-center](http://www.sare.org/learning-center)) to see what is available.
- ▼ Start sending a map and schedule to those who register.
- ▼ Create handouts.

## TWO WEEKS BEFORE THE FIELD DAY

- ▼ Start sending press releases, PSAs and calendar items. Follow up by telephone with key editors and writers to ensure media coverage.
- ▼ Monitor registration and close it if you reach capacity.
- ▼ Buy nametags and other supplies.
- ▼ Confirm the food order or purchase it now. Purchase water.
- ▼ Make signs with the name of the event and to identify parking, restrooms, registration, gathering area. See the **Downloadable Tools and Templates** section.
- ▼ Create signs with directions if it is possible to place them on roads near the site. See the **Downloadable Tools and Templates** section.
- ▼ Print any informational materials that will be distributed.
- ▼ Check the weather for the next couple of weeks. Will you be able to hold the event outside?

## DAY BEFORE THE FIELD DAY

- ▼ Set up a registration table.
- ▼ Set up a food and beverage table.
- ▼ If possible, place signs with directions on nearby roads.
- ▼ Place signs to identify parking, restrooms, registration and the gathering area.

# Working with the Media

The media—traditional print, television and radio outlets, as well as social media—can be a great tool for sharing the innovative techniques and concepts that are at the core of your field day. Following a few simple tips can help get the most out of the media’s interest in your field day. Offering a reporter a good story can turn you into a source for future coverage of the topic.

## TRADITIONAL MEDIA

- ▼ Identify local television and radio stations, and newspapers. Remember to include weekly papers, community cable stations and local colleges.
- ▼ Determine who at each outlet should be sent a press release, PSA or calendar item. Include both your email address and cell phone number. Be accessible. See samples in the **Appendix**.
- ▼ Create a calendar with each outlet’s deadlines. This will help with the timing of press release delivery as the event nears.
- ▼ Do not send a press release at the last minute. Send it by their deadline, or preferably about two weeks in advance. See the **Creating Press Releases and PSAs** section.
- ▼ Follow up promptly if an outlet contacts you.
- ▼ The press release and personal contact should include an invitation to reporters to attend, not just a promotion of the event. Allow members of the media to attend for free.
- ▼ Be prepared to be interviewed, photographed and video recorded. See the **Interview Tips** section.
- ▼ Have good photos of the site ready to provide, if requested. If you take photos, make sure your phone or camera is set to take high-resolution images, which is needed for an image to appear in print.
- ▼ Encourage any reporters who attend the event to contact you if they have follow-up questions or need details clarified. However, do not insist they share their story with you before it runs.
- ▼ Thank anyone who writes about the event.

## SOCIAL MEDIA

- ▼ Use the farm’s or ranch’s existing website, Facebook page, Twitter account, blog or e-newsletter for promotion. Invite followers to the event.
- ▼ Create a Twitter hashtag that is relevant, unique and short.
- ▼ Post regularly, with photos.
- ▼ Ask others involved in the planning to post to their social media sites and e-newsletters.



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# Working with the Media, cont.



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## INTERVIEW TIPS

Taking some time to think about and craft your key messages in a way that appeals to non-agricultural reporters can go a long way toward ensuring meaningful coverage. Note that these tips relate specifically to one-on-one interviews, not necessarily when speaking to your field day audience.

- ▼ Remember that a reporter's audience is typically the general public. So first and foremost, you should be able to explain why the practices or research you are discussing at your field day are meaningful to the non-agricultural community. Tying your story to local environmental, economic or regulatory issues that affect the whole farming community or general public will make it more relevant.
- ▼ Identify your top three messages ahead of time, and be prepared to explain them briefly. This is especially helpful for radio and television interviews, since those stories are often very short. What are you doing on your farm and why is it important to other farmers and the community at large? Do not memorize a script, but be prepared to deliver a concise, meaningful message.
- ▼ Do not assume a reporter has knowledge about farming just because they want to cover the event. Most reporters are generalists who cover diverse topics on a day-to-day basis, and they do not have time to delve into the background of your profession. Ask them if they need you to explain particular concepts.
- ▼ Minimize your use of agricultural jargon, slang, technical terms and acronyms. Or, explain those terms that are important to use.
- ▼ If you offer your handouts, research data and other materials to reporters, be prepared to summarize the key points from such information. This makes the reporter's job easier and minimizes the chance of an error appearing in the story.
- ▼ Talk slowly and clearly when giving an interview, especially when a reporter is taking hand-written notes. The faster you talk, the more likely it is they will miss important details or get something wrong.
- ▼ It is okay to pause and think before answering a question and to stop talking when you feel you have given a complete answer. There is no need to keep talking just to fill silence—that is the time for the reporter to ask another question.
- ▼ You want to get reporters' attention and share the importance of what you are doing, but be careful not to exaggerate or lie, since your reputation could be at stake. If you do not know the answer to an interview question, simply admit to it and do not try to guess. It is better to direct the reporter to a technical expert in attendance than say something that others know is wrong.
- ▼ Anything you say to a reporter is fair game for a story, so if you do not want something reported, do not say it. Of course, due to the uncontroversial nature of an agricultural field day, you are not likely to have a difficult experience with a reporter who has taken the time to cover your event.

# Creating Press Releases and PSAs

Press releases and public service announcements (PSAs) can help you get media coverage and advertise your event among possible attendees.

## WHAT MAKES A GOOD PRESS RELEASE?

A press release is directed to members of the news media (print, radio, TV) with the goal of a story to be created prior to the event. Tailor your release to the audience—for example, an ag audience versus a consumer audience. To write a good press release:

- ▼ Write a brief, clear and to-the-point headline that has the key points of the release.
- ▼ The most important information is in the first paragraph:
  - What (title of event)
  - Where
  - When
  - Why (briefly, what will happen at event)
  - Who (who's hosting, who should attend)
- ▼ The lead sentence should grab the reader. It should capture your key message—why the topic of your field day is important—and should not simply state that a field day is occurring.
- ▼ Use jargon-free language.
- ▼ Have good quotes from the host about why it is a notable and interesting event.
- ▼ Be clear on the schedule and what people will see.
- ▼ Keep it simple and under one page.
- ▼ Include fee and registration information.
- ▼ Have contact name and information at the top.

See the **Appendix** for a sample press release.

## WHAT MAKES A GOOD PUBLIC SERVICE ANNOUNCEMENT?

A PSA is a very brief description of an event with all key information. A PSA may be included in a calendar section, promoted via social media or read aloud on the radio. Tailor your release to the audience—for example, an ag audience versus a consumer audience. A good announcement should be 35–70 words and include:

- ▼ What (title of event)
- ▼ Where
- ▼ When
- ▼ Why (briefly, what will happen at event)
- ▼ Who (who's hosting, who should attend)
- ▼ Information on where to learn more

See the **Appendix** for a sample PSA.



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# Capturing the Event with Video

You can increase the learning value of your field day by video recording key aspects of it and sharing your video through social media. A video does not need to be professionally produced to be useful to other farmers and ranchers, but if you decide to record, it is helpful to keep in mind a few basic tips and have a plan, especially if you are new to recording outdoor events.

As with many aspects of planning a field day, consider reaching out to your local Extension agent or technical advisor, as they may have experience producing videos in a field-day setting. You might also consult with your university's or department's communication office.

## VIDEO STRATEGIES

Mobile devices like smartphones and tablets are capable of capturing high-quality video. Tips worth mentioning up front include:

- ▼ Always hold your device in horizontal or landscape orientation. Never hold it in vertical or portrait orientation.
- ▼ Use a tripod or other stabilizer if possible.
- ▼ Check your batteries and storage space ahead of time.
- ▼ Get close to your subject.
- ▼ Video of people doing things is more interesting than video of people speaking.
- ▼ Record more footage than you think you will need.
- ▼ There are many websites that offer in-depth tips on recording with a mobile device, covering such areas as lighting, zooming and framing. Search the Internet for “video best practices,” “recording outdoor video with a mobile device” or a related term.

## AUDIO STRATEGIES

Smartphones and tablets are capable of capturing high-quality video, but a device's ability to capture quality audio is limited, especially in outdoor conditions (such as when it is windy or the speaker is too far away from the camera). So, if you are unfamiliar with your recording device or have not used it for a field day before, it may be a good idea to take a partner to some of the locations where you will be speaking and test out different recording situations. During the field day it may be necessary for your videographer to stand close to you while you are giving your presentation. An alternative would be to step aside for a few minutes during the field day to let a technical advisor interview you about your key messages. Another alternative, if you have the time and ability to edit the video, is to record the visuals during the

field day and narrate the audio later (a “voiceover”). Video editing apps and software programs typically include features for reducing background noise, which can be helpful in this situation, and they allow you to record voiceovers.

There is also a variety of inexpensive external microphones available. A directional “shotgun” mic that attaches to your device can pick up a speaker better than the internal mics on most devices, and lapel mics that you attach to speakers before their presentations are also available.

## LENGTH

The video does not need to document the entire event but rather should cover the key messages and most interesting visuals. Short is good—for example, a video of five to 10 minutes can capture a lot of technical information and is more likely to be watched in its entirety than something much longer. If your aim is to create a video that is more inspirational than technical, two to three minutes is appropriate.

## USING PHOTOGRAPHY

An equally useful approach, though it would require its own time investment, would be to take many photos of the event and use them to create a narrated video presentation.

## SHARING YOUR VIDEO

The most common way to share your video is by uploading it to YouTube. From there, you can embed it on your website or share it to social media sites such as Facebook or Twitter. Instructions for taking all of these steps are readily available on the Internet. When uploading your video to YouTube, it is critical to include a well-crafted title and description, and to make use of targeted keyword tags. Including keywords and phrases in the title, description and tags will improve the likelihood that people will find your video on their own. Tags are words or short phrases that best capture the content of your video and help match it to relevant terms that people use when searching YouTube, Google or other search engines. Do not use an excessive number of tags or ones that are irrelevant to your video.

Note that you must have a YouTube account in order to upload videos to the site.



# Sample Checklist of Planning Tasks



Lance Cheung, USDA

Use this sample checklist to stay organized as you make arrangements for your field day. A Word document version of this checklist is available at [www.sare.org/farmer-to-farmer/tools](http://www.sare.org/farmer-to-farmer/tools).

## PROGRAM

- Site chosen
- Speakers confirmed
- Targeted audience identified
- Program finalized
- Schedule finalized
- Remarks and presentation prepared
- Handouts created

## MEDIA

- Preliminary/save-the-date information provided to regional organizations
- SARE Outreach and regional SARE Communications Specialist contacted
- Media outlets identified
- Media calendar with deadlines created
- Social media campaign(s) started
- Press releases, calendar items, invitations to the press and PSAs distributed

## LOGISTICS

- Budget developed
- Funding/sponsors obtained
- Registration process and fee chosen
- Portable toilets ordered
- AV equipment ordered
- Canopies or other shading acquired
- Food and beverages ordered or purchased
- Photographers and videographers identified
- SARE materials to distribute ordered
- Map and schedule created to mail out to participants
- Nametags and other supplies purchased
- Signs with directions created and posted
- Signs for restrooms, parking, registration created and posted
- Registration and food/beverage tables set up

# Downloadable Tools and Templates

To access all tools and templates described here, visit [www.sare.org/farmer-to-farmer/tools](http://www.sare.org/farmer-to-farmer/tools). Or, see the **Appendix** for screenshots of these templates and direct download links.

## SARE PROJECT POSTER TEMPLATE

**For SARE grantees only.** Use this template (PowerPoint) to create a large poster that shares important details about your SARE-funded project (trial, demonstration, research) with your field day guests. Horizontal and vertical poster templates are available. Select the template that corresponds to the SARE regional office through which you were funded.

Instructions (“read me” file) are provided for how to use the template and get it printed.

## MULTI-PURPOSE SIGN TEMPLATE

**For SARE grantees only.** Use this multi-purpose sign template (PowerPoint) for instructional (e.g., field signs) and logistical (e.g., registration, parking, directions) needs. Select the template that corresponds to the SARE regional office through which you were funded.

Instructions (“read me” file) are provided for how to use the template and get it printed.

## SAMPLE FLYER AND TEMPLATE

**For SARE grantees only.** Use this template (Word doc) to produce a flyer that advertises your field day with all the appropriate information. Select the template that corresponds to the SARE regional office through which you were funded.

These templates produce an 8.5" x 11" document that can be printed on a desktop printer in black and white or color. A sample flyer with instructions is also available for download. See the **Appendix**.

**For non-SARE grantees.** A generic version of the flyer template is available for download.

## PRESS RELEASES AND PSAS

The samples provided should serve as examples only and are not intended to be templates. See the **Appendix**.

The screenshot shows the SARE website's 'Downloadable Tools and Templates' page. The navigation menu at the top includes 'Grants', 'Project Reports', 'Learning Center', 'Professional Development', 'State Programs', and 'Events'. The main content area is titled 'Downloadable Tools and Templates' and features several sections:

- Sample Checklist:** Use this [sample checklist](#) to stay organized as you make arrangements for your field day.
- SARE Project Poster Template:** **For SARE grantees only.** Use this template (PowerPoint) to create a large poster that shares important details about your SARE-funded project (trial, demonstration, research) with your field day guests. Horizontal and vertical poster templates are available. Select the template that corresponds to the SARE regional office through which you were funded.
  - READ ME:** [Poster template instructions](#)
  - Northeast template: [horizontal](#) | [vertical](#)
  - North Central template: [horizontal](#) | [vertical](#)
  - Southern template: [horizontal](#) | [vertical](#)
  - Western template: [horizontal](#) | [vertical](#)
- Multi-Purpose Sign Template:** **For SARE grantees only.** Use this multi-purpose sign template (PowerPoint) for instructional (e.g., field signs) and logistical (e.g., registration, parking, directions) needs. Select the template that corresponds to the SARE regional office through which you were funded.
  - READ ME:** [Multi-purpose sign template instructions](#)
  - [Northeast template](#) | [North Central template](#) | [Southern template](#) | [Western template](#)
- Sample Flyer and Template:** **For SARE grantees only.** Use this template (Word doc) to produce a flyer that advertises your field day with all the appropriate information. Select the template that corresponds to the SARE regional office through which you were funded.
  - [Northeast template](#) | [North Central template](#) | [Southern template](#) | [Western template](#)
  - These templates produce an 8.5" x 11" document that can be printed on a desktop printer in black and white or color. See a sample flyer: [Sample flyer with instructions \(PDF\)](#)

The sidebar on the left includes a 'Farmer Field Day Toolkit' menu with items like 'Tips for a Successful Field Day', 'Suggested Timeline', 'Working with the Media', 'Creating Press Releases and PSAs', 'Capturing the Event with Video', and 'Downloadable Tools and Templates'. It also has a 'Can't find something? Ask or send feedback.' button and a 'SARE's mission' statement.

# Appendix: Sample Outreach Materials

The documents available for download here are samples. Visit [www.sare.org/farmer-to-farmer/tools](http://www.sare.org/farmer-to-farmer/tools) for the complete set of customizable tools available, including SARE regional templates that grantees may use.

## SAMPLE FLYER WITH INSTRUCTIONS

Download

### Food Crops in High Plains High Tunnels

An On-Farm Field Day  
Wednesday, October 5, 2016  
10am – 1pm  
Johnson Farms  
17 County Rd., Burlington, CO 12345

Interested in setting up a high tunnel, and even applying for the NRCS high tunnel cost share program, but don't know where to start? Or do you grow crops in a high tunnel but would like higher yields?

Johnson Farms' Western SARE-funded research on best practices for growing crops in high tunnels in eastern Colorado can help local farmers increase yields and improve management techniques. Join owner **Jim Johnson** and **NRCS District Conservationist Amy Smith** on a tour of a well-producing high tunnel and learn:

- Selection and installation
- Pest management
- Marketing of the crops
- Growing in our extreme environment
- Increasing yields


**Registration and Event Details**

Registration starts at 9:30 am and tour begins promptly at 10 am. Snacks and beverages will be provided. Please wear warm clothing and good walking shoes.

No registration fee.

**RSVPs required: Email Jim Johnson, [johnsonfarms@gmail.com](mailto:johnsonfarms@gmail.com) or call 307-222-4444.**

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 1234-12345-12345 through the Western Sustainable Agriculture Research and Education program under subaward number FS14-000. USDA is an equal opportunity employer and service provider. Visit [www.WesternSARE.org](http://www.WesternSARE.org).



**Commented [S1]:** Use a clear sans serif font, preferably in 12pt or 14pt size.

**Commented [S2]:** Add clear narrative about what the event is about and compelling reason to attend.

**Commented [S3]:** Be specific about what will be demonstrated.

**Commented [S4]:** Be very clear about time, food provided (if any), and other logistics.

## SAMPLE PSA

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### SAMPLE

Public Service Announcement (PSA)

Long:

Joe Smith, Smith Farms, will provide information and field demonstrations on creating the best compost and how best to apply it to improve soil and grow healthy vegetables at their on-farm event "Growing Beautiful Vegetables in Healthy Soil." It will be held at Smith Farms, 54 Taylor Road, Raleigh North Carolina, on August 1, 2016, from 9 am to noon. Fee is \$25, lunch included. For more information, visit [joesmithfarms/event](http://joesmithfarms/event).

Short:

Join Smith Farms to learn about making and applying compost at "Growing Beautiful Vegetables in Healthy Soil" at 54 Taylor Road, Raleigh North Carolina, August 1, 2016, 9 am to noon. \$25, lunch included. Information at [joesmithfarms/event](http://joesmithfarms/event).

## SAMPLE PRESS RELEASE

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### SAMPLE

For Immediate Release June 23, 2016

Contact: Joe Smith  
Smith Farms  
(453) 546-8989  
[joesmith@aol.com](mailto:joesmith@aol.com)

#### Building Better Soils with Compost An On-Farm Demonstration


Improve the health of your soil and grow better vegetables by learning how to make compost and apply it on your farm or garden. Smith Farms will teach current and aspiring farmers and home gardeners what they need to know about creating the best compost. The presentation and tour will show examples of healthy soil and vegetables at their on-farm event "Growing Beautiful Vegetables in Healthy Soil." This demonstration, hosted by owner Joe Smith, will be held at Smith Farms, 54 Taylor Road, Raleigh North Carolina, on August 1, 2016. From 9 am to noon, participants will hear from Joe about the best practices he has learned for making and applying compost from on-farm resources, and then walk through fields showing the difference between vegetables grown with compost and those grown without.

After the presentation and field tour, a lunch featuring locally-grown foods will be served, with Joe available for more question and answer. The fee for the field day and lunch is \$25. Reservations are required by July 25. Registration and payment information can be found at [joesmithfarms/event](http://joesmithfarms/event).

In 2014 Joe received a Farmer-Rancher grant of \$13,200 from the Southern SARE to determine what materials from his farm worked best in the compost he made. He also divided up his vegetable fields to determine the best rates of application. At the end of this project, he found three common materials that made good, clean compost and determined the best rate of application. He will share his findings at this event. More information about Joe's project can be found in the SARE database of projects, [mysare.sare.org/sare\\_project/FS14-000](http://mysare.sare.org/sare_project/FS14-000).

Joe, who has been farming for 13 years, says "I am excited to share what I've learned about growing better vegetables, improving my soil, and using what would have been waste products with my fellow farmers. To see the difference in the quality of both my produce and soil is truly amazing."

This event is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture through the Southern Sustainable Agriculture Research and Education program.





# Appendix: Sample Outreach Materials, cont.

The documents available for download here are samples. Visit [www.sare.org/farmer-to-farmer/tools](http://www.sare.org/farmer-to-farmer/tools) for the complete set of customizable tools available, including SARE regional templates that grantees may use.

## SAMPLE POSTERS

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## Share Your Feedback!

Have you found this toolkit helpful in planning a field day? If you have stories of successful field days (including photos and videos) or suggestions for how to improve this toolkit, we would love to hear from you:

[info@sare.org](mailto:info@sare.org)