

Building Trust with Neighbors and Farmers

Oregon Association of Clean Water Agencies

Biosolids Workshop

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The times are changing

▶ Workforce Changes

- ▶ More than 25% of workforce eligible to retire within 5 years
 - ▶ Historical first point of contact

▶ Incoming generation is different

- ▶ Statistically speaking
- ▶ Gallup poll:
 - ▶ “The Job Hopping Generation”
 - ▶ 55% rate themselves as “unengaged”



The times are changing

- ▶ Agricultural Changes
 - ▶ Fewer farmers than 30 years ago
 - ▶ 62% are over 55 years old
 - ▶ 75% do not have someone lined up to take over (Canada)

“Nation’s farmers are 17 years older than the average American worker, with the ranks of farmers who are 75 years and up outnumbering those in their prime working years.”

American Farmers are Growing Old, With Spiraling Costs Keeping Out Young.

The times are changing

- ▶ Societal Changes
 - ▶ The drive towards “Organic” or “Natural”
 - ▶ Source disconnection
- ▶ Diversity
 - ▶ Women
 - ▶ Retirees
 - ▶ Population Migration

Tru Organic Food



kidstir
FOOD SCIENCE

Where does food come from?

You buy your ingredients for your meals at the store,
but don't forget where food really comes from!
Look at each ingredient and find its origin.
Write the matching number in the circle.


ingredients

origins






All this change increases risk.



Building Trust = Risk Mitigation





What is your relationship with your farmers and their neighbors?

- ▶ Customers?
- ▶ Partners?
- ▶ Allies?
- ▶ Teammates?
- ▶ Opponents?
- ▶ Charity givers?
 - ▶ Are you giving them something?
 - ▶ Do they think they are giving you something?

Are you all on the same page?



Ask yourselves..

Organization

- Who is this person to us?
- What are our beliefs about them?
 - Are they book smart? Farm smart?
 - Old School? Savvy?
 - Trustworthy?
 - Passive? Aggressive?
- **What is our primary goal?**

Farmer / Neighbor

- What do they think our relationship is?
- What do they believe about me?
 - Transparent?
 - Trustworthy?
- **What is their primary goal?**



Seek Win-Win

- ▶ Get clear on your goal
 - ▶ Are you maintaining a farm or serving a community?
 - ▶ Am I building a relationship?
 - ▶ With who?
 - ▶ Who's buy in do you need?
- ▶ Communicate clarity
- ▶ Over communicate clarity
- ▶ Reinforce Clarity
- ▶ Be accountable
- ▶ Trust




Building Trust

- ▶ Trust first
- ▶ Communicate openly and honestly
- ▶ Get to know each other
 - ▶ Be vulnerable
- ▶ Welcome conflict
 - ▶ Discuss issues without anger
- ▶ Be consistent
 - ▶ Act with Integrity
- ▶ Do it all again



The Pay off with Win-Win

- Cooperation
 - Information sharing (yields, rotations, loading rates)
 - Quality Control
 - Collaboration
 - Field Scheduling
 - Communication
 - With neighbors, media, drivers
 - Reduced conflict
 - Community building
 - Diversity
 - Reduced risk through increased options
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Win-Win in reality

- ▶ Challenges
 - ▶ Service model shifts
 - ▶ Shift from status quo
 - ▶ Initiating Difficult Conversations
 - ▶ With farmers, neighbors and in your organization
 - ▶ Learning when to apologize
 - ▶ Active Continuous Improvement
 - ▶ Better communication
 - ▶ Increased transparency
 - ▶ It starts with you.
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