

FRIENDLY WORDS

The words you use are important. We often use “farmer and rancher talk” without even realizing it. Use these words to build a greater understanding and connection with our future consumers.

Farmer/Rancher Talk

Producer
Agriculture Industry
Herbicide, Pesticide, Chemical
Facility/Operation
Confinement Shed
Vaccinations & Antibiotics
Animal Welfare
Husbandry
Environmentalist

Friendly Word

Farmer or Rancher
Agriculture Community
Crop Protection
Barns, Farms or Ranches
Temperature Controlled Barn
Health Care Plan
Animal Well-Being
Animal Care
Steward of the Land