

# Farmers for Sustainable Food: Anne Moore joins as sustainability communications manager

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GREEN BAY, Wis. — Farmers for Sustainable Food (FSF) has added an experienced communications professional to expand the promotion of the organization's work, especially the efforts of farmer-led watershed conservation groups that FSF supports.

Anne Moore joined FSF last month as sustainability communications manager. The growing nonprofit is a collaborative, industry-supported effort to promote and support farmer-led solutions to environmental challenges.

Moore has broad communications experience in agriculture, most recently as marketing communications director in country operations at CHS Inc., a farmer-owned cooperative. In the new role with FSF, she is developing storytelling approaches that shine the spotlight on farmers and their supporters as they implement innovative conservation practices. She creates and coordinates photos, social media, videos, newsletters and written stories, and assists the news media.

"Agriculture has been a passion of mine since my early 4-H and FFA days," Moore said. "Having this opportunity to help tell the stories of how farmers are making a difference in their communities is an honor. The farmers are doing the hard, dirty work of creating healthier soil and protecting water quality. I get to do the fun part of highlighting those efforts and the dedicated people making it all happen."

On a broader scale, Moore is connecting communications throughout FSF's partners. The five-year-old Wisconsin-based group, which was rebranded this past spring, was formed around the goal of helping dairy farmers make tangible improvements to

the environment and other aspects of their farms. Since then, additional partners have come aboard representing various parts of the food supply chain, from agricultural groups to food processors and food companies. The group also is facilitating greater opportunities to achieve environmental goals and promote progress throughout the Upper Midwest.

“With firsthand experience in the farmer cooperative environment, Anne has true passion to serve and represent farmers,” Tim Trotter, FSF’s executive director, said. “Her strong communications abilities, coupled with a keen interest in sustainability, make her a perfect fit to convey the sustainability journey happening on our farms today.”