USING SOCIAL MEDIA TO ADVOCATE FOR AGRICULTURE

The Peterson Farm Brothers
Who are the Peterson Farm Bros?

From L to R: Nathan (22), Greg (25), Kendal (19), and “honorary bro” Laura (15)
About Us

- We live on a 5th generation family farm near Assaria, KS
- Our farm raises beef cattle and grows wheat, corn, milo, soybeans, and alfalfa
- We hope to keep the farm going in the future!
Music Video
Parodies About Farming

- I'm Farming and I Grow It
- Farmer Style
- A Fresh Breath of Farm Air
- Bale
- Chore
- All I Do is Farm
- All About That Beef, I'm So Farmer, Let It Grow
- Takin' Care of Livestock
- Farmers Feed the World
"I'm Farming and I Grow It" – Parody of the song "Sexy and I Know It"

(Over 9 million views on YouTube!)
I’m Farming and I Grow It
The story behind the video.....
“I’m Farming and I Grow It” Timeline:

May 2012- Idea for video conceived

June 2012- Audio and Video Production

June 25th- Video is Posted (1,000 views)

June 26th- First media interview (20,000)

June 27th- Multiple statewide and TV interviews (150,000)

June 28th- Called by Fox News. Flew to New York. (500,000)

June 29th- Fox News Interview (1,000,000)

June 30th- Back home working on the farm. (3,000,000)

July 2nd- Associated Press publishes story. (5,000,000)
THE PETERSON FARM BROS HAVE GROWN UP WORKING ON FAMILY FARM
“Farmer Style” – Parody of Psy’s “Gangnam Style”
(Over 16,000,000 views on YouTube!)
The Power of Social Media

- 40 million views
- 237 countries
- 100,000 YouTube subscribers
- 350,000 Facebook fans

<table>
<thead>
<tr>
<th>Country</th>
<th>YouTube Subscribers</th>
<th>Facebook Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>49,946,018 (63%)</td>
<td>25,140,124 (62%)</td>
</tr>
<tr>
<td>Canada</td>
<td>6,806,490 (8.6%)</td>
<td>3,094,754 (7.6%)</td>
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<tr>
<td>United Kingdom</td>
<td>2,976,627 (3.8%)</td>
<td>1,512,505 (3.7%)</td>
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<tr>
<td>Germany</td>
<td>1,980,324 (2.5%)</td>
<td>1,080,837 (2.7%)</td>
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<tr>
<td>Australia</td>
<td>1,767,582 (2.2%)</td>
<td>847,033 (2.1%)</td>
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<tr>
<td>Denmark</td>
<td>1,009,217 (1.3%)</td>
<td>505,146 (1.2%)</td>
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<tr>
<td>Sweden</td>
<td>1,002,790 (1.3%)</td>
<td>483,836 (1.2%)</td>
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<tr>
<td>Netherlands</td>
<td>666,063 (0.8%)</td>
<td>392,264 (1.0%)</td>
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<tr>
<td>Ireland</td>
<td>745,543 (0.9%)</td>
<td>365,183 (0.9%)</td>
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<tr>
<td>France</td>
<td>604,848 (0.8%)</td>
<td>341,823 (0.8%)</td>
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<td>Norway</td>
<td>554,119 (0.7%)</td>
<td>279,431 (0.7%)</td>
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<td>Poland</td>
<td>491,087 (0.6%)</td>
<td>276,978 (0.7%)</td>
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<tr>
<td>Belgium</td>
<td>415,225 (0.5%)</td>
<td>273,133 (0.7%)</td>
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<tr>
<td>Switzerland</td>
<td>461,987 (0.6%)</td>
<td>257,731 (0.6%)</td>
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<tr>
<td>Mexico</td>
<td>387,890 (0.5%)</td>
<td>231,087 (0.6%)</td>
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<tr>
<td>Austria</td>
<td>408,191 (0.5%)</td>
<td>224,983 (0.6%)</td>
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<tr>
<td>Finland</td>
<td>359,647 (0.5%)</td>
<td>217,519 (0.5%)</td>
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<tr>
<td>India</td>
<td>261,654 (0.3%)</td>
<td>200,631 (0.5%)</td>
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<tr>
<td>New Zealand</td>
<td>397,053 (0.5%)</td>
<td>193,517 (0.5%)</td>
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<tr>
<td>Brazil</td>
<td>329,407 (0.4%)</td>
<td>192,574 (0.5%)</td>
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<tr>
<td>Thailand</td>
<td>251,233 (0.3%)</td>
<td>190,180 (0.5%)</td>
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<tr>
<td>Romania</td>
<td>232,710 (0.3%)</td>
<td>187,982 (0.5%)</td>
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<tr>
<td>Italy</td>
<td>329,492 (0.4%)</td>
<td>186,088 (0.5%)</td>
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<tr>
<td>Turkey</td>
<td>203,142 (0.3%)</td>
<td>164,747 (0.4%)</td>
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<tr>
<td>Vietnam</td>
<td>215,236 (0.3%)</td>
<td>157,589 (0.4%)</td>
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What’s Happened Since?

• More Videos
• Expanded platform
• Speaking presentations around the globe
  – Europe, Australia, South Africa, Canada
“A Fresh Breath of Farm Air” – Parody of “The Fresh Prince of Bel Air”
(Over 1 million views on YouTube!)
• Take the initiative to be safe!
• Prepare with training
• Use proper safety equipment
• Be aware of your surroundings
• Use good communication

Farm Safety

“Farming can be dangerous so be prepared!”

811®
Know what’s below.
Call before you dig.

• Equipment
• Livestock
• Chemicals
• Underground
• Overhead
All About That Beef, I’m So Farmer, Let It Grow (Farm Parody Medley)
(900,000 views on YouTube!)
Advocating for Agriculture

- Take the initiative
- Every little bit counts
- Support each other
- Tell Your Story

You never know the impact you are going to make!
Advocating for Agriculture

• Social Media
• Print Media
• Personal Conversations
• Farm Tours
Farmers Feed the World

(1.5 million views on YouTube)
Feel free to share our content!

• **YouTube channel** (Peterson Farm Bros)
  - Educational Videos, Entertaining Videos, Parody Videos

• **Facebook Page** (Peterson Farm Bros)
  - Updates about our farm, our lives, our videos

• **Twitter** (@gregpeterson33, @npete16, @kmerle7, @laura_joy12)

• **Instagram** (@gregorynorris, @laura_peterson12)

• **Website** (www.petersonfarmbros.com)
  - Find information about us, our farm, booking events, farm tours, videos and blogs
“Chore” – Parody of Katy Perry’s “Roar”  
(Over 2 million views on YouTube!)
Bale – Parody of “Sail” by Awolnation
(Over 1,000,000 views on YouTube!)
“Takin’ Care of Livestock”
(150,000 views on YouTube)
Advocating for Agriculture

- Relate to Audience
- Transparency
- Creativity
- Professionalism
- Homemade
- Animals
- Family Farming