

# COMMUNICATION AND MESSAGING

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## THE MESSAGE

The center conducts research and outreach on a broad range of topics in agriculture and natural resources. The center strives to communicate a consistent and clear message about the mission and priority of the PIE Center.

These messages have been created to represent the PIE brand and the work of faculty and staff in the PIE Center. The messages should guide the story of the center and resonate with stakeholders in a personal way.

If you have any questions about the PIE Center's message or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793.

## THE CENTER

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) conducts research and educates on how people form and act on opinions regarding complex agricultural and natural resources issues. The PIE Center encourages informed decision-making in three important areas.

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## FOCUS AREAS

Exploring emerging issues impacting food and agriculture.

Advancing the responsible use of water and conservation of natural resources.

Helping communities and organizations understand and adapt to changing agricultural and natural resources issues.