**Exercise A – Participant Worksheet**

**Instructions:** This exercise will allow you to practice developing transparency in your communication. Using the information we have discussed regarding transparency, write a short paragraph telling potential customers about a favorite crop you produce. Your message should contain information that would persuade consumers to purchase your product, such as the actions you take to make certain your product is safe and a good purchase. Following the completion of your story, you will be asked to share your draft and have the opportunity for feedback from other participants about the transparency of your message.

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**Exercise B – Participant Worksheet**

This exercise will help you apply some of the communication channels we discussed in Module 4 to two-way communication. Use the first column on your worksheet to list communication channels you feel are appropriate to establish two-way communication between your business and customers. The second column provides space for you to record how you would use each channel to provide two-way communication in your promotional plan.

**Communication Channel How to establish two-way communication**

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**Exercise C – Participant Worksheet**

You will find a short scenario about a consumer concern in the paragraph below. Using the information we discussed on risk communication, prepare a short paragraph that you would use to address the public concerns arising from this scenario. Remember that your communication should foster consumer trust and credibility for your business. Following the completion of your story, you will be asked to share your draft and have the opportunity for feedback from other participants about the transparency of your message.

**The Scenario**

You produce spinach, and make many efforts to ensure that your food products are safe and a good purchase for consumers. You do not produce organic food, but use only chemicals and supplies that are approved by FDA and EPA, while utilizing production methods that meet or exceed industry standards. Unfortunately, a single individual recently reported being ill after eating spinach produced at a competitor’s local farm. The report blames the use of an approved chemical that you currently use on your farm. As a result of the report the local public is very concerned about purchasing spinach. Write a short risk communication paragraph to share information addressing the public concerns.

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**Evaluation for Module 5**

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| --- | --- | --- | --- | --- |
| For the following statements, please answer by circling a number where 1=strongly disagree, 2= disagree, 3=neither agree nor disagree, 4= agree, and 5=strongly agree. | | | | |
|  | | Before Workshop | | After Workshop |
| a. I understand two-way communication. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| b. I can use two-way communication to help promote my products. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| c. I understand the benefits of transparent communication. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| d. I can apply transparent communication to my promotional materials. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
| f. I am comfortable using risk communication. | | 1 2 3 4 5 N/A | | 1 2 3 4 5 N/A |
|  | |  | |  |
| What are the three most important things you feel you have learned in this module?  What have you learned from this module that you plan to implement in the next year? | | | | |
| The amount of time spent on this module was: (Please circle one) | Too Short | | Just Right | Too Long |
| The amount of material covered in this module was: (Please circle one) | Too Little | | Just Right | Too Much |