



## Trevor Scherman



*"I first became involved in social media when I came across so much misinformation about agriculture on Facebook – how people just believe what they read without looking for further information or contacting a farmer about it. I felt I had to join in the conversation to help people understand modern farming and let them know what we're actually doing versus what they're reading."*

*Social media is not going to stop, so it's up to us, as food producers, to get involved to counter the fear mongering and the myths about food and farming. By sharing what we do, we can win consumers' trust. In a recent conversation I had with a university student at the Farms at the Table Conference, he said that, by listening to farmers and their stories, everything he'd learned as a city person about farming and food production he now questioned. That's the sort of impact we can have."* **Trevor Scherman**

You'll find Trevor as Trevor Scherman on Facebook, @growharder on Twitter and as tschermanacres on YouTube.