

## Tell Me... Why

When talking with co-workers in the kitchen at work or chatting with other parents at the playground, topics surrounding food often come up. *Do you buy local or in bulk? What nutrients do you look for? Is organic better for you?* These and other questions can spur in-depth conversations that give you the chance to talk about how modern agriculture brings healthy food to your plate and how crop protection products are essential to that process.



\*Submission to CLA's Modern Ag Matters photo campaign #ModernAgMatters



"Education should continue to be a focus of our industry as we encounter challenges. Knowledge is powerful and our children's children should not only know that they are consuming the safest food, fiber and fuel but should realize it is being produced on American farms right down the road."

- Scott, Mississippi. Testimonial from the Masters in Modern Ag degree

Tell Me More  
How can I speak up about the benefits of modern agriculture?



CropLife America's educational program for employees in the crop protection industry



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To help modern agricultural advocates, or *agvocates*, feel more confident in speaking up about the benefits of the crop protection industry, CropLife America (CLA) developed the *Tell Me More* program. Created especially for employees of CLA member companies, the Tell Me More program helps enhance workers' pride, knowledge and comfort in speaking about the industry and issues surrounding it. Use Tell Me More infographics, posters, fact sheets and more to educate your colleagues, staff, local civic organizations, or even your next door neighbors about why modern agriculture is important!

## Tell Me... How

To get involved with Tell Me More, visit <http://tellmemore.croplifeamerica.org>. Once on the website, check out CLA's downloadable library of resources, including posters, infographics and toolkits, as well the Tell Me More blog, which features current topics and testimonials submitted through our Masters in Modern Ag (MMA) short quiz. Be sure to sign up for the Tell Me More monthly newsletter and submit your photos to our Modern Agriculture Matters campaign!

Put your new modern agriculture knowledge to the test by taking our MMA quiz and any specialty certifications in which you may be interested. Our MMA alumni can sign up to receive emails from CLA on current topics in crop protection.

Share the information you've learned at industry events, social settings, impromptu settings (such as on the bus), and especially on social media channels. Modern ag needs modern agvocates... **make your voice heard!**

## Tell Me... What

- Posters
- Infographics
- Toolkits
- Masters in Modern Ag Degree
- Specialty Certifications
- Modern Ag Matters Photo Campaign
- Tell Me More Blog
- Monthly Newsletter



<http://tellmemore.croplifeamerica.org>

