

INTERVIEW TO FARMERS



AgriXPlainer

Description of the activity

- **Interviews to farmers** are a format of video designed to promote the familiarity of your farm to customers
- The **farmers** are the key pillars of your company and to show their faces, thoughts and way to work not only sustain their importance but can also convey to customers the key values of your company and show to your audience the effort and the story behind your product. Involving workers in complementary activity can also support the idea of human sustainability and giving value to your colleagues by going beyond the strict job description.
- **Interview to farmers** can complement many of the other educational activities such as documentary, social media video activities and so on

Easy operations to be replicated

- Identify the farmers to be interviewed. In case of small companies, I suggest you to invite all farmers to join the activity.
- Segment the types of interviews and include personalized questions according to the different roles
- Make the farmers familiarize with the interview. If your colleagues never participated to a recorded interview they may “fear” the camera. A suggestion could be to make them record twice, a first attempt and then the final one. Reassure farmers that you can edit, cut words for improving the final results.
- Share all the questions with the farmers and brainstorming with them on how to improve them
- Videotape the interview
- Edit
- Show to the farmer and disseminate

Expected outcomes

Purpose	Added value	Target Audience
To increase the customers' familiarization towards your farm by showing the work behind	It allow to have internal testimonials concerning how the work is done in the farm. It proposes a human approach in the company, by showing the point of view of the co-workers and not only the head/owner.	Customers, citizens other representatives of the food chain

Type of experts to be involved

- Videomaker
- Photographer
- Social Media manager
- Copywriter

Requirements

Geographical requirements	Type of products	Legal requirements
Geographical requirements involve certainly the local level, your farm, the places in which work is implemented	The products involve should be directly the ones processed by the interviewed farmer	The adoption of content created by third parties like photos and music should be copyright free and usable for the purpose of recorded interview. Websites like Pixabay.com offer a wide range of content usable even for commercial use.

Tips & tricks/successful case study

1. Promote the use of stories of living the farm and promote the use of positive emotional experience in the company in order to promote a positive frame of the place
2. Record other frames involving the product, its production and the workers activity. Involving the farmers in activities in which their are confident will support to familiarize with the camera and improve the final quality of the video-interview

3. In order to improve the final result, you can also integrated a voice over on some processes that could be explained better with a reasoned and strategic text. This can complete or explain better the spontaneous words used during the interview by the farmer.

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