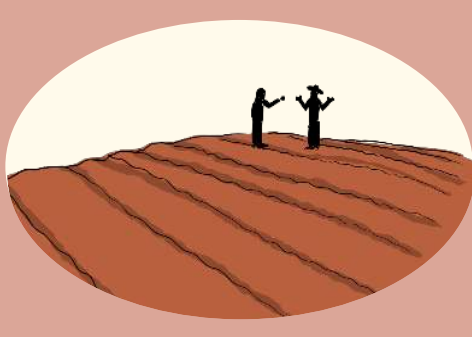


# INTERVIEWING FARMERS 1



## ESTABLISHING A RELATIONSHIP

THE IDEAL INTERVIEW WITH A FARMER IS AS RELAXED AND OPEN AS A CHAT IN A CAFE WITH YOUR FRIENDS....



...BUT IN REALITY, IT OFTEN FEELS LIKE THIS FOR YOUR INTERVIEWEE (AND YOU MIGHT BE NERVOUS TOO!)

SO TRY TO ESTABLISH AN EQUAL RELATIONSHIP WITH YOUR INTERVIEWEE



LET THEM TEACH YOU THINGS



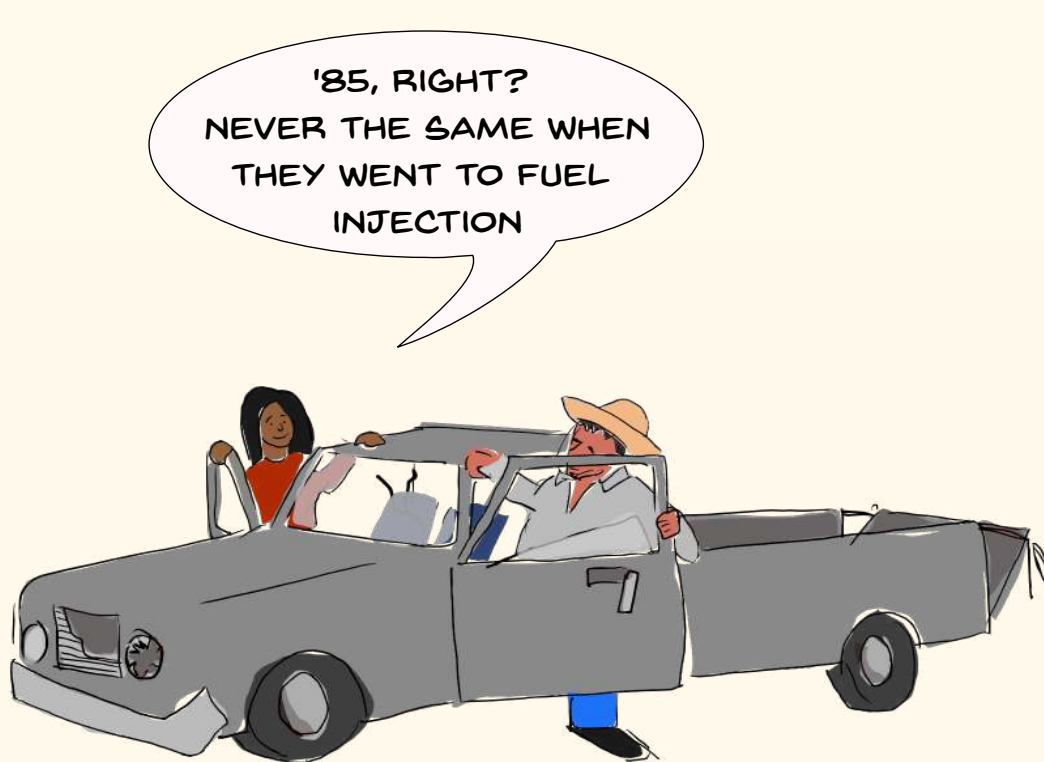
TRY DOING WHAT THEY DO



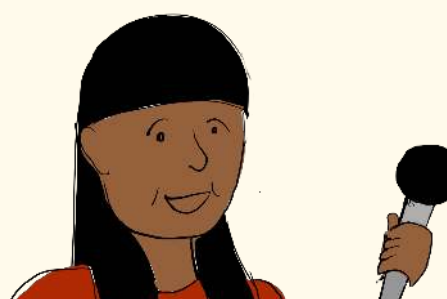
INTERVIEW THEM AWAY FROM THE CROWD



INTERVIEW THEM WHERE THEY FEEL MOST COMFORTABLE



MAKE SMALL TALK



SMILE, ENJOY YOURSELF... AND RECORD EVERYTHING