



## **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 kick boxing and decided it was time to fight back for the agrifood business. In 2008, she added social media as a fighting move. In 2018, she worries about who will be defining 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 re-discover the phenomenon of championing a cause! She shares these tools to help give a voice to the people who feed the world through her speaking programs, webinars, social media and her website. Get ready for some action - please welcome a passionate champion for agriculture -Michele Payn-Knoper!