Building relationships takes time, so it is important for this to be a strong focus from the beginning. Cultivating strategic internal and external champions, especially in decision making positions, can help with policy making and advocacy.

While this tip seems obvious, it is important to engage beginning farmers in advocacy work. This brings an authentic note and creates a more powerful message for the work. Additionally, policy makers and organizations see developing programs in collaboration with farms and farmers as more legitimate.

Identifying mutually beneficial goals can develop buy-in and strong partnerships. When people are working together towards these goals, they are more likely to stay actively engaged.

It is important to identify “low hanging fruit” and accomplish “easy wins” early on. This accomplishes something tangible, which helps keep people engaged. Look at the list of potential topics for advocacy and identify one that already has widespread support in your community, or won’t take much to achieve. Start there.
5. Capitalize on existing networks and communication channels

In many cases, there are strong networks that do not have to be built from the ground up. These existing networks and communication channels can be used to effectively and efficiently spread your message. Additionally, they can help with answering questions and specific requests for assistance.

6. Provide a forum for new and beginning farmers to educate decision makers and stakeholders

Forums can be used to highlight innovations, successes and challenges, as well as local farmers and programs. This exposure can help with it comes to policy advocacy and advancement.

7. Explore how to provide financial assistance and advice, technical assistance and trainings to new farmers

Providing in-person and one-on-one technical assistance and consultation, creating online resource hubs, offering step-by-step guidance, and assisting with financial aspects of farming such as loans and grants is very important. This assistance is crucial in helping beginning farmers get started. Identify community partners who provide these services and invite them to the table.

### Potential Topics for Action and Advocacy

- Land and capital access and farmland preservation
- Access to resources such as funding, trainings and technical assistance for beginning farmers
- Marketing farm products: support for product market channels
- Land use and long term planning (i.e. zoning and conservation plans)
- Urban agriculture expansion
- Lowering costs to participate in farmers’ market
- Access to land: beginning farmer tax credit
- Farm and farmland investments

Webinar Presenters included:

Eric Sannerud, Minnesota Young Farmers Coalition
Annie Heuscher, Program Director, Food and Agriculture Coalition of Missoula County
Sydney Daigle & Kim Rush Lynch, Prince George’s County Food Equity Council

View the full webinar [here.](#)