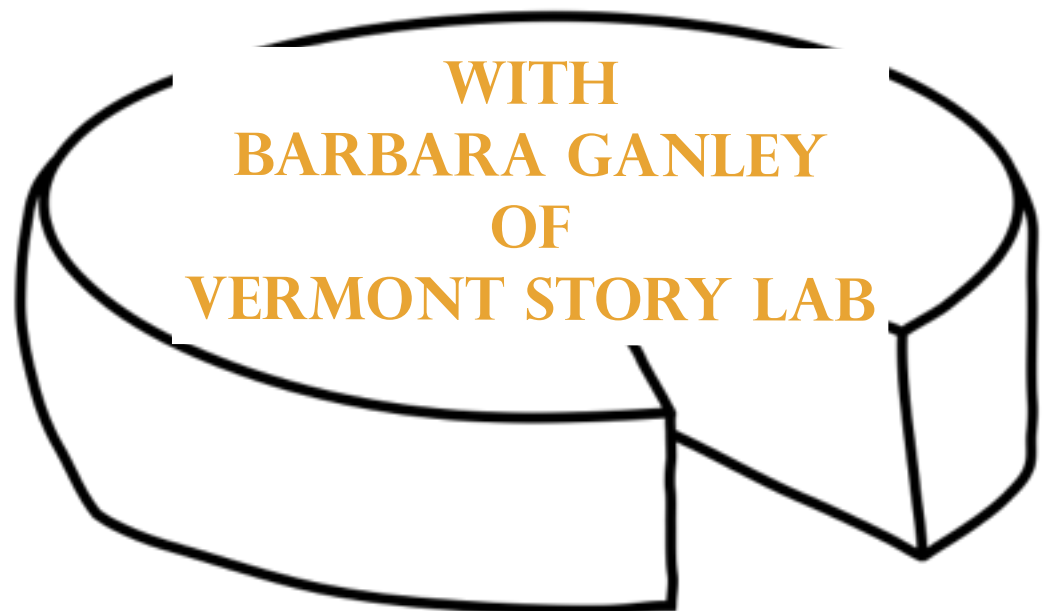


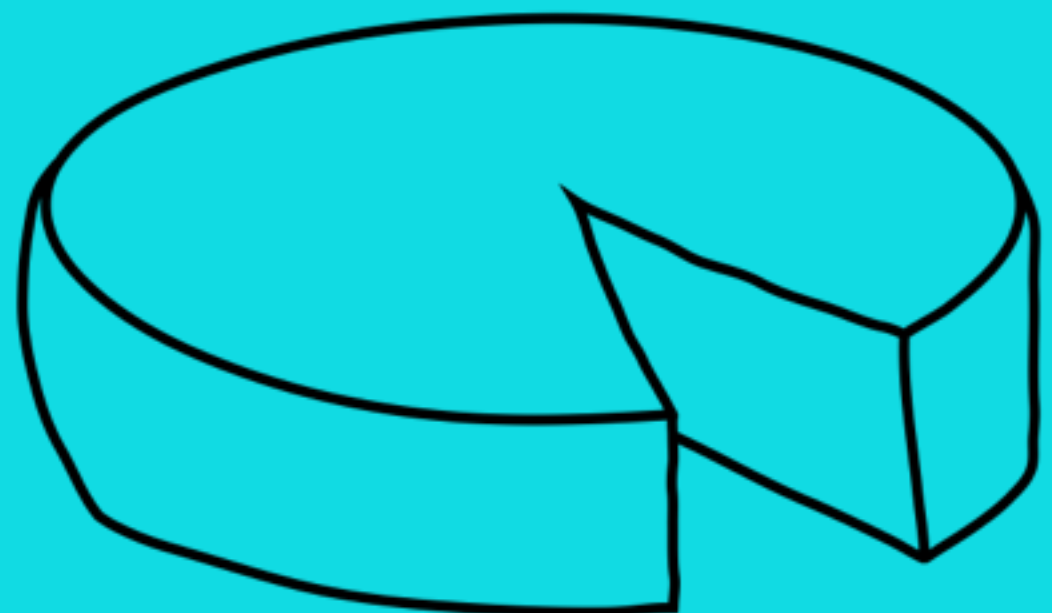
Ethan Clarke  
&  
Co-Effect Creative  
The Noun Project

STORYTELLING  
FOR  
CHEESEMAKERS

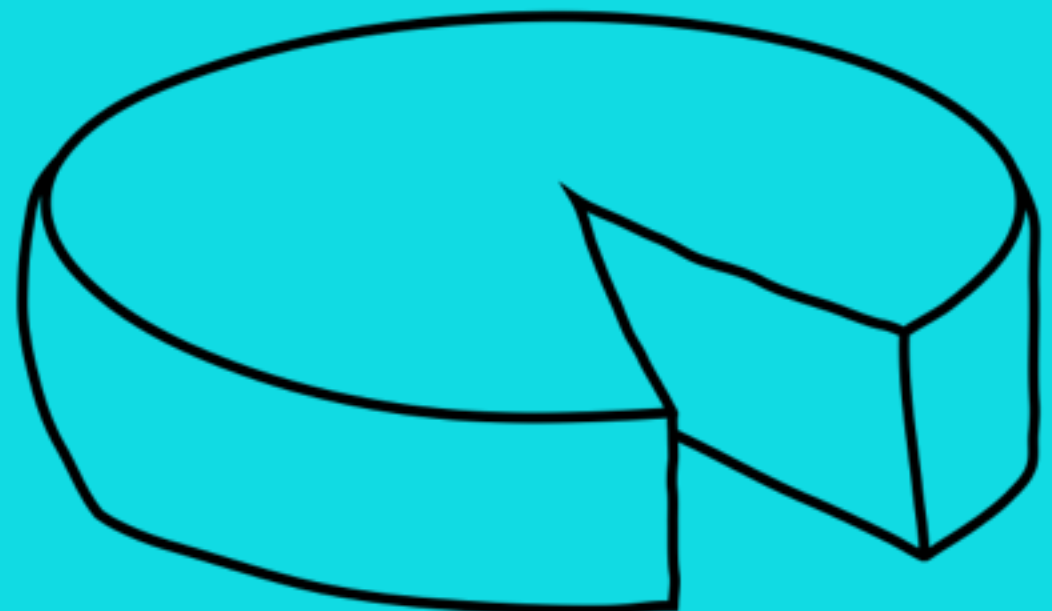
WITH  
BARBARA GANLEY  
OF  
VERMONT STORY LAB



# **FIVE WORDS TO DESCRIBE YOUR WORLD OF CHEESE**



**SO, REALLY, WHY STORIES?**





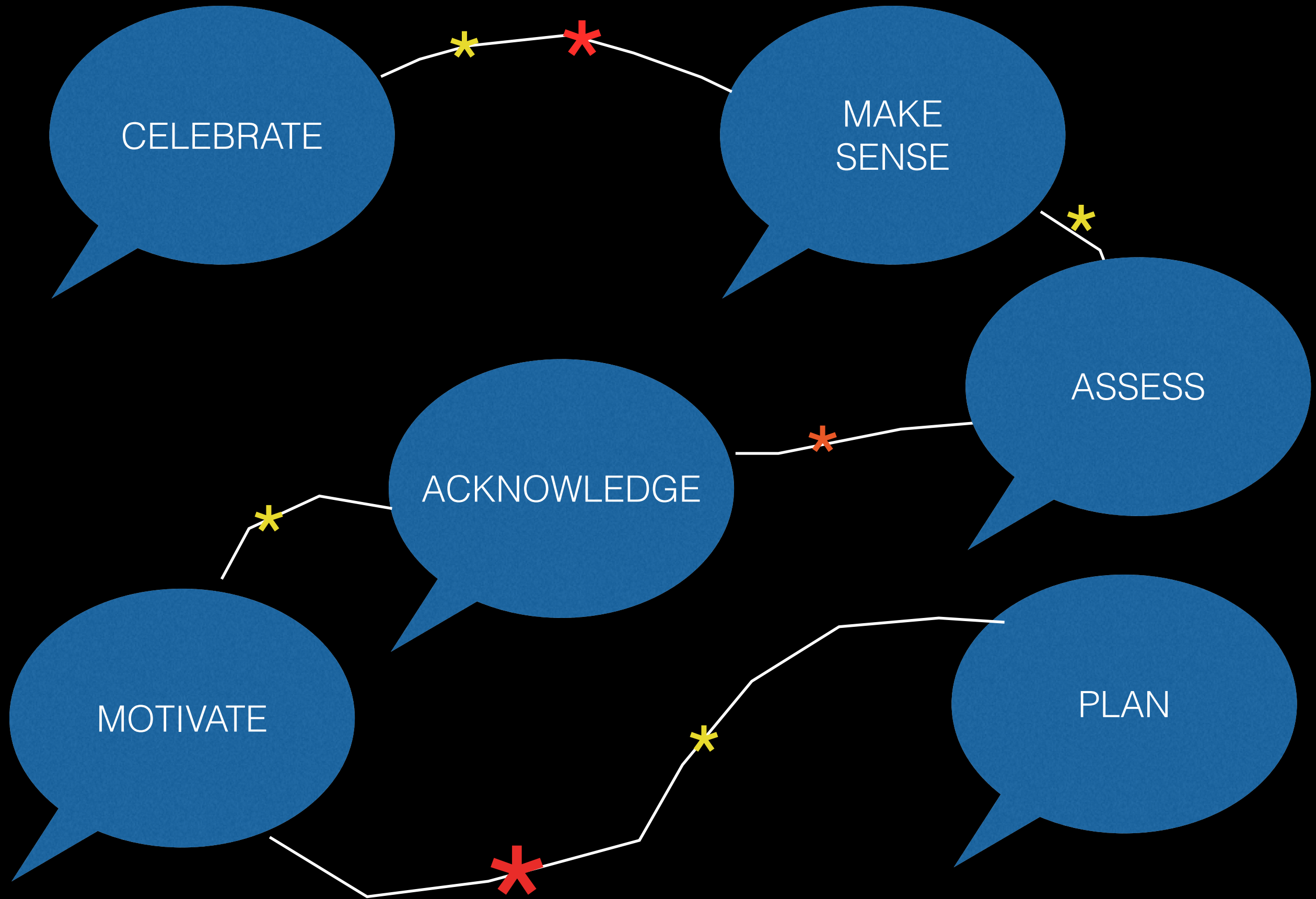
**BECAUSE...**

**We are the storytelling species**

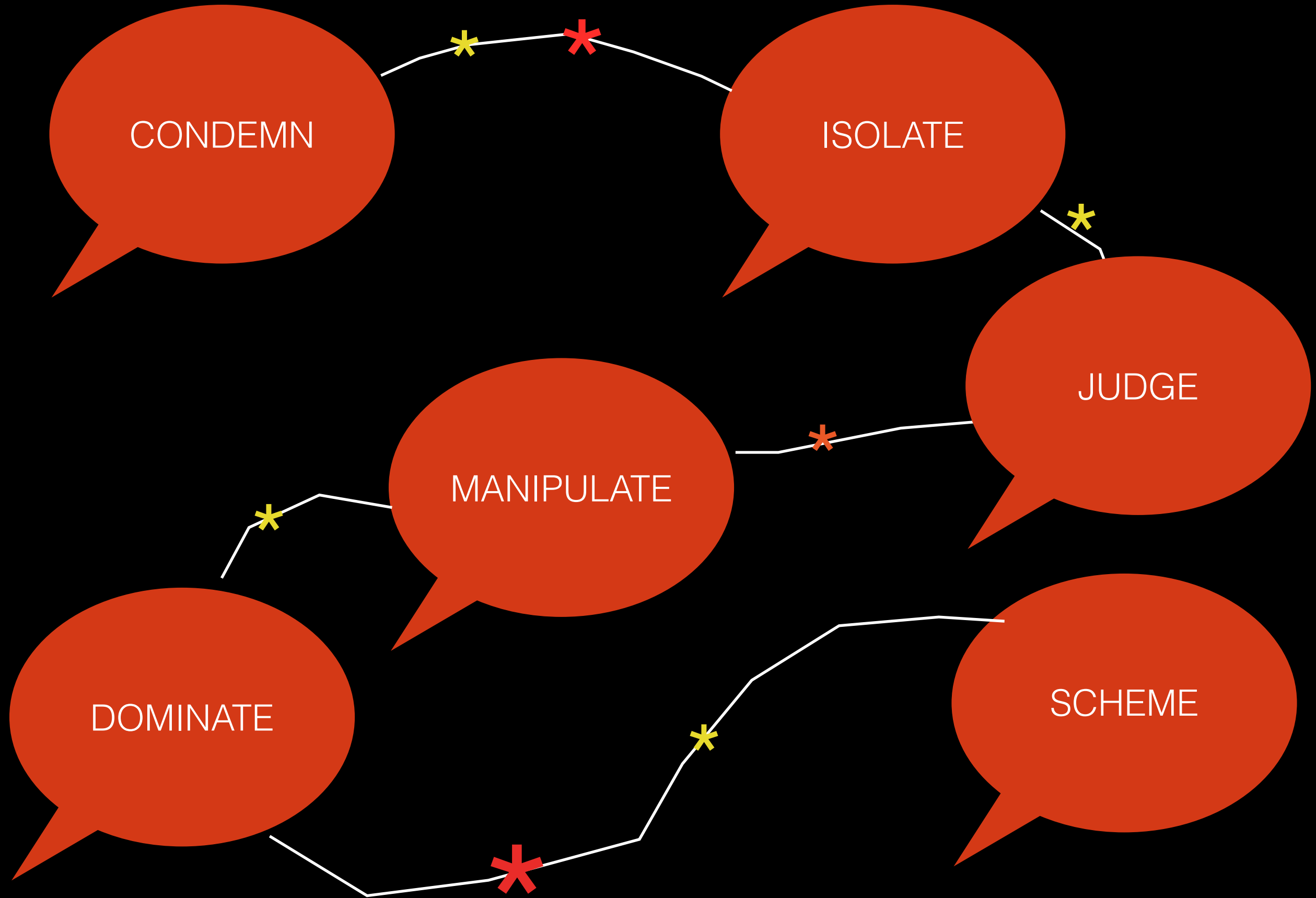




# We Tell Stories to...



# We Also Tell Stories to...



# BECAUSE...

We're working with our hands. The people following us are spending a lot of time at a computer or have jobs in town" but want to be working with their hands. "We're filling that experience gap."

# STORIES HELP SELL CHEESE



HAS A STORY EVER HELPED YOU IN YOUR CHEESE  
WORLD?

Challenge

Action

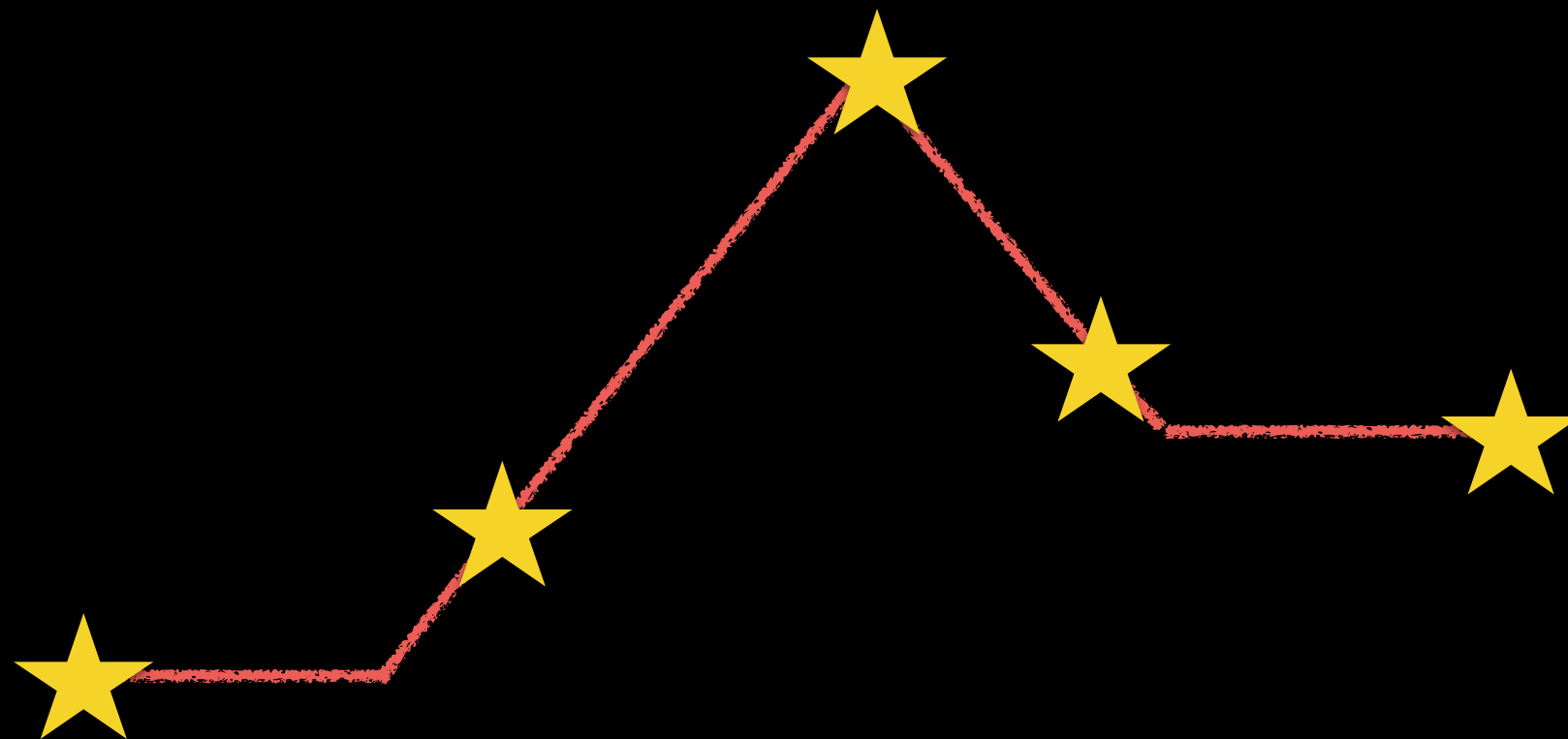
Result

Hook

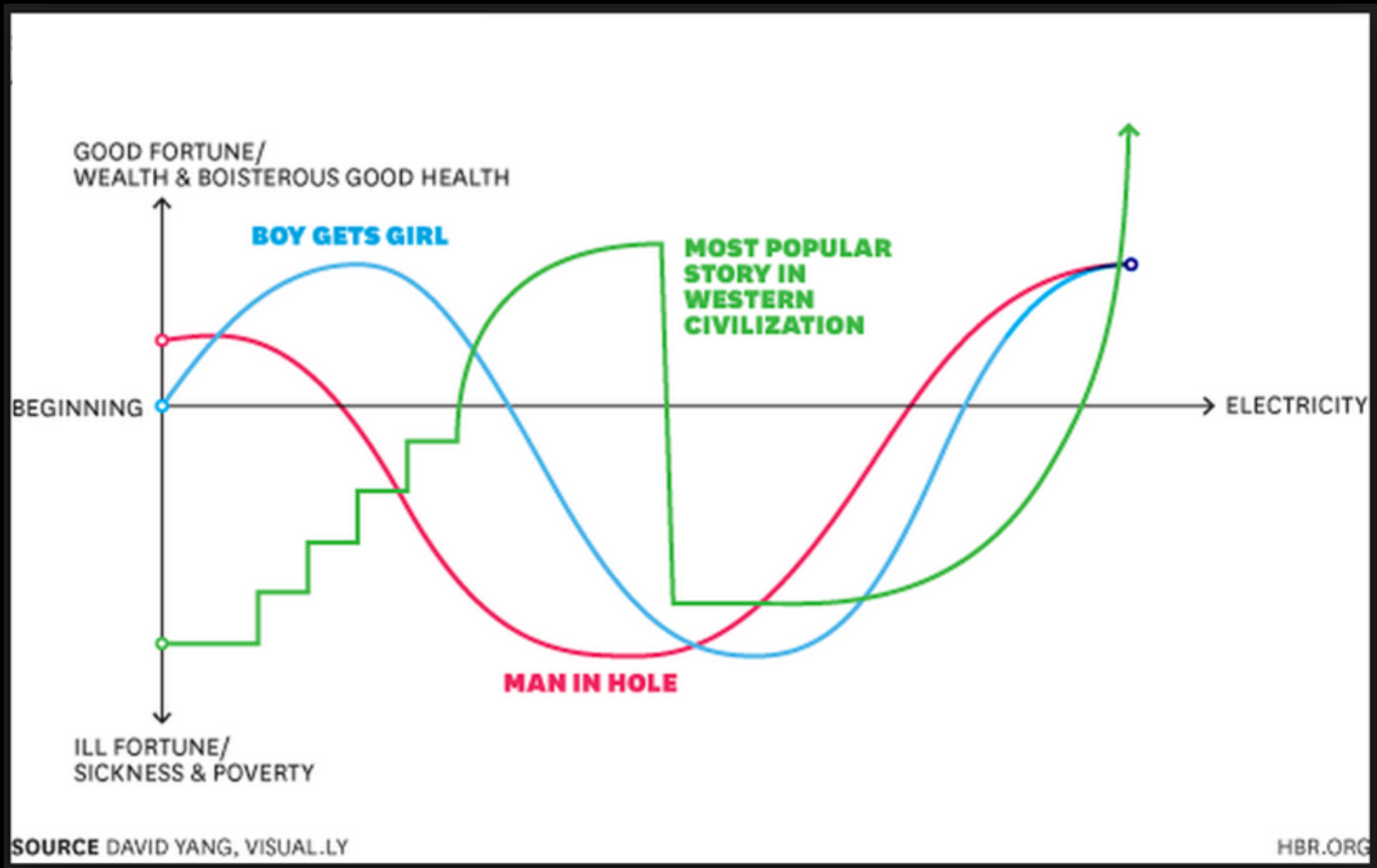
Problem

Turning Point

Shift



# KURT VONNEGUT'S STORY SHAPES



<http://bit.ly/1IjVf9k>





## Shelburne Farms

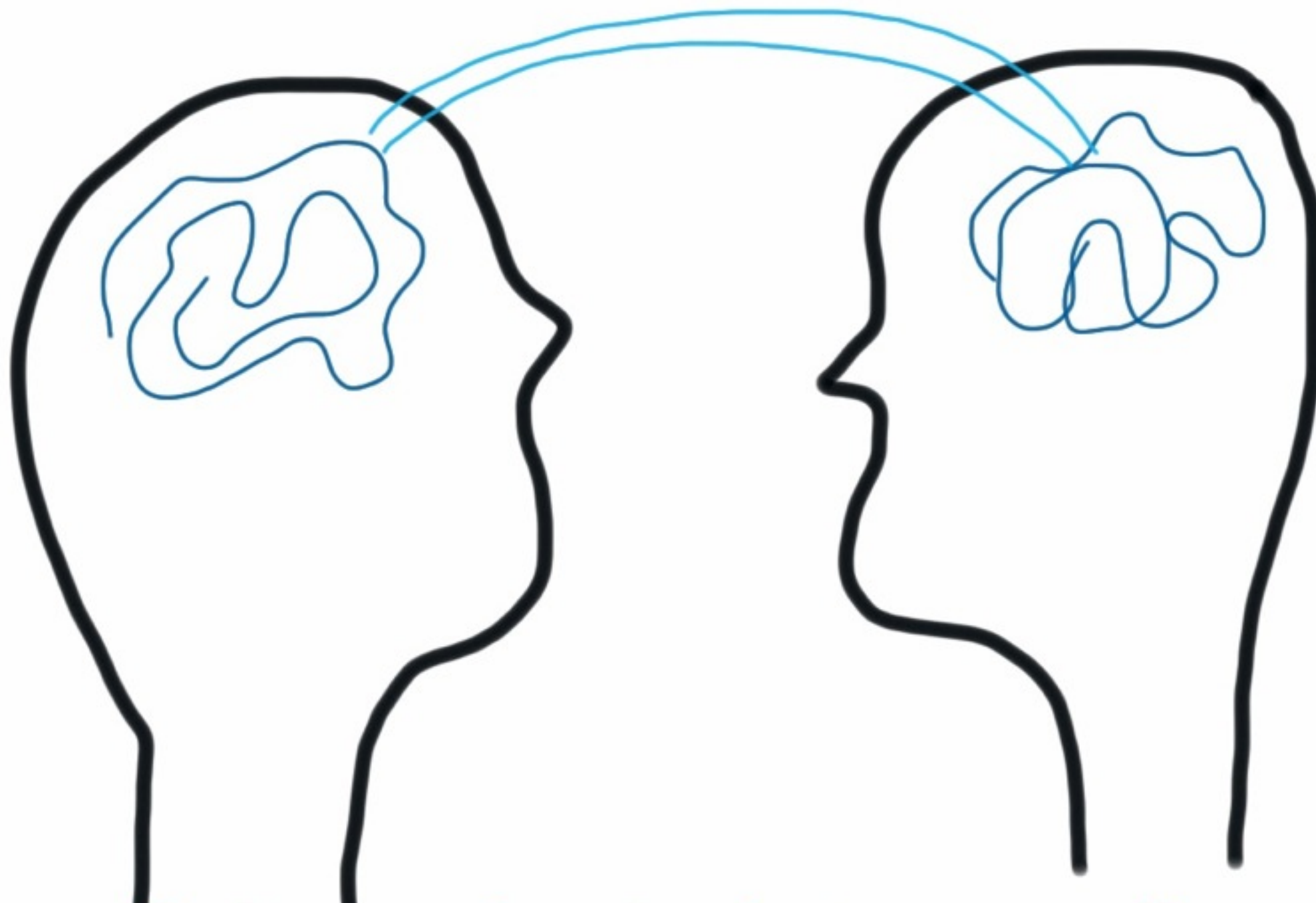
Yesterday at 11:57am · 🌐

Our big old Basswood north of the Farm Barn yesterday lit up with the sun shining on it and the dark sky in back. It was pretty neat for the 10 minutes it lasted until it started snowing.



Like · Comment · Share · 👍 1,060 💬 21 ➦ 42





IT TAKES TWO TO STORY.



5% remember

**STATS**

63% remember

**STORIES**





Listening Efficiency

11 - 15%

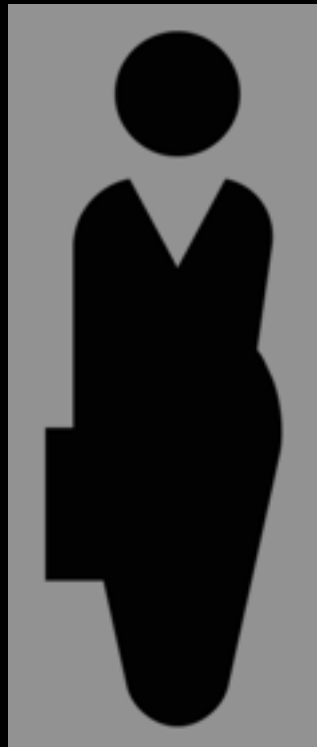


# RELEVANCE & RESONANCE

**Why is she telling me this?**



# WHOM DO YOU NEED TO REACH & WHY?



Influencers

Cheese  
Consumers

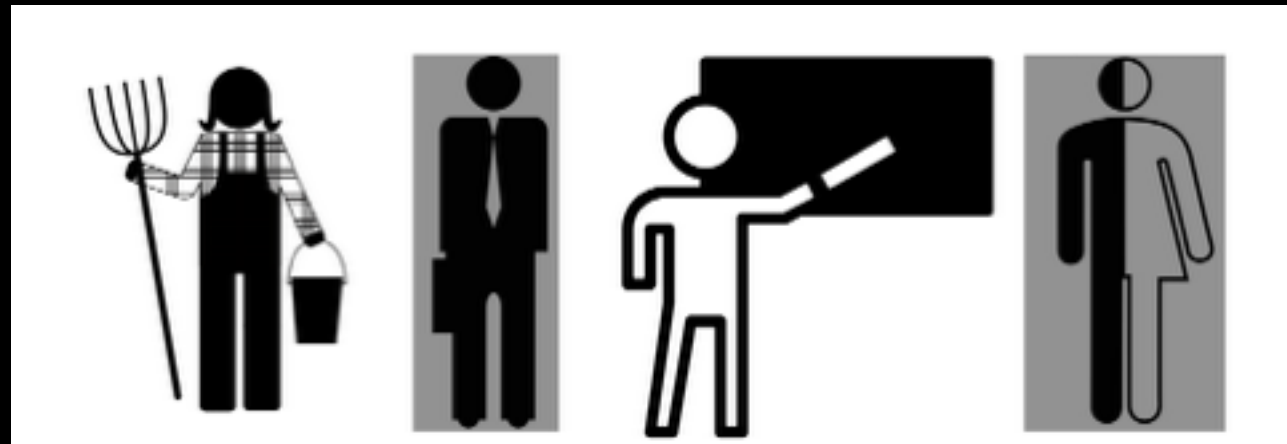
Funders

Decision  
Makers

Farm  
Community



# YOU'RE TELLING THIS STORY TO MOVE THEM TO...



Awareness — what do they need to know?



Caring — why should they care?



Action — what should they do?





## Shelburne Farms

Yesterday at 11:57am · 🌐

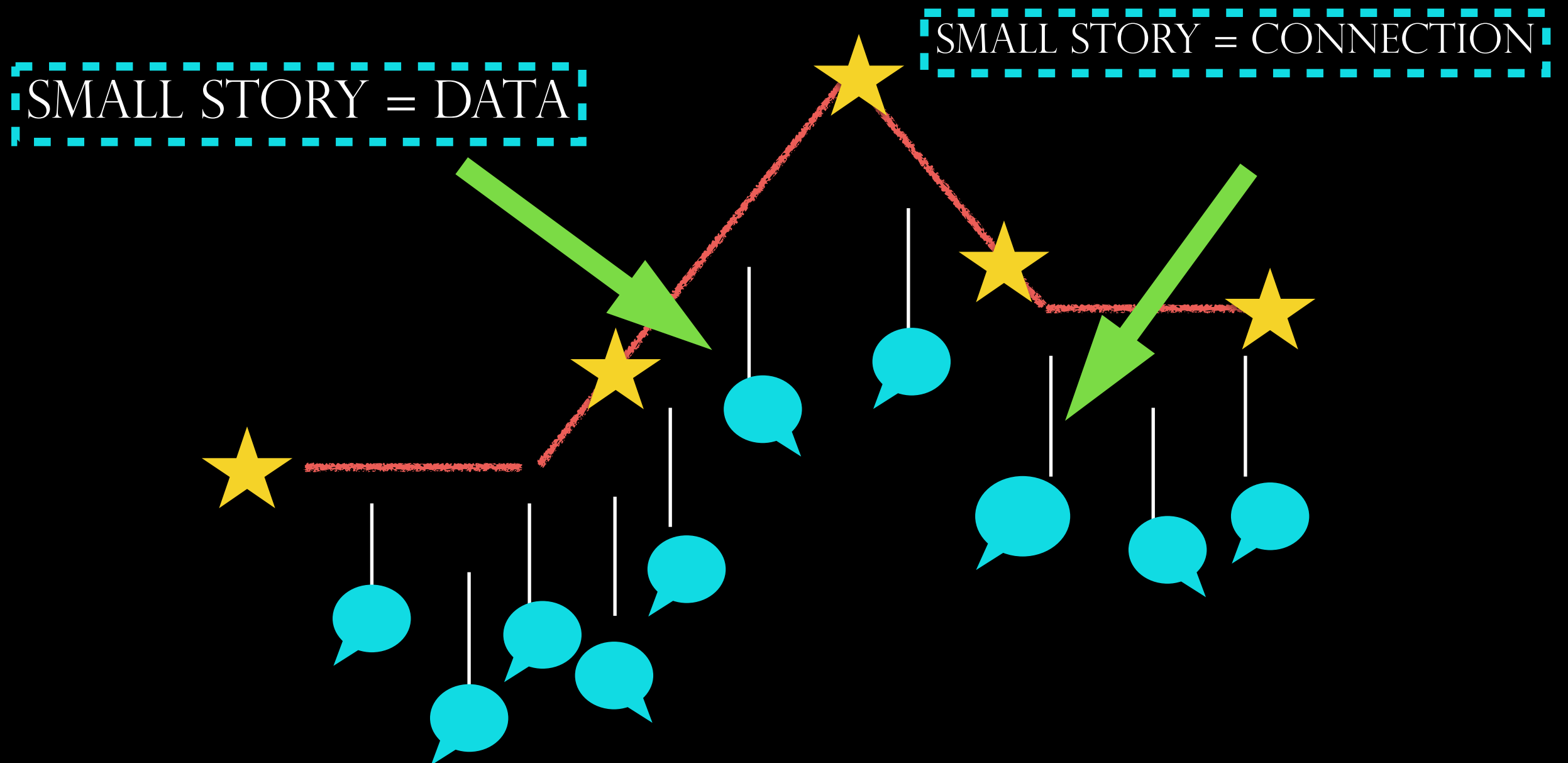
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Like · Comment · Share · 👍 1,060 💬 21 ➦ 42



# YOUR BIG STORY IS BUILT ON SMALL STORIES



WHAT IS YOUR BIG STORY?

IN 8 WORDS

TO PRODUCE NOURISHING FOOD THAT HONORS OUR  
ANIMALS, RESPECTS THE LAND, AND FEEDS OUR  
COMMUNITY, AND TO EXEMPLIFY A SUSTAINABLE  
MODEL FOR SMALL-FARM VIABILITY

<http://cricketcreekfarm.com/about-the-farm/>

WHILE FOOD IS NOURISHMENT,  
MAKING FOOD IS EMPOWERMENT

<http://www.couetfarm.com/>



A close-up photograph of a brown t-shirt. The shirt is laid flat, and the text "Made from scratch in Vermont" is printed in white, sans-serif font across the chest. The fabric has a visible texture and some slight wrinkling. In the top left corner, a portion of a blue and white object, possibly a pen or marker, is visible. The background is dark and out of focus.

Made from scratch in Vermont

mont



THE GIFT OF YOUR LITTLE STORIES

# WHAT MAKES A GREAT GIFT?



Icon by irene hoffman /noun project

WHAT MAKES A GREAT STORY/TELLING?



Icon by gregor cresner /noun project

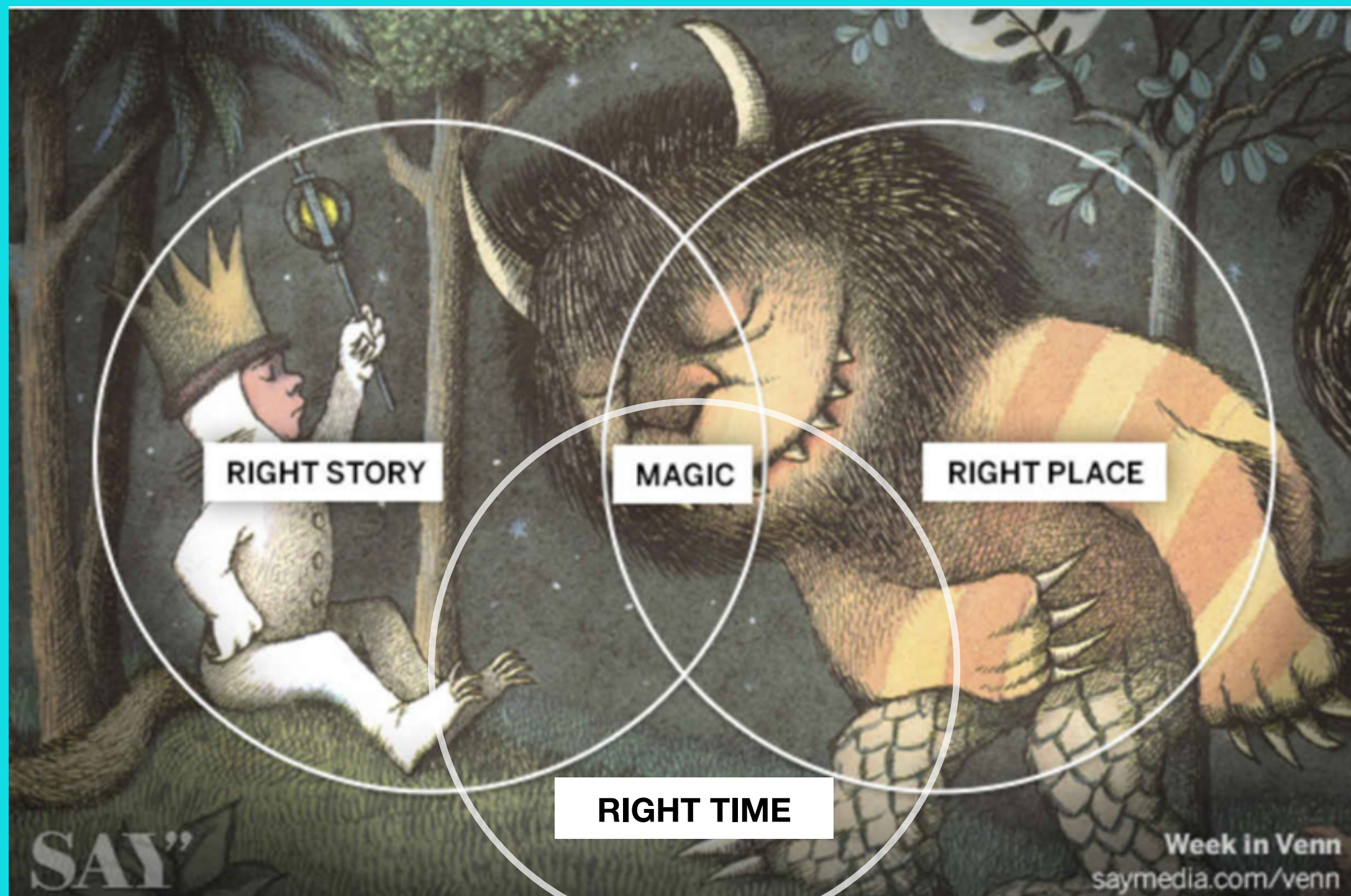
# GREAT STORIES BEAUTIFULLY TOLD

ARC  
CHARACTER  
LANGUAGE  
DETAILS  
VOICE

RESONANCE & RELEVANCE (WHY AND FOR WHOM)







# THE LITTLE STORIES THAT COUNT

## **Seeking Missing Black Chicken**

One of our black (orpington) 1-year chickens has gone missing from our yard. She's the most adventurous of her clutch and could have gotten out of our yard gate or gotten picked off by a predator. As a favor, if you happen to spot a black chicken wandering around S. Maple St. or spot a pile of black feathers, please give a call at 349-3178.

Front Porch Forum

10 THINGS



# THE LITTLE STORIES ON YOUR WEBSITE



<http://www.thegreybarnandfarm.com/>



### We were not farmers ...

Looking back we can tell you we really didn't know what it would mean to own and run a small family farm. **Eric**, a graduate of The University of Chicago, worked in the corporate world for fifteen years and **Molly**, a graduate of Pratt Institute, was a designer and a stay-at-home mom. We had always been foodies - before the word foodie existed. That's right - we're old. Eric helped pay his way through college by cooking in restaurants and baking baguettes starting at three am for a bread delivery service. Molly always had visions of cakes and cooks and baked up a storm. Our first foray into growing our own food was when we planted a small lettuce and herb garden in Connecticut. Our son who was just two years old at the time would stand outside munching on these fresh veggies like never before. Handfuls of dill with smashed up lettuce went down along with plenty of good ol' dirt.





### There was a lot to learn ...

From cringing when learning how to castrate piglets on YouTube to laughing hysterically when being drenched with milk because of a broken gasket to crying and almost giving up when our creamery burned down, other farmers are right, there IS NEVER a dull moment. Calves are born, piglets scurry in the woods and chickens scratch around in the pasture creating a wonderful place to raise our family and share with the community. Our farm continues to amaze us. Most days are still learning days. Learning about farming, learning about the effects of snow, learning about weird mold in the cheese cave - the list goes on and on. Is it worth it? Did we make the right decision? Are we still crazy? Yes, Yes and Yes.



### Making Cheese

Not an easy sport. Not for the easily discouraged. Not for the weak. Cheesemaking is a physically and mentally demanding job. One mistake and instead of a bloomy rind you have something that is definitely NOT a bloomy rind cheese.





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GREY BARN home events about us the creamery the farm products stockists visit us contact us



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# YOUR FOUNDING STORY

## a tale of two tables: our story



Vermont Creamery was started by two young visionaries devoted to new and non-traditional agriculture, Allison Hooper and Bob Reese. As a college student, Allison spent a summer traveling in France. She worked on a small family farm in Brittany, earning room and board while learning how to make all of the essentials of what was to become her life passion: cheesemaking. Bob always thought he would one day take over his grandparents' dairy farm. Unfortunately by the time he finished his degree in Agriculture, they'd sold the farm. Appropriately enough the improbable run as long term business partners began in 1984 during a dinner celebrating Vermont agricultural products. Bob was in charge of the dinner and desperately needed a locally made goat cheese for the French chef's signature lamb dish. He reached out to Allison who was then working at a dairy lab and milking goats in Brookfield. Allison made the chèvre on the farm, Bob delivered it to the chef — the dinner was a success and Vermont Creamery was born.





ABOUT | PRODUCTS | SHOP



RECIPES | NEWS | CONTACT

BASKET (0)



THE BARBER FAMILY STARTED MAKING CHEESE ON THEIR  
SOMERSET FARM IN 1833 AND ARE NOW THE OLDEST  
SURVIVING CHEDDAR-MAKERS IN THE WORLD.

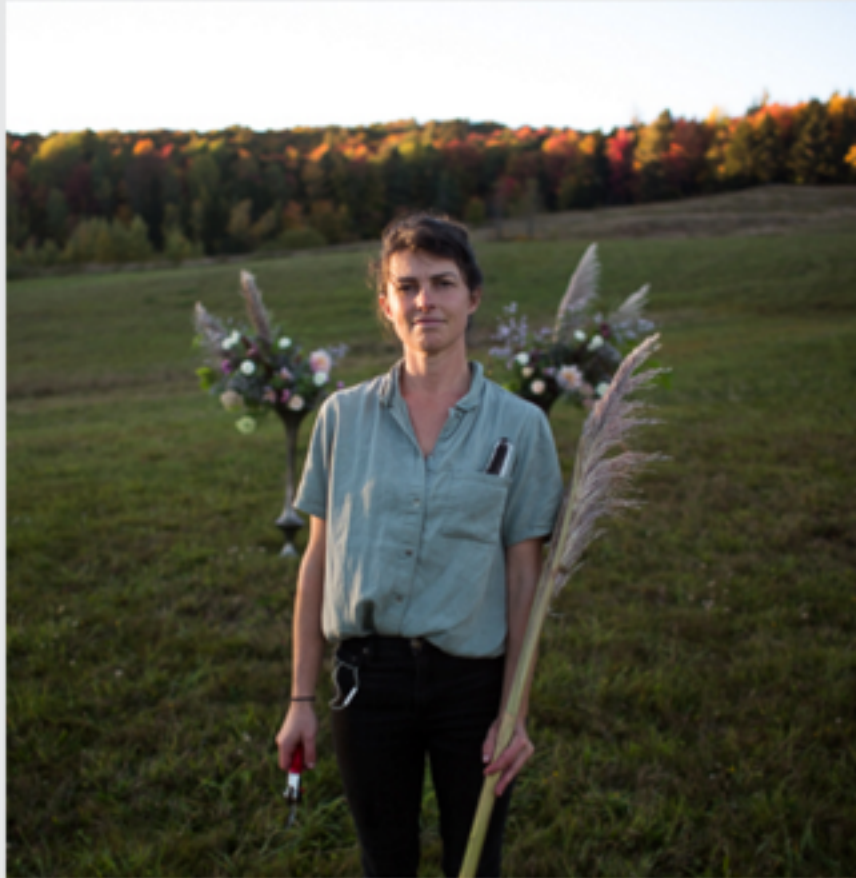
## OUR STORY

Our story started six generations ago, in 1833, when Daniel Barber began making cheddar on Maryland Farm.

Now, as the world's oldest surviving cheddar-makers, we're still here, making award-winning traditional cheddar.

<https://www.barbers.co.uk/>

# PROFILES AS PART OF THE STORY



Stitchdown Farm is owned and operated by Rita Champion and Andrew Plotsky.

Rita runs the show around here. She is from Washougal, a tiny mill town outside of Portland, OR, where she grew up riding Snowflake the horse through her neighbors hay fields and helping her Dad build the barn, fix the plumbing and change the oil in their vehicles. After high school in Portland and college in Seattle, she found farming to be nourishing, healing, purposeful and helpful to her and those she served as a farmer, and worked on vegetable operations around the PNW before starting Stitchdown on Vashon Island in 2012 with her new partner, Andrew.

<https://www.stitchdownfarm.com/about/>



# IT'S THE LITTLE THINGS THAT COUNT...

Andrew is the special projects lead at Stitchdown, and in addition to all the design & marketing work, he tends the perennial systems and livestock on the farm. He grew up in Washington, DC, where he was a third generation Washingtonian and none of his family members were politicians, thanks for asking. After college in upstate NY, he set off as a gainfully employed drifter and found his way to Vashon to work as a meatsmith, where he worked slaughtering, butchering and cooking animals for three years, until Rita came along.

# WHEN OTHERS TELL YOUR STORY...



Preservation Magazine, Spring 2017

## How Artisanal Cheese Is Helping Save Vermont's Historic Landscape



More:  
Preservation Magazine

By:  
Jason Wilson

Photography:  
Monica Donovan and Judd Lamphere

<https://savingplaces.org/stories/how-artisanal-cheese-is-helping-save-vermonts-historic-landscape>



# PROFESSIONAL VIDEO

## *Thornloe Cheese, Ontario*

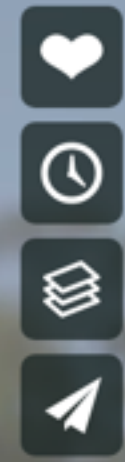




# THE ROLE OF HUMOR



<https://www.stitchdownfarm.com/photos/>



Two Young Brethren

*with*

Bennett Konesni & Edith Gawler



<https://vimeo.com/80405414>

IF YOUR FARM/ORG  
WERE **A CAR**, WHAT  
WOULD IT BE?



Created by Rflor  
from Noun Project

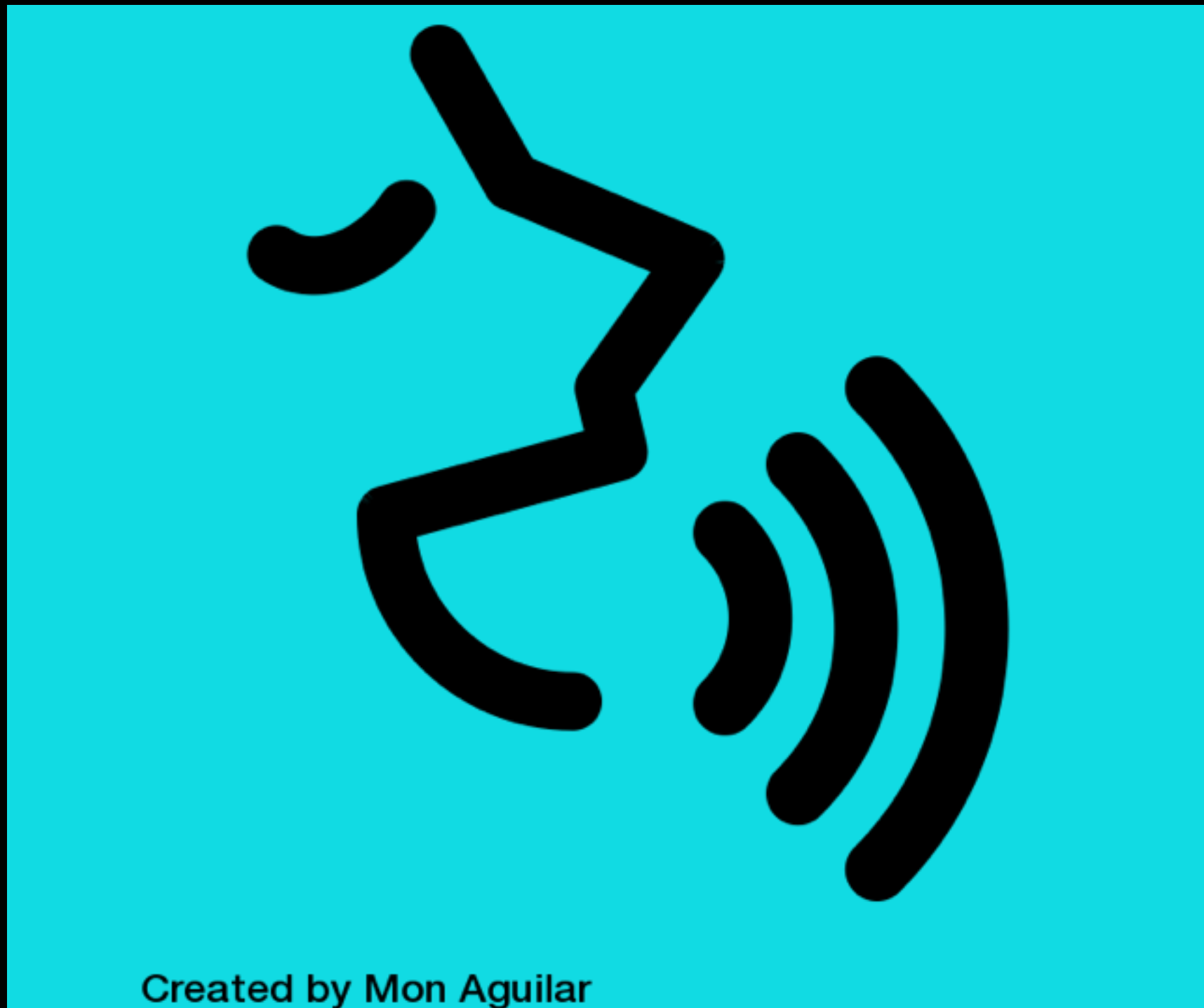


WHAT WEATHER  
WOULD IT BE?



Created by Baboon designs  
from Noun Project

HOW WOULD YOU DESCRIBE YOUR VOICE?





# VISUAL METAPHORS

(IF YOU ONLY HAD ONE IMAGE)



# YOUR WEBSITE AS STORY

DOES IT CREATE A CHARACTER, A VOICE?

ARE THE TEN THINGS REVEALED?

DOES IT ENGAGE THROUGH ITS

AUTHENTICITY?

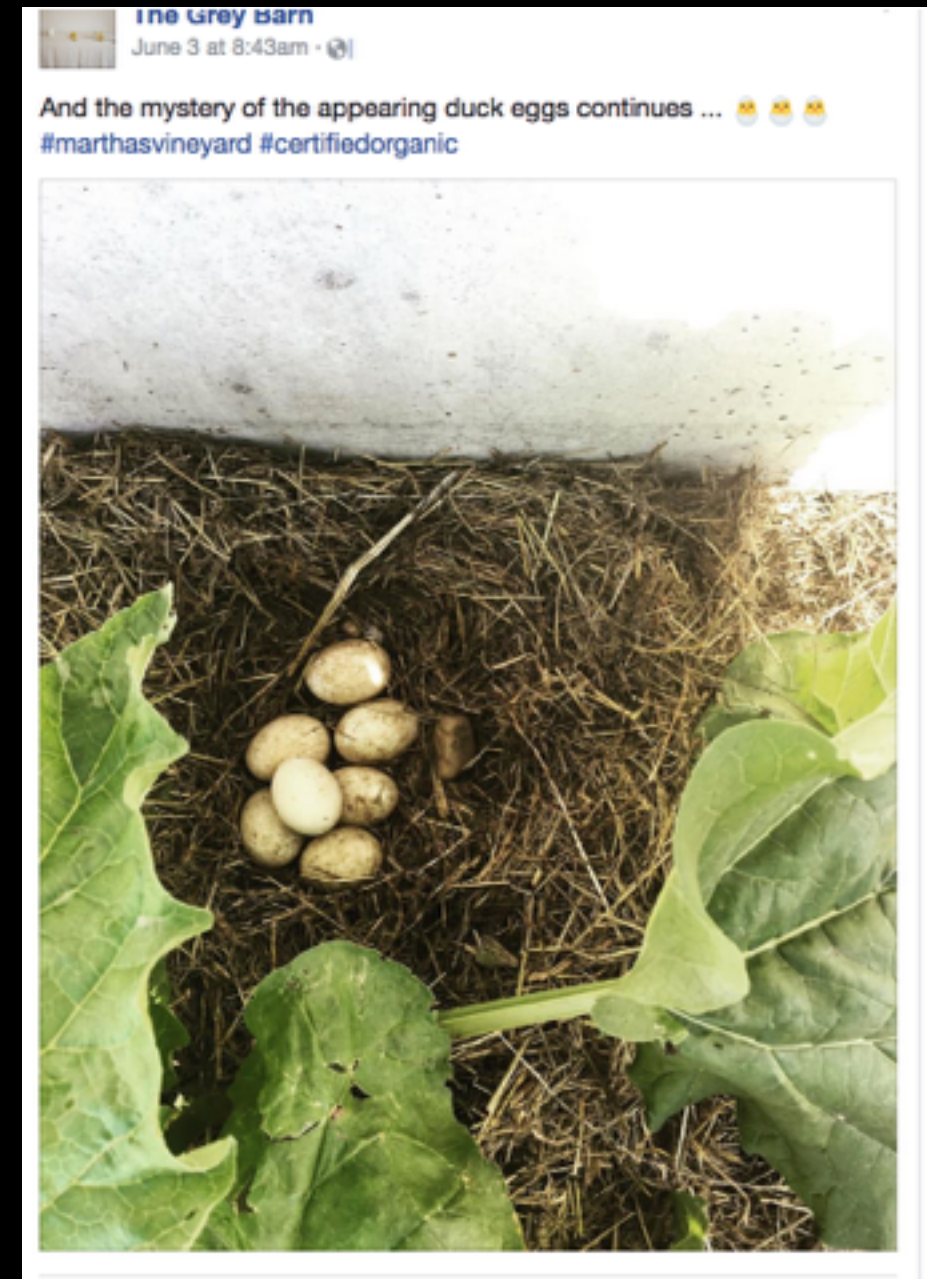
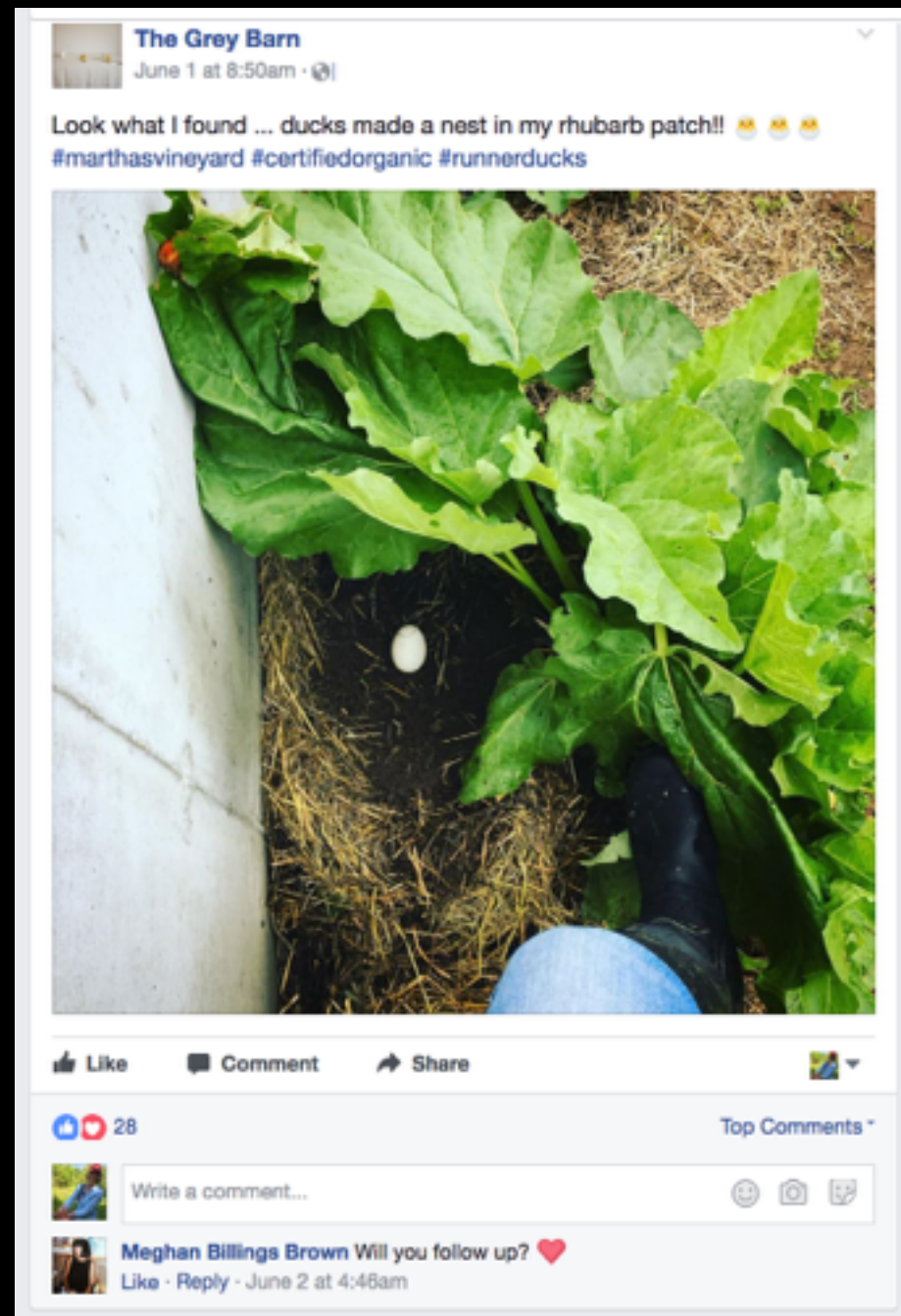
DELIGHT?

CONSISTENCY?

(HUMOR?)



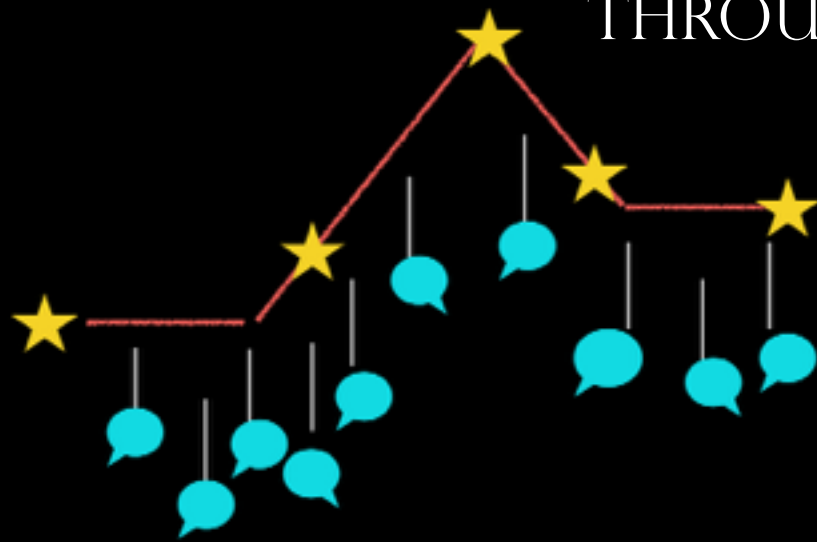
# THE LITTLE STORIES & SOCIAL MEDIA



[https://www.facebook.com/  
thegreybarnchilmark/](https://www.facebook.com/thegreybarnchilmark/)



# BUILD AUTHENTICITY & CREDIBILITY, THROUGH VOICE & CONSISTENCY



After Darlene is done snacking on stale O Bread Bakery bits, fresh milk from the cows, eggs from the chickens, veggies from the garden, and leftover cheddar samples, she prefers her water right out the tap! Video by Family Program Coordinator & Farm-Based Educator Cat Wright.



Shelburne Farms  
May 23 at 5:45pm · 🌐

The first hay cuttings are underway! We'll wait another two months or so for the next round to accommodate the breeding schedule of the Bobolinks and Savannah Sparrows. This gives the birds enough time to reproduce and fledge in between cuttings. Read more about our grassland bird conservation strategy here: <http://bit.ly/2rMzOff>  
Photo by Educator Claire Stodola

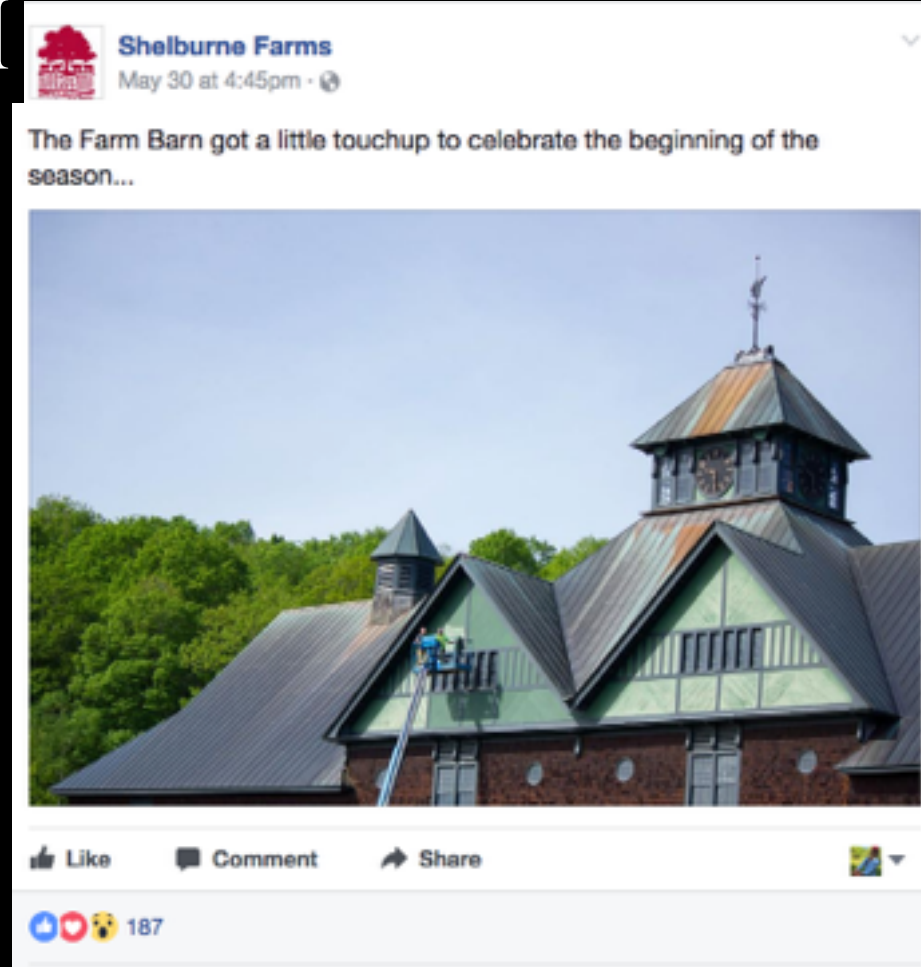


Like Comment Share

155

Top Comments

## THE ONE & ONLY YOU



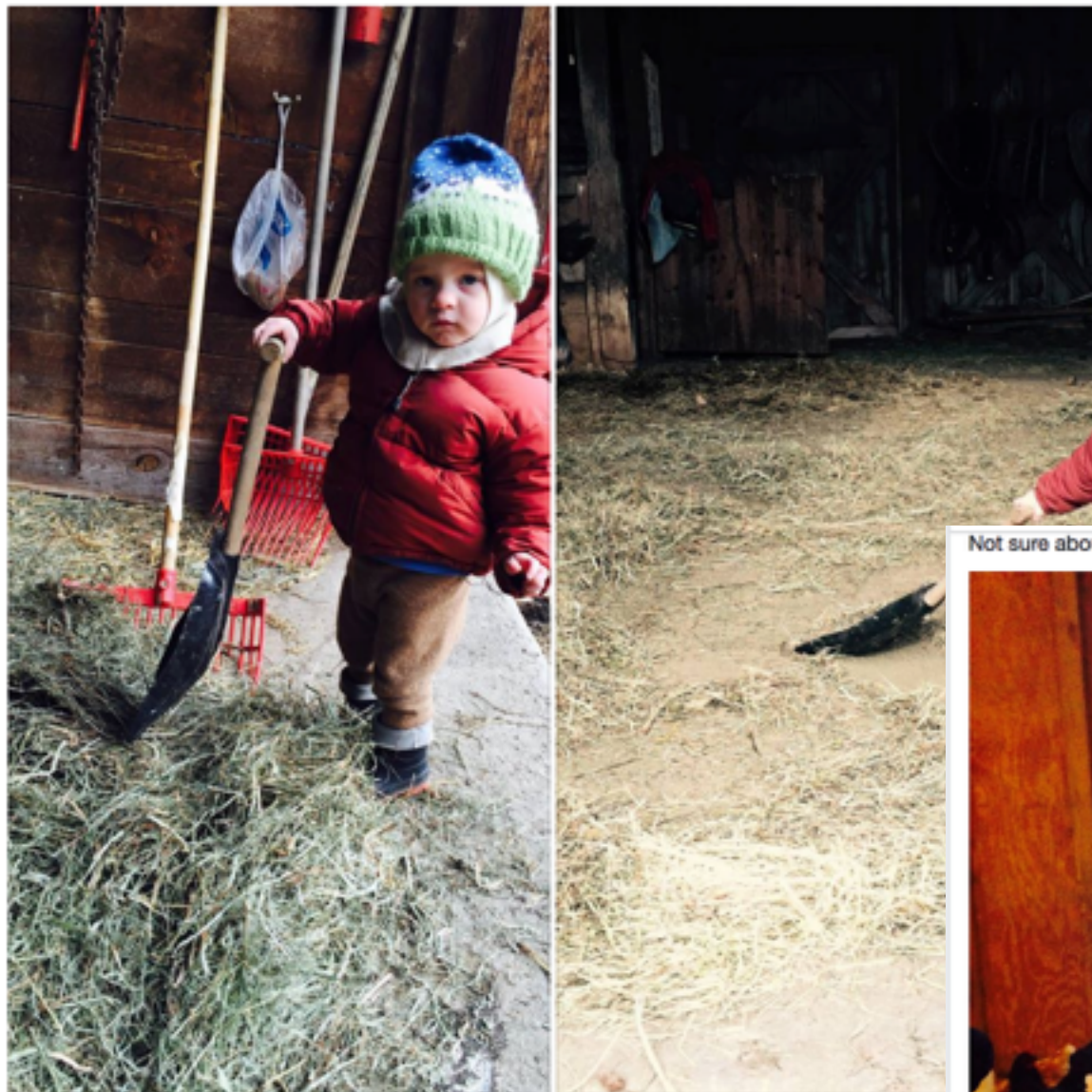




**Doolittle Farm** added 2 new photos — with Nick Hammond and Martha Hammond.

February 7 · 🌐

Farm crew reporting for duty



Not sure about the snow.



Her lap chick, nicknamed "Snowflake" but her real name is "Greenie". Chicken naming is complicated.





The final hurrah with spirea for the season. Now, where are you mock orange.... I love flowering branch season.



Like Comment Share

51

Top Comments





**Ripley Farm**

May 27 at 6:43pm · 🌐

These happy pepper seedlings would like you to know that there are only 25 days until summer begins :)



Like



Comment



Share



👍❤️😮 35

Top Comments ▾

<https://www.facebook.com/RipleyFarm>





# FLYING COYOTE FARM

From Field To Feast



flyingcoyotefarm  
Flying Coyote Farm

Follow

flyingcoyotefarm Harvest morning. Where hustle, teamwork and beautiful veggies collide #radishbabies #merrybaby

brainribbons 🍷 🍷 🍷 🍷

z.yoshida3 well done!!

myscoop 🍷 🍷 🍷

lidyarosmala I wanna go to there 🤔🤔🤔

melvin\_amigo 🤔



302 likes

4 DAYS AGO



# THE LIFE OF A VISUAL STORY



<http://audramulkern.com/recipes/2016/9/29/visual-storytelling-from-the-farm>

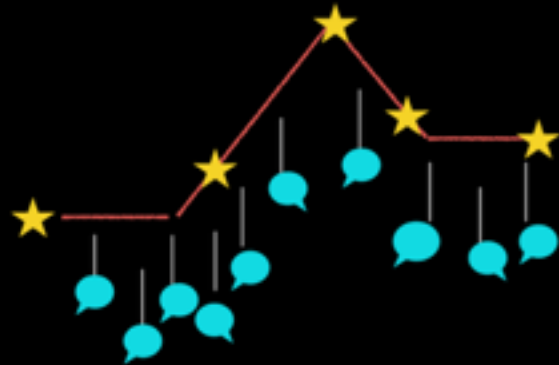
15 MINUTES

PHOTO STORIES TO REVEAL YOUR VOICE

1. SHOOT A BUNCH
2. CHOOSE ONE
3. CAPTION IT
4. SEND TO BARBARA ([BARBARAGANLEY@GMAIL.COM](mailto:BARBARAGANLEY@GMAIL.COM))



# A PACKET OF SMALL STORIES



1. A LESSON LEARNED

2. A SURPRISE

3. SOMETHING FUNNY

4. A RITUAL

5. PLACE

6. PEOPLE

7. THE CHEESE

8. THE ANIMALS (OR...A DAY IN THE LIFE)

# DEVELOP YOUR STORY

WHY ARE YOU TELLING THIS STORY?

TO WHOM?

WHERE WILL IT APPEAR?

WHAT MEDIA WILL YOU USE?

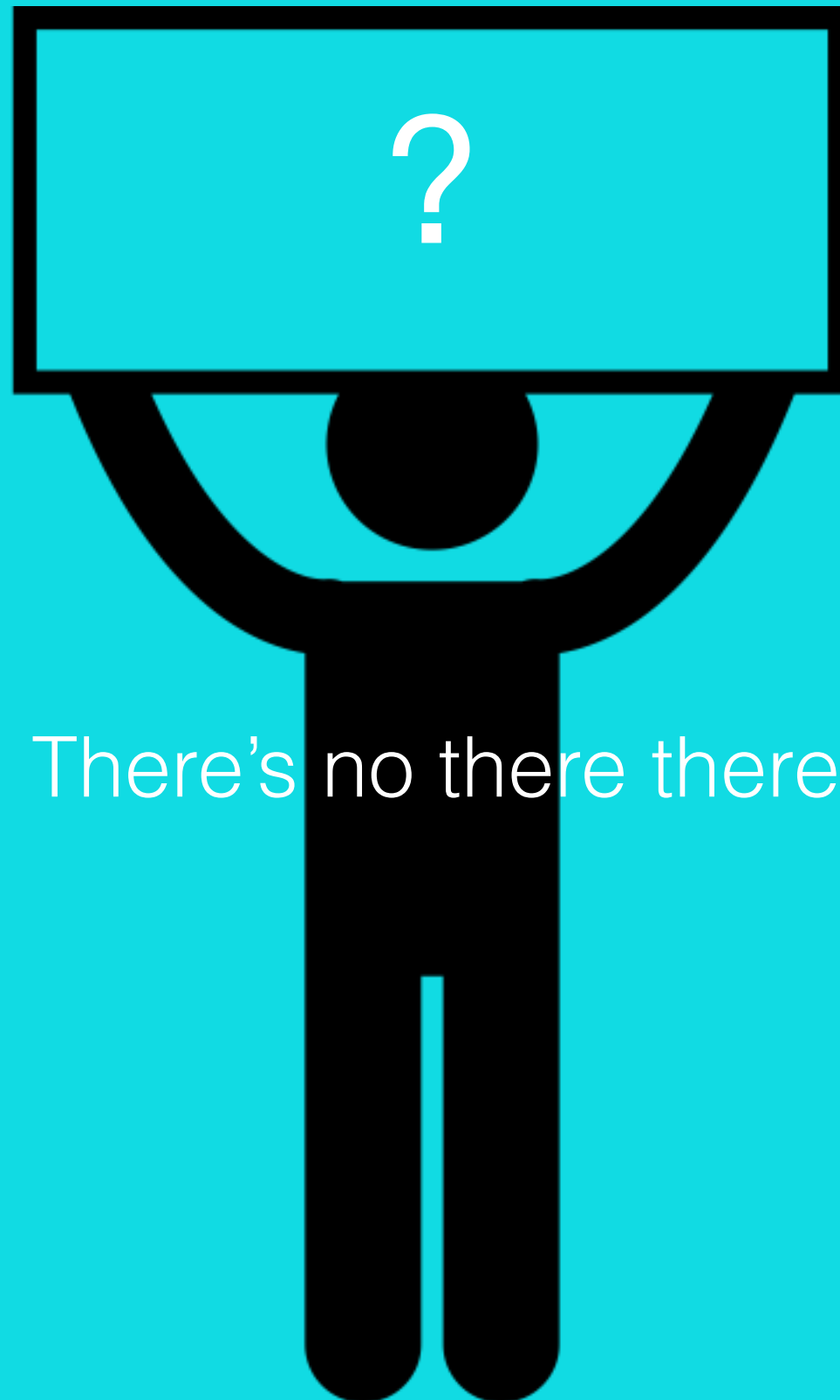
WHAT HAPPENS AFTER THE STORY IS TOLD?



# COMMON MISTAKES







There's no there there.

Gertrude Stein



A photograph of several chairs arranged in a row on a cobblestone surface. The chairs have different colored upholstered seats and backs: red with a leaf pattern, solid red, brown, light green, and a wooden chair with a patterned seat. A black text box is overlaid in the center.

THERE IS NO ONE LISTENING



# GREAT STORIES BEAUTIFULLY TOLD

ARC  
CHARACTER  
LANGUAGE  
DETAILS  
VOICE

RESONANCE & RELEVANCE (WHY AND FOR WHOM)



# POSTCARD & BROCHURE STORIES

[www.canva.com](https://www.canva.com)

# STORY PERFORMANCES



Image from Brisbane City Council

# YOUR STORY PLAN

## 1. RIGHT AWAY

- ★ COLLECT SMALL STORIES AND PRACTICE TELLING THEM WELL
- ★ POST & CONNECT
- ★ ASK FOR FEEDBACK & HELP

## 2. FOR CHEESE FESTIVAL & MARKETS

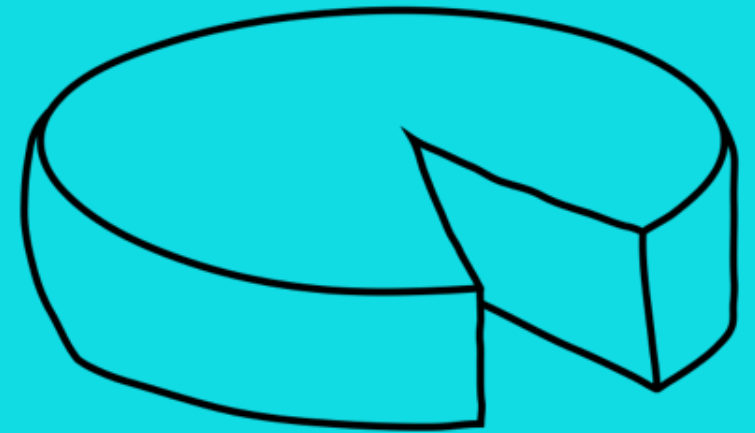
- ★ POSTCARD OR BROCHURE STORIES
- ★ BOOTH AS PART OF THE STORY
- ★ PRACTICE TELLING YOUR 10 THINGS STORIES

## 3. FOREVER AND EVER

- ★ DEVELOP YOUR VOICE
- ★ SHARE STORIES & DELIGHT IN THEM
- ★ SHOW YOUR PLAYFUL SIDE



**QUESTIONS?  
FEEDBACK?**



BE IN TOUCH  
&  
LET ME KNOW HOW YOUR STORYTELLING GOES

[BARBARAGANLEY@GMAIL.COM](mailto:BARBARAGANLEY@GMAIL.COM)

[VERMONTSTORYLAB.ORG](http://VERMONTSTORYLAB.ORG)