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

- 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!
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!
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)