# the farm babe

#### Influencer 🗇 Content Creator 🗇 Keynote Speaker





Introducing international influencer Michelle Miller aka The Farm Babe



Further your opportunities in agriculture advocacy, awareness and brand impact in front of millions of people!

Or - if you need an exceptional keynote speaker, we've got you covered.

Click any link for connection to The Farm Babe:



### Michelle's Passion for Agriculture: Shared

"My passion is sharing the story of agriculture while giving farmers, ranchers and science a bigger voice. "Mythbusting" is a bit of my niche, and I am dedicated to finding the facts on food and farming so consumers can be more informed and make wise choices."



As seen on: BUSINESS INSIDER DECREW OF FORDES INSIDE CON

## **Online Influencer for Your Brand**

Covering six months of content, you'll work with Michelle on post and story ideas to create top-level engagement for your brand. She will post a minimum of two posts and one story each month on Instagram, Facebook and Twitter (if applicable).

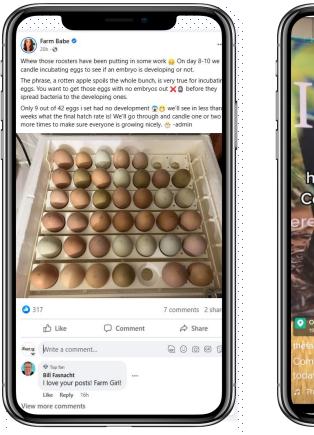
A story includes Instagram and Facebook. Story ideas might include how to shop for the perfect avocado or following the grains trail to port – so many opportunities!

#### \$15,000

Plus travel expenses Pricing can be customized to your campaign

66 MiChelle is hands-down the best influencer we've ever worked with. She engaged her social media followers throughout our entire harvest tour and after, showed the public exactly where their food comes from. I am excited to work with her in the future and highly encourage other companies who want to educate their customers to reach out to her.

> Jamie Quinno Bowen Marketing Manager Idaho Potato Commission





#### Top brands have partnered with The Farm Babe:





## **Keynote Speaking**

From association banquets to corporate gatherings, Michelle addresses a wide range of people. She is funny, relevant and superbly educational for your group covering animal husbandry to ag advocacy to farm issues and other topics.

Michelle leads round table discussions as well, a good way to engage audiences in topical ag conversations.

\$5,000 Plus travel expenses

66 Michelle' presentation on the topic of "Social Media in Agriculture" was received extremely well by our group. She captivated the audience to understand how to amplify their voice in the new social world and educated all on many of the main platforms to help determine how best to use these tools to benefit not only their farm business operation but also to educate others.

Robert D. Saik Founder AgVisor Pro





### Farm Tour & Business Engagement

66 Having

Michelle on the

farm while season was in swing was like being with an old friend. It didn't feel like we were shooting videos...it felt more like I was just explaining how our small segment of ag operates. And she got it!

> Michael Hill President H&A Farms



Michelle drops in to visit all sorts of farms and agricultural businesses around the world. Bring her to yours and she'll spend time focusing on her mission to bring farm facts to your area while she's "in town." She'll post frequently about the tour, with follow-up posts over the next few weeks. She often includes tours in her AGDAILY.com column.

Organizations of all sizes use this tool for ag outreach. Some pool sponsorship funds, work with their local ag associations or focus exclusively for one-topic engagement.

\$3,000 Plus travel expenses

## **Custom Packaging**

We encourage conversations!

- Celebrity endorsements •
- One-off posting
- Secondary and post-secondary school opportunities

you know?

- Writing and columns
- In-depth stories through video

#### Check out these videos:

Farm Babe on Tour

> Meeting With **Burger King**



advocate, Michelle

educate consumers

about modern food

But the Wisconsin native

now resides on a 17-acre timber farm

Miller works to

production.

iPad, this popular social media dabbling in gluten-free, antihio influencer, known as The Farm free and other diet fads. That was Babe, produces digital content until she traded in her upscale intended to debunk farm to tabl endeavors in Chicago and Los Angeles to return to her modes misconceptions. "I am just an ag-lovin' girl that roots in agricultur ants people to know where their FROM BIG CITY TO BIG AG od comes from." Miller says, wh "I went from Rodéo to the rodeo, reaches an average of 3 million Miller jokes about learning how social media users per month "Big Ag" is a serious - and necessa She admits, like so many deceived

n Gainesville doesn't exactly spend er days harvesting crops in fields consumers, she once believed Instead saddled in front of her common nutritional falsebood

usiness. Alongside her then boyfriend with thousands genetically modified organi (0) and non-GMO farm acre Iowa, Miller raised livestoch tended to corn sov , oats and hay of, lamb and other goods directly n understood that food packasin arketing buzzwords - such a een, organic and non-GMO - we eading to well-intended foodi "Farmers are working hard to fee world and keep food safe and affordable, but we're not bearing out their great stories," Mille vs. "Unfortunately, the genera blic is somewhat fearful of the

od because they think GMOs a

renched in chemicals, which is no case. In fact, organic doesn't





## For booking, reach us through email:

Contact: Michelle Miller michelle@thefarmbabe.com

#### TheFarmBabe.com

