

JANICE PERSON

Speaker | Trainer | Agricultural Communications Expert



ABOUT

Janice Person has spent her career doing something most people consider impossible: getting urban audiences genuinely curious about farming, and getting farmers genuinely heard. A journalism and communications professional based in St. Louis, she built her expertise across publications, agency work, and more than two decades in agricultural communications — including a senior role at Monsanto, where she pioneered consumer outreach and online engagement strategy.

Today she is CEO & Founder of Grounded Communications LLC and creator of Grounded in Ag, an online education platform featuring 30+ hours of programming built with 50+ experts. She hosts the Grounded by the Farm podcast. In 2023 she was inducted into the Ag Relations Council Hall of Fame. On stage she has spoken at SXSW, New York's 92nd Street Y, the AFBF Young Farmers & Ranchers Conference, and many more. She is a NAMA Professional Development Award recipient.

FEATURED TALKS

Still Here, Still Talking

How to Stay in Hard Conversations When Everything Feels Broken

Navigating polarization, policy upheaval, and the moments when you most want to walk away. Strategies for managing frustration, recognizing when outrage is doing the driving, and finding common ground.

The Story Before the Label

How Authentic Farm Narratives Build the Trust Marketing Can't Buy

A practical guide to finding, shaping, and sharing stories that bridge the urban-rural divide. Techniques for translating complexity into connection and building trust through genuine narrative.

Known for Something

Building a Personal Brand That Works as Hard as You Do

Clarity about what you stand for, consistency across the places you show up, and communications choices that reflect your real expertise. A practical framework for agricultural professionals and small businesses.

CREDENTIALS & REACH

Ag Relations Council Hall of Fame (2023)
NAMA Professional Development Award
Forbes, Huffington Post contributor

Spoken at SXSW, 92nd Street Y, AFBF
12K+ Twitter followers (@JPlovesCOTTON)
Grounded by the Farm podcast host

MODERATOR INTRODUCTION

Janice Person has been bridging the gap between farms and the people who depend on them for her entire career — through keynote stages, a podcast, an online education platform, and decades of frontline communications work. She is the CEO & Founder of Grounded Communications LLC and an Ag Relations Council Hall of Fame inductee. She has spoken at SXSW, the 92nd Street Y in New York, and the American Farm Bureau Federation, among many others. Please welcome Janice Person.