



Introduction

In 1978, she was dancing with cows and falling in love with farming. In 1988, she was milking those cows and finding that the rest of the world didn't share her love of agriculture. In 1998, she began kickboxing and decided it was time to fight back for the agrifood business. In 2008, she added social media as a new fighting move. In 2018, she worries about who will define the face of agriculture.

Whether selling \$5 million in sponsorships for the National FFA Foundation, working with farmers in over 25 countries, or founding Cause Matters Corp. in west central Indiana, Michele continues to grow an understanding of food and farming. She's known for moving hearts and minds through her speaking programs, social media community and books, *No More Food Fights!* and *Food Truths from Farm to Table*, an IPPY award winner and a #1 best seller. Get ready for some action - please welcome a passionate champion for all sizes and shapes of agriculture – Michele Payn!

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