TURN ON, TUNE IN, SPEAK UP – ADVOCATING FOR AG

- INSPIRING CALIFORNIA FARM LABOR CONTRACTORS
- WHY YOUR VOICE MATTERS MORE THAN EVER

YOUR IMPACT

- FLCS ARE THE BACKBONE OF CALIFORNIA AGRICULTURE
- YOU CONNECT SKILLED WORKERS WITH FARMS
- YOU ENSURE SAFETY, COMPLIANCE, AND PRODUCTIVITY
- CA AG ECONOMY IS THE LARGEST IN THE US - $60 BILLION AND GENERATING BILLIONS MORE IN RELATED ECONOMIC ECONOMY

THE PURPOSE TODAY

- RECOGNIZE YOUR VALUE
- UNDERSTAND WHY ADVOCACY MATTERS
- LEARN HOW TO INFLUENCE THE FUTURE OF THE INDUSTRY
- WHAT IS YOUR PURPOSE?
- WHAT IS YOUR WHY?

INDUSTRY CHALLENGES

- INCREASING REGULATORY SCRUTINY
- MISUNDERSTANDINGS ABOUT YOUR ROLE
- RISING LABOR, SAFETY, AND REPORTING REQUIREMENTS

WHY ADVOCACY MATTERS

- IF YOU DON'T TELL YOUR STORY, OTHERS WILL
- POLICIES MUST BE WRITTEN WITH YOUR INPUT
- YOUR EXPERTISE PROVIDES REAL-WORLD CLARITY

ADVOCATE MINDSET

- PRIDE IN PURPOSE
- PROFESSIONAL MASTERY
- VISIBILITY IN THE INDUSTRY
- COURAGE TO SPEAK AND LEAD

YOUR LEADERSHIP ROLE

- WORKFORCE SPECIALISTS
- COMPLIANCE AND SAFETY LEADERS
- COMMUNITY CONTRIBUTORS
- ESSENTIAL TO STATE AND NATIONAL FOOD SYSTEMS

ADVOCACY ACTIONS

- BUILD RELATIONSHIPS WITH LAWMAKERS
- JOIN INDUSTRY COALITIONS
- SHARE YOUR SUCCESS STORIES
- USE DATA TO DEMONSTRATE YOUR IMPACT

YOUR ADVOCACY STATEMENT

- WHO YOU ARE
- WHAT YOU DO
- WHY IT MATTERS
- HOW YOU SUPPORT WORKERS AND GROWERS

USING DATA EFFECTIVELY

- RETENTION AND TRAINING METRICS
- SAFETY IMPROVEMENTS
- ECONOMIC IMPACT
- HARVEST OUTCOMES

EDUCATING THE PUBLIC

- COMMUNITY INVOLVEMENT
- SOCIAL MEDIA STORYTELLING
- PUBLIC TOURS AND SITE VISITS

CALL TO ACTION

- CONTACT ONE LAWMAKER
- ATTEND ONE INDUSTRY MEETING
- CREATE YOUR 60-SECOND STATEMENT
- SHARE ONE STORY PER MONTH

CLOSING MESSAGE

- YOU ARE LEADERS
- YOUR VOICE MATTERS
- STAND TALL, SPEAK LOUD, LEAD BOLDLY