

MILLENNIAL PERSPECTIVES IN AGRICULTURE

Greg Peterson – Peterson Farm Brothers



Who are the Peterson Farm Bros?



From L to R: Nathan (23), Greg (25), Kendal (20), and “honorary bro”
Laura (16)

About Us

- We live on a 5th generation family farm near Assaria, KS
- Our farm raises beef cattle and grows wheat, corn, milo, soybeans, and alfalfa
- We hope to keep the farm going in the future!



Music Video Parodies About Farming

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- Three young men are posing in a cornfield. One man on the left is standing with his arms crossed, wearing a dark blue tank top and a baseball cap. The man in the center is crouching, wearing a blue tank top with 'The MAYE' logo and a baseball cap. The man on the right is standing with his arms crossed, wearing a light blue tank top and a baseball cap. The background is a lush green cornfield under a bright sky.
- I'm Farming and I Grow It
 - Farmer Style
 - A Fresh Breath of Farm Air
 - Bale
 - Chore
 - All I Do is Farm
 - All About That Beef, I'm So Farmer, Let It Grow
 - Takin' Care of Livestock
 - Farmers Feed the World
 - Our Farm Song

"I'm Farming and I Grow It"
The Peterson Farm Bros

What have I learned from this experience?

Young farmers like myself can and should be entrepreneurs!



Australia



Netherlands



Franziska Bennecke
Thomas Harschle

Germany



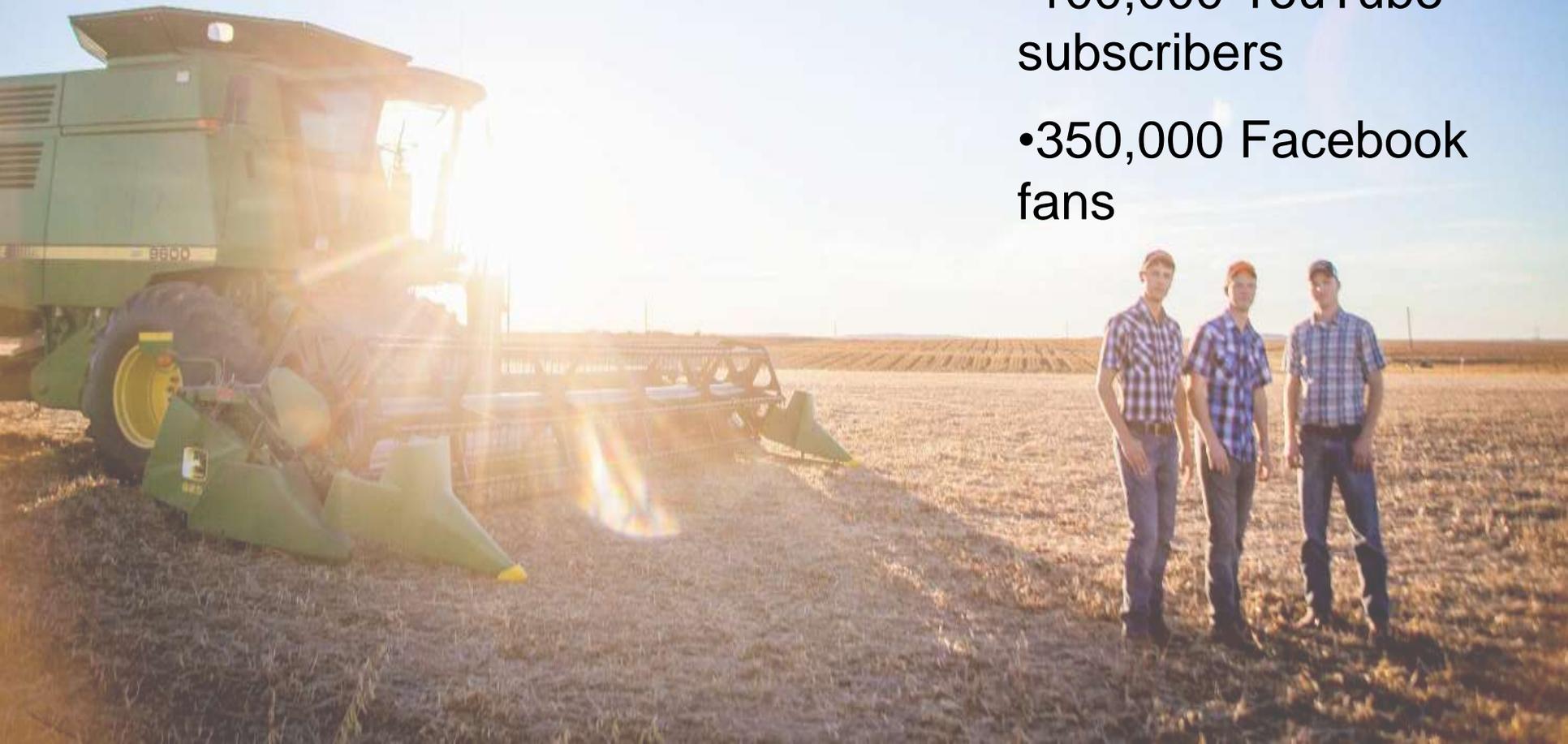
South Africa



What have I learned from this experience?

Social media influences what customers think, do, and say!

- 40 million views
- 237 countries
- 100,000 YouTube subscribers
- 350,000 Facebook fans



Consumer Misconceptions

Technology, GMOs, pesticides, hormones, antibiotics, animal welfare, big ag, no-till, cover crops, crop rotations, subsidies, precision farming, intensive farming, organic farming



- **YouTube channel** (Peterson Farm Bros)
 - *Educational Videos, Entertaining Videos, Parody Videos*
- **Facebook Page** (Peterson Farm Bros)
 - *Updates about our farm, our lives, our videos*
- **Twitter** (@gregpeterson33, @npete16, @kmerle7, @laura_joy12)
- **Instagram** (@gregorynorris, @laura_peterson12)
- **Snapchat**: petefarmbros
- **Website** (www.petersonfarmbros.com)
 - *Find information about us, our farm, booking events, farm tours, videos and blogs*



How have audiences reacted to our message?

Trust, Credibility, Honesty, Authenticity!



How will consumers react to your message?

Trust, Credibility, Honesty, Authenticity!



What have I learned from this experience?

Perspective.



Farmers make an incredibly diverse amount of products within a country, state, and community.





















Just because one farm operates one way, does not mean all farms need to operate that same way!







There are different soils, crops,
climates, seasons, tools, and
infrastructures everywhere you go
in the world!



Working with People

Careers are available in education, human resources, communication, training, public relations and extension.

- Youth Program Director
- City Park Administrator
- Communications Director
- Advertising and Marketing Director
- Landscape Consultant
- Extension Agent/Educator
- College Instructor
- High School Ag Education Teacher
- Crop Consultant
- Public Relations Director
- Marketing Director
- Livestock Consultant
- News Broadcaster
- Spokesperson
- Photographer
- Recreation Manager
- Leadership Development
- Public Relations Executive
- Graphic Designer

Working with Animals

Careers are available in all aspects of the livestock, companion and exotic animal industries.

- Animal Health Pharmaceutical Rep
- Animal Nutritionist
- Feed Sales Manager
- Veterinarian
- Ranch Manager
- Companion Animal Behaviorist
- Breed Association Director
- Animal Care Technician
- Feedlot Manager
- Animal Geneticist
- Zoo/Exotic Animal Manager
- Livestock Buyer
- Herdsmen
- Equine Manager
- Meat Inspector
- Pet Service Manager
- Equine Specialist
- Large Animal Surgical Assistant
- Reproduction Specialist
- Extension Livestock Specialist

Working with Business, Government and Entrepreneurship

Careers are available in finance, marketing, management, policy and entrepreneurial activities.

- Economic Development Director
- Bank Loan Officer
- Commodity Trader
- Small Business Owner
- Insurance Agent
- Farm Service Agent
- Market Analyst
- Grain Merchandiser
- Sales and Marketing Manager
- Risk Management Specialist
- Entrepreneur
- International Finance Specialist
- Bank Examiner
- Legislative Assistant
- Elected Representatives/Government
- Marketing Director
- Chief Executive Officer
- Financial Officer
- Equipment Dealer
- Attorney/Lawyer

Working with Plants and Natural Resources

Careers are available in all aspects of agriculture, horticulture, crops, soils, water, natural resources, and the environment.

- Golf Course Manager
- Landscape Designer
- Range Land and Pasture Management
- Sports Turf Manager
- Crop Specialist
- Soil Conservationist
- Forest Management Specialist
- Crop Insurance Adjuster
- Greenhouse and Nursery
- Game Warden
- Park Manager
- Hunting Lodge Manager
- Farm Manager
- Public Gardens Director
- Urban Forester
- Environmental Specialist
- Chemical Applications Specialist
- Field Test Analyst
- Production Agronomist

Working with Science and Technology

Careers are available in all aspects of biotechnology and applied science related to the food and agricultural industry.

- Medical, Pharmacy, Veterinary
- Food Microbiologist
- Production Engineer
- Plant Biotechnologist
- Milling Manager
- Quality Assurance Coordinator
- Food Safety/HACCP Manager
- Integrated Process Manager
- Feed Scientist
- Bakery Product Specialist
- Supply Chain Manager
- Systems Designer
- Food Technologist
- Embryo Transfer Technologist
- Quality Control Engineer
- Precision Technology Specialist
- Product Development Manager
- Molecular Geneticist
- Bioprocessing/Biofuels Development
- Graduate School/Research

The story of agriculture is that of diversity!



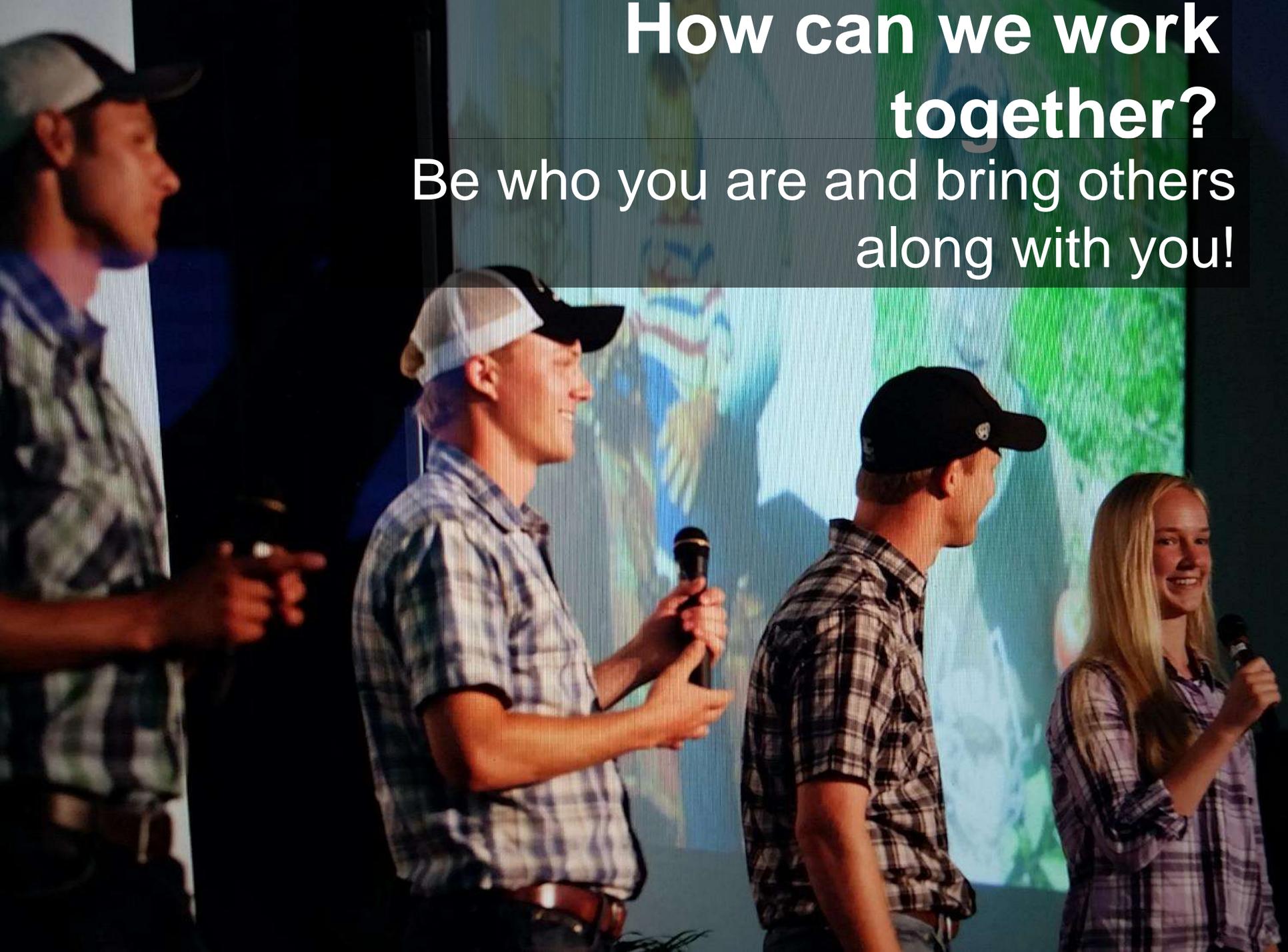
How can we work together?

- Setting aside our differences
- Appreciating different practices and perspectives
- Realizing sensitivities
- Celebrating who we are!



**How can we work
together?**

**Be who you are and bring others
along with you!**



Farmers Feed the World

(1.5 million views on YouTube)

