

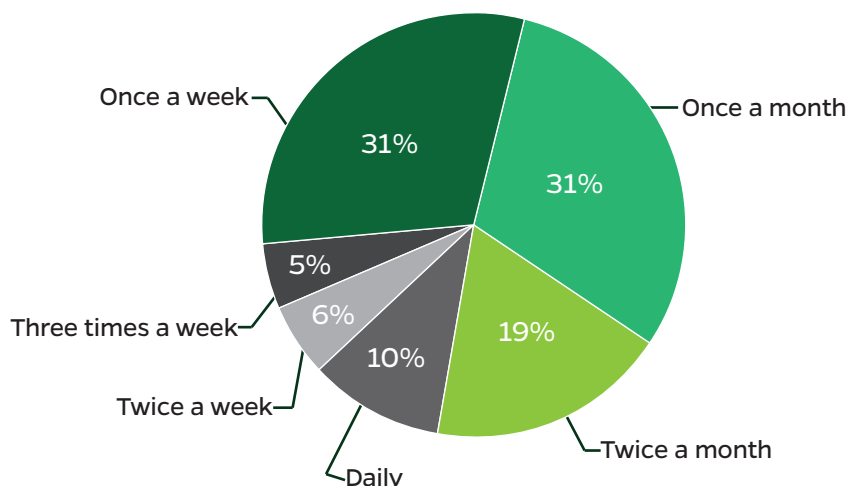
# WHAT AGRICULTURAL ORGANIZATIONS THINK ABOUT COMMUNICATING AGRICULTURAL ISSUES

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 recently surveyed members of agricultural organizations in Florida to learn more about how members (n=439) want to be communicated with, and what motivates them to contact elected officials. Members from the following organizations were included in the survey: Florida Farm Bureau, Florida Cattlemen's Association, Florida Nursery, Growers and Landscape Association, Florida Fruit and Vegetable Association, and Wedgworth Leadership Institute.

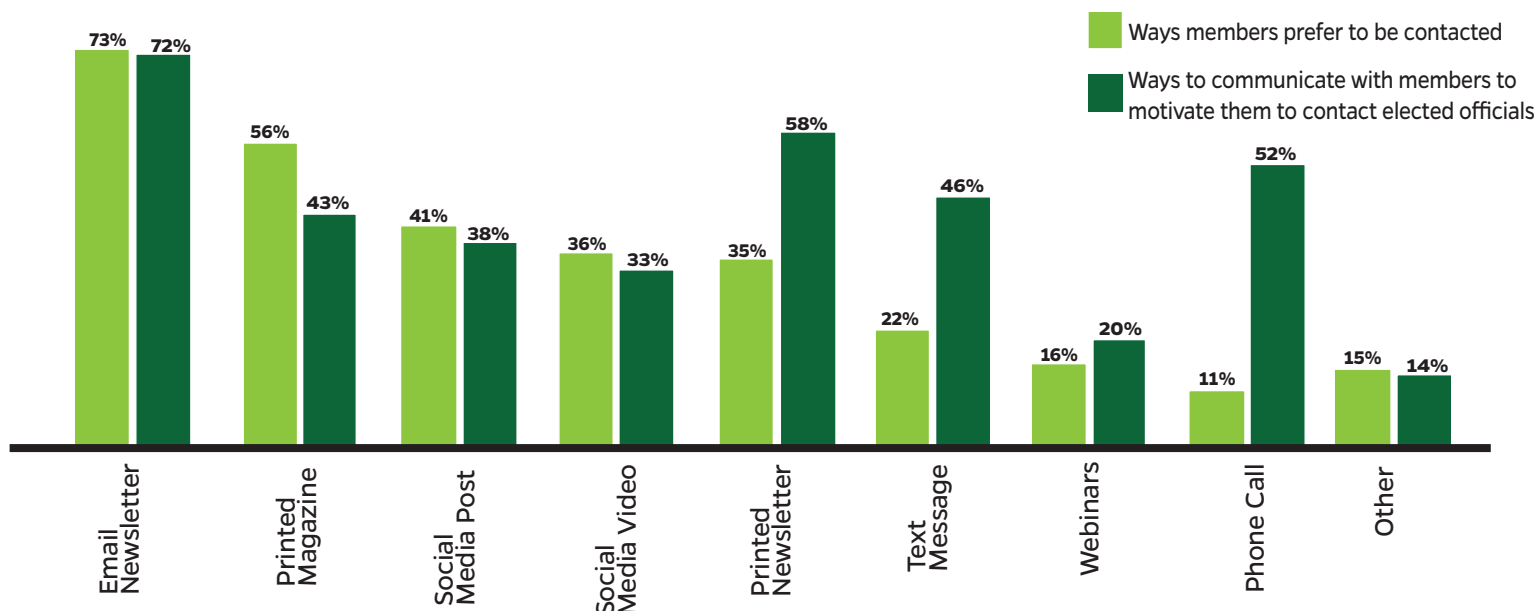
## HOW MEMBERS OF ORGANIZATIONS FEEL ABOUT RECEIVING INFORMATION

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) recently surveyed members of Florida's agricultural organizations to learn about their responses to communication about agricultural and natural resource issues and communication with elected officials. The survey found that the majority of members like to be contacted from their organizations about agricultural and natural resource issues once a month or once a week. When members were asked how they preferred to be contacted by their organization, 73 percent responded that email newsletters are very or extremely preferred. These members also indicated that email newsletters were the best way to motivate them to contact elected officials.

Frequency Agricultural Organization Members like to Receive Agricultural and Natural Resources Information from their Organizations

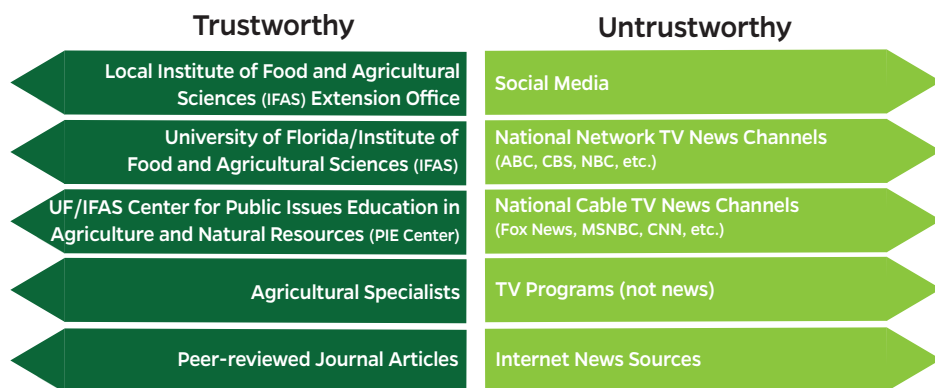


Communicating with Members of Agricultural Organization

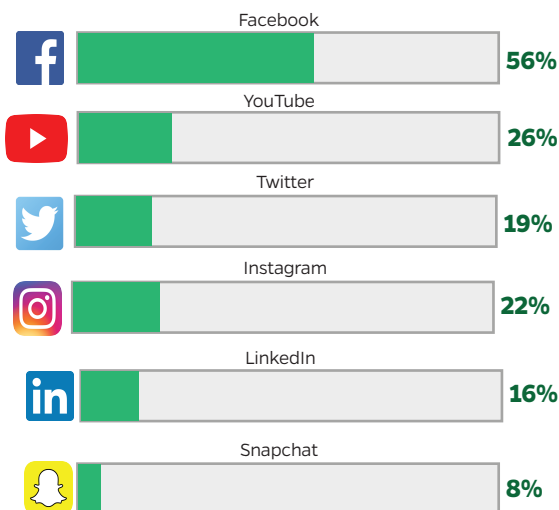


\*NOTE: THESE PERCENTAGES ARE "VERY PREFERRED" AND "EXTREMELY PREFERRED."

## How Members Rated the Trustworthiness of These Sources



## Preference to Receiving Information from Their Agricultural Organization via Social Media Channels



\*NOTE: 64% OF RESPONDENTS INDICATED SOME DEGREE OF PREFERENCE TO RECEIVE INFORMATION VIA SOCIAL MEDIA.

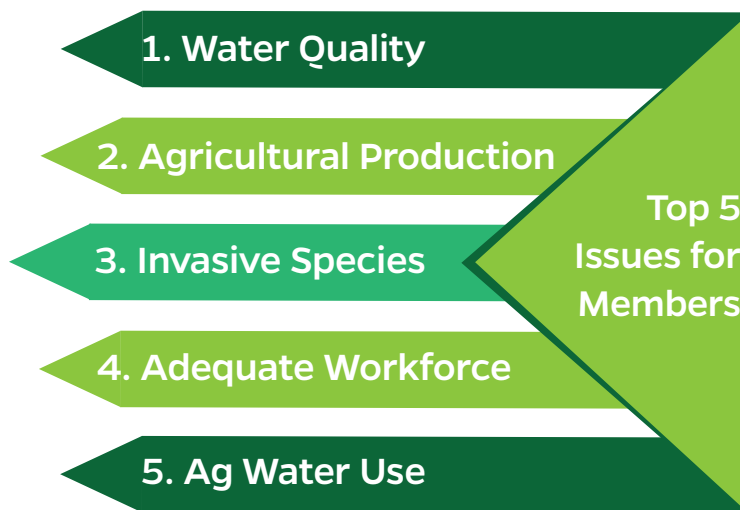
## HOW MEMBERS FEEL ABOUT COMMUNICATION

Among a selection of sources members responded that the most trustworthy sources for agriculture and natural resource information are local IFAS Extension Offices, the UF/Institute of Food and Agricultural Sciences and the Center for Public Issues Education. Members rated social media and network and cable TV as the most untrustworthy sources. Nearly 64 percent of respondents indicated some degree of preference (extremely preferred, very preferred, moderately preferred, slightly preferred) to receive information via social media, with Facebook being the most preferred. Members indicated that the top five issues are water quality, agricultural production, management of invasive species, adequate workforce and agricultural water use. Ninety-one percent believe that contacting elected officials about issues affecting Florida agriculture is the responsible thing to do. Ninety-three percent of members said that they would contact elected officials about legislation that has a direct negative effect on them.

Two out of every three respondents



indicated some degree of preference to receive information via social media



**91%** BELIEVE THAT CONTACTING ELECTED OFFICIALS ABOUT ISSUES AFFECTING FLORIDA AGRICULTURE IS THE **RESPONSIBLE** THING TO DO.

