



Breyers & Young Farmers National Navigators Program – Call for Stories November 2020

Thank you for indicating your interest in sharing your story as part of the Young Farmers National Navigators Program. As part of the program, Breyers and their communications team will be connecting with several farmers—people just like you who are passionate about agriculture but who also face very real societal and economic barriers. We want to hear your story. The more we can understand your unique experiences and those of other farmers, the more we can play our part in drawing attention through media to the importance of farming, the challenges farmers face getting started in today's landscape and the need for educating the general public on the critical work you do for our country.

As part of this process, Breyers will be conducting phone interviews to help us better understand your farming background. Topics may include how you got into farming, near and long-term challenges or barriers you're up against today, how you think the National Navigators Program, created by Young Farmers and Breyers, can help you and your peers and so on. Sample questions are below:

- What was the first thing that got you interested in farming?
- What has been one of the biggest surprises or challenges since you became a farmer?
- How has COVID-19 affected your business? Your industry as a whole?
- As a farmer and entrepreneur, do you think you could benefit from mentorship and networking with other farmers right now? If so, what would be most impactful for you?

Information captured during your initial interview will be shared with select media, and reporters might request to virtually sit down to speak with you. Media stories might be a mix of online, print and broadcast. Breyers and team will facilitate and prepare you for all aspects of this process, and you will have prior approval of any content or assets shared with reporters or to Breyers channels that include your name, story or likeness, as outlined below in further detail. You will be compensated for your time.

What We Need from You –

- One hour to sit down over the phone with Breyers and their communications team to share your story and answer a series of questions
 - *Note: A discussion guide will be shared before the conversation, but advanced completion will not be required*
- Pending reporter interest, media interviews will take place between November 2020 to February 2021 and will be up to 60 minutes; Breyers and team to conduct a one-hour prep call in advance of the interview with briefing materials, sample questions and background on the reporter/outlet
- High-quality photo of you
- Relaxed, selfie-style video, captured by you with guidance from the Breyers team, to share stories and anecdotes similar to those shared during the initial interview

Where & When Your Story/Likeness Might Appear –

Note: You will have prior approval of content and assets anywhere your name, story or likeness appears

- November – February 2021: On one or more media stories between time of interview and February 2021; Sample outlets include USA Today, Today.com, Food Navigator, Civil Eats
- December 2020: Breyers and Young Farmers websites
- Beginning February 2021: Breyers and Young Farmers social channels (exact timing TBD)
- February 2021: Press release highlighting details of the National Navigators Program accompanied by quotes, select images and video assets

Compensation – We appreciate your willingness to share your story. For the interviews and photo/video collection, we would like to pay a stipend of \$200