



ADVOCATES — for — AGRICULTURE

Troy & Stacy Hadrick are passionate about agriculture. They both grew up on farming and ranching operations in South Dakota and have roots in American agriculture that go back several generations. In fact, the common bond of agriculture is how they first met as teenagers. In 1998, they graduated from South Dakota State University, Stacy with a B.S. in Ag Econ and Ag Business degrees and Troy with a B.S. in Animal Science. They returned to ranch with Stacy's family in western South Dakota on a cow/calf operation. Right away, Troy and Stacy became active in Farm Bureau's Young Farmers and Ranchers program. They were able to expand their leadership experiences and talent for speaking in front of people. Being a leader in agriculture is not an easy job, especially when you are younger and trying to get started in agriculture. Troy & Stacy took advantage of some fantastic opportunity to expand their knowledge of agriculture and saw the need to become advocates for agriculture.

Troy and Stacy realized right off the bat that the best way to combat negativity toward agriculture was to stand up and tell your own story. No one can dispute your story. It is Yours. But for far too long, those of us in agriculture have been letting someone else do the talking for us. They also realized that they can't do it all themselves.

In 2006, Troy and Stacy decided that they needed to share the importance of standing up and telling the story of agriculture with producers. What started out as a 25 minute speech at the South Dakota Women in Agriculture Conference has evolved into Advocates for Agriculture. Word traveled fast about this young couple in South Dakota and soon they were being asked to speak to locations across the United States, Australia and Canada.



Troy and Stacy know first hand how busy producers are, so every presentation gives them tools they can use on a daily basis and the motivation to stand up and tell their own story. Although there is a long fight ahead of us, those who are using Troy and Stacy's techniques are seeing amazing results and having fun doing it!

They are active in South Dakota Farm Bureau and the South Dakota Cattlemen's Association. Through Farm Bureau, Troy and Stacy have both won the State Discussion Meet and as couple they won the State Excellence in Agriculture Award. In 2004, they were awarded the National Excellence in Agriculture Award from the American Farm Bureau Federation. Because of these awards, both Troy and Stacy were chosen to participate in Farm Bureau's most prestigious leadership training program, Partners in Agricultural Leadership (PAL). In 2010 the Hadrick's were chosen by BEEF Magazine as their Trailblazer Award winners.

Troy and Stacy farm and ranch in North Central South Dakota with Troy's family where they raise cattle, corn, soybeans and wheat. The Hadrick's have three children, Teigen, Olivia and Reese.

AdvocatesForAg.com



Follow Along



ADVOCATES — for — AGRICULTURE

Advocates for Agriculture have a variety of different speech topics for you to choose from. We can tailor our topics to closely follow the theme of your agriculture conference or meeting. Troy and Stacy have also designed our messages to build on one another so that we can continue to work with your group to make them the strongest advocates for agriculture.

ACT Now

The time is Now to ACT for Agriculture. This extremely interactive keynote will get the audience not only thinking but taking ACTION when they see things that are inaccurate about agriculture. Troy and Stacy will walk groups through a real world example of when they took on a highly respected institution that was spreading misinformation about agriculture. During the ACT Now keynote people will laugh and gain skills to help them make positive change for agriculture. For groups that are currently doing advocacy work, this keynote will push them to do more and take it beyond where they are right now.

The Real Enemy of Agriculture

Agriculture is being bombarded every day by people who are trying to eliminate production agriculture in this country. Do you know how to combat this negative message? It's time to stand up and tell the true story of agriculture. Find out who the real enemy of agriculture is in this keynote address. Troy and Stacy will challenge audiences to share their story about agriculture. This entertaining speech will give you the tools and motivation to get them out promoting agriculture one story at a time.



Discovering Your Influential Power

What's the most valuable tool you can use to make your operation a success? It is your story. Consumers are asking more questions these days about where their food comes from and how it is raised, and they don't always get their information from creditable sources. It is up to us as producers of food and fiber to tell our positive story of production agriculture. In this keynote, the Hadrick's share with their audiences what it means to be an influential person and gives you the tools to effectively tell their story.

Workshop Sessions

We have workshop sessions that compliment each of the keynote topics. The workshops will take the tools we've discussed in the keynote and have the participants apply them. The sessions are very interactive and challenge the audience to go home and take action.

AdvocatesForAg.com



Follow Along