

B R A N D



**Beef Up Your Farm's
Brand and Online Presence**

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson

FACT's Humane Farming Program Team

Email Larissa: lmckenna@foodanimalconcerns.org

Email Sam: sgasson@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

FACT's services to support livestock and poultry farmers include:

- **Conference scholarships** (ongoing)
- **Customized handouts** (ongoing)
- **Free webinars** (ongoing)
- **Fund-a-Farmer Grants** (not currently accepting applications)
- **Humane Farming Mentorship Program** (not currently accepting applications)
- **Financial and Business Training** (not currently accepting applications)

Our Presenter



Paige Jackson

Grass Grazed Farm

What's the Beef?

Your Farm's Branding and Online Presence

GRASS GRAZED

Durham, NC



Paige Jackson

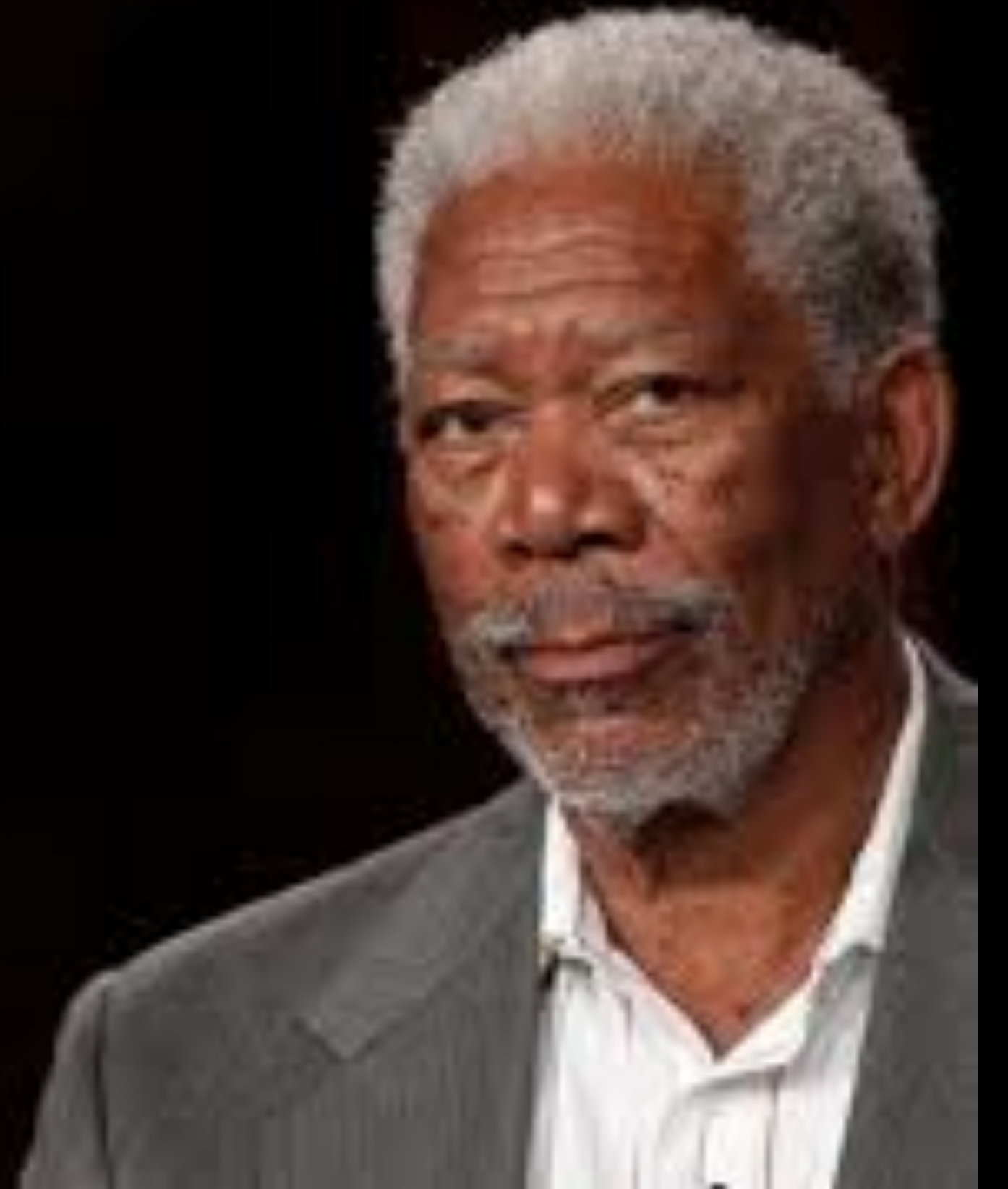
Wife, mama, farmer.
I love the office, gf Oreos , and my socks never match.

**What is a
brand?**

Who are you?

What do you do?

Why does it matter?



****you read this in Morgan Freeman's voice****

brand strategy

A plan of action to achieve a major aim

The world wide web

Content

SEO

Social



How to build your brand?

Collaborate, innovate, cultivate

'They're Trying to Wipe Us Off the Map.' Small American Farmers Are Nearing Extinction

<https://time.com/5736789/small-american-farmers-debt-crisis-extinction/>
BY **ALANA SEMUELS** / FREMONT, WISC.

“Don’t let them!”

You can do this!

Questions?

Questions?

Please type into the Q & A tab



Connect with **FACT**

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **March 29:** Business Structure Basics for Your Farm
- 🐔 **April:** sessions tbd

Grants, Scholarships, Training, Mentorship & More!

- 🐔 **Scholarships** – *ongoing*
 - 🐔 **Customized handouts** on the nutritional benefits of food from pastured animals
- Sign up for emails @ foodanimalconcernstrust.org/

Join us on social media

