

# Insights Guidelines

Our [Insights](#) section spotlights thought leadership from experts, partners and members of the food and agriculture community. By promoting these narratives, FFAR serves as a leading voice representing food and agriculture. The following guidelines are intended to help you write an Insight.

## What is a FFAR Insight?

If there is something that you wish people understood or could appreciate, Insights are for you.

Much like a blog post, this free form written forum encourages diverse stakeholders to offer their unique views, perspectives and insights. Who you are, what you do and your experiences provide you an individualized perspective, and we want to hear it. These informal discussion pieces help us understand and appreciate the many facets of food and agriculture from those on the ground. FFAR continually seeks new contributors to share expertise on research and perspectives.

Insight pieces can be a blog post or article, a question-and-answer piece, an open letter to a specific audience or anything you dream up.

## Contributors & Topics

Any members of the food and agriculture community, broadly defined, is invited to author an Insight. We invite experts to share their views and opinions on any aspect of food and agriculture. We appreciate Insights about research and results, and we are especially excited about Insights that include personal perspectives and/or provide commentary on current events affecting the food and agriculture industry. We highly encourage submissions from members of groups traditionally underrepresented in the food and agriculture.

Insight topics and contributors are not required to have a direct relationship to FFAR.

## Considerations

- Our target audience is the food and agriculture community, including researchers and scientists; farmers, ranchers and producers; research funders; members of Congress; academics; communicators; industry experts; community advocates; etc.
- Your Insight will be posted on the Insights section of the FFAR website, promoted on FFAR's social media (Twitter, LinkedIn, Facebook) and likely included in the monthly FFAR Newsletter. We would be happy to work with your institution/organization to further promote your Insight on their channels.

## Writing Guidelines

The following guidelines are intended to assist in writing an Insight. FFAR's Communication & Legislative Affairs Team is also available to help and can be reached at [Communications@foundationfar.org](mailto:Communications@foundationfar.org).

## Nuts & Bolts

- The Insight should include a catchy headline, body text and brief biography of the contributor (2-3 sentences). We are always looking for additional collateral and would be happy to include your headshot, a link to your work and information about your FFAR grant, if applicable.
- At a minimum, each Insight includes an image. We would love to use a photo from the contributor and can also include any videos or infographics you may have. For example, if you are a researcher, do you have a picture or video of you conducting this research in the lab, in the field, etc.? We like to showcase our research in action.
  - If such visuals are not available, FFAR staff will suggest and provide stock images.
- The length of an Insight blog post can vary, but we typically recommend a word limit between 300-600 words.
- Insights should be written in the contributor's voice and should include personal experiences and/or anecdotes. This form of communication is intended to connect with your audience and share your perspective on timely, interesting and relevant information.
- FFAR's Communication & Legislative Affairs Team may suggest edits and recommendation on submissions to create a strong Insight possible. Contributors will

have opportunities to review, make changes and sign off on the final version before anything is posted.

## Topics & Content

Choose one topic that you are excited/bothered/concerned about and clearly explain it to the reader. The best Insights begin with a story, anecdotes, strong opinion statements and/or personal experiences that tells the reader something about the contributor as well as the topic.

Below are suggested questions to consider when writing your Insight:

- Is my opinion/perspective clear?
- Have I sharing anything about myself? Great Insights are personal and engaging.
- Why should readers care about this topic?
- How does this topic concern farmers and ranchers? The industry? The general population?
- What are the potential impacts?
- Can you inject more of your personality into this piece?

If your Insight focuses on research, stay away from scientific or technical terms. Explain the research in a way that will resonate with the average person who has no knowledge of the subject matter. Some of our best Insights focus on why research is necessary, who benefits and/or how it concerns farmers, the environment or consumers.

Below are suggested questions to consider when writing an Insight about research results:

- What is the problem with the current method/process? What is the problem I am working to solve?
- Is there a story that I can tell to explain the problem or work?
- How would I explain this work/situation/problem to my grandmother?
- What do we need to solve this issue or challenge?
- Why does this matter? Who benefits?
- What is the problem that I want to convey?

## Submission Guidelines

- FFAR only accepts original Insights authored by the contributor, unless stated otherwise.



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- Contributor must send Insights in a format that can be edited (i.e., Microsoft Word doc, Google doc, etc.)
- All necessary parties should review the Insight before it is shared with FFAR.
- We will provide the contributor a final copy of the content if the content is edited and we will inform the contributor once the Insight is live.
- While FFAR is open to controversial opinions, FFAR reserves the right not to post any Insight that is offensive, inconsistent with our [values](#) or misrepresents our research.

**Thank you for sharing your Insights with FFAR.**