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AFACT Tells Ag's Story at World Dairy Expo

(Madison, WI) The voices of modern farmers are, too often, drowned out in today's consumer media... drowned out by movies, books, organizations and activists depicting modern farming controlled by corporate entities that cannot be trusted. An organization called AFACT is intent on helping farmers share their personal stories to reconnect with consumers and rebuild that trust.

AFACT Co-leader Liz Doornink, a dairy farmer from Baldwin, WI says, "We must share our stories with consumers, showing how we use modern farming methods to produce safe, healthy and affordable food. We must continue to work together to prevent others from dictating what our future will be.

It will not happen overnight, but we cannot concede in the struggle to inform consumers. As I watch my own children grow and see their strong interest in this industry, I want them to be prepared to be great farmers, but also great educators. It is no longer an option to share our stories and teach; it is a necessity."

Come by Booth #4515.5 in the Exhibition Hall at World Dairy Expo and learn more about how to get your story heard. Just look for the farmers with the t-shirts that say, "I farm, I care, we eat, we thrive" and ask them about their story.

American Farmers for the Advancement and Conservation of Technology (AFACT) is a team driven organization made up of farmer volunteers across the U.S. AFACT is dedicated to conserving existing, safe management practices and supporting the advancement of new agricultural technologies. AFACT strives to educate and empower all participants in the food chain to understand the benefits of technology. AFACT encourages consumers to demand access to high quality, affordable food with a minimal impact on the environment. For more information, visit AFACT on the web at www.itisAFACT.org, follow itisAFACT on Twitter or search Facebook for the AFACT group.

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