



Minnesota Soybean Research & Promotion Council

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PRESS RELEASE

Experience a Virtual “Day on the Farm” with Minnesota Soybean Farmers

MANKATO, MN – May 5, 2011 – Whether you live in the city, suburbs or on a farm you can experience the real story about farming by following a different farmer online each week.

As part of its campaign called Responsible, Ethical, Agriculture for Life, (R.E.A.L. story) the Minnesota Soybean Research & Promotion Council (MSR&PC) brings to you a different Minnesota farm tour each week through social media.

These farm tours will serve as a platform for consumers to learn more about Minnesota farmers and their farming practices. At the beginning of each week a new video will be uploaded to Minnesota Soybean’s REAL Story blog, followed by daily Facebook posts and Twitter updates with pictures and additional videos throughout the week. Farmers put a great deal of pride into how they treat their animals and the land they live on, and that’s why they want to show you what goes on from day-to-day on the farm.

“As farmers, we understand that many consumers are removed from farming, do not feel connected to any farmers and don’t really know much about the business of today’s farmers. That is why we are bringing the farm to you,” notes Jim Willers, a Rock County farmer, MSR&PC board member and chairman of the communications committee. “We feel that it is important for people to understand what goes into food production and learn about how today’s farmers are growing healthy, safe food, on less land while using fewer natural resources.”

Everyday farm activities and duties on the farm will be highlighted in this video series, along with how farmers deal with issues, such as pest and disease management, producing higher yields, conserving natural resources, animal care and more.

Follow us as we bring the farm to you!

Twitter: @MinnSoybean

Facebook: <https://www.facebook.com/MinnesotaSoybean>

R.E.A.L. Story Blog: <http://realstory.mnsoybean.org/realblog/>

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The Minnesota Soybean Research and Promotion Council is made up of an elected board of 15 soybean producers from across the state. The mission of the council is to invest soybean checkoff dollars in well-defined research, marketing, education and commercialization programs designed to increase demand and thereby improve the profitability of Minnesota’s soybean farmers. For more information, visit www.mnsoybean.org.