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How to Plan, Promote and Host a Pasture Walk



- PRESENTED BY -

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- HOSTED BY -

FACT

Food Animal Concerns Trust

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.



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FACT's services for livestock and poultry farmers include:

- **Fund-a-Farmer Grants**
- **Conference scholarships**
- **Free webinars**
- **Humane Farming Mentorship Program**

How To Plan, Promote & Host a Pasture Walk

- Planning
- Promotion
- Hosting

BRATTSET
FAMILY FARM



Planning a Pasture Walk

- Why are we hosting?
- What are our:
 - funding source(s)
 - educational goals
 - take home message
- Who will participate?
 - Partners
 - Attendees
- When?
- Where?



Planning a Pasture Walk Season

Activities

- November: planning meeting with producers & partners
- December: plan winter workshop
- January: plan pasture walks
- February: announce events
- March: host workshop and announce pasture walks
- April – October: continue announcing and hosting events

Outcomes

- Wrap up the season
- Determine future educational needs
- Confirm pasture walk themes & host farms



Planning a Pasture Walk



Planning a Pasture Walk with Partners



- Establish partner roles
- Firm schedule
- Schedule mile points and check in meetings
- Develop trusted partnerships & mutual respect

Promoting a Pasture Walk

- Promote early & often
- Save the date notices
- Press releases
- Social media
- News articles
- Partners
- Direct contact



Hosting the Pasture Walk

- Pre walk meeting
- Dry walk through
- Time the stops
- Last minute changes
- Review assignments
- Point person shares schedule with non-attendees



Hosting the Pasture Walk

- Be prepared early
- Respect each other's roles
- Registration
- Back up plan
- Engage attendees
- Maximize networking



Hosting the Pasture Walk

- Managing the crowd
- Welcome the group
- Learn the audience
- Thank the host
- Set the schedule
- Introduce the speakers
- Set the ground rules



Hosting the Pasture Walk

- Start on time
- Stay on time
- Manage the extra input
- End on time



Wrapping up the Pasture Walk

- Evaluations
- Announcements
- Thank you's
- End official walk on time
- Manage the remaining group
- Post event follow up



Questions?



Connect with



Upcoming webinars

February 14: Farm Bill for Livestock Farmers & Ranchers

February 20: Managed Grazing for Healthy Soils

March 6: Planning Ahead for Turkeys

Register at foodanimalconcernstrust.org/webinars/

Mentorship, Scholarships, Grants & more

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