

**Episode Title:** Welcome to Season 4!

**Summary:** We kick off the new Season 4 of the FarmSafe Podcast. Our Season 3 host, Libby Ritchie, returns to chat with Center Director Renee Anthony to talk about the new format for Season 4. In this September 2024 episode drop, we are highlighting episodes that correspond to social media promotion for the National Farm Safety & Health Week. The list of past episodes we are mapping to topics this year are listed below:

### National Farm Safety & Health Week – Topics & Episodes

#### Monday, Sept 16: Equipment & Rural Roadway Safety

- Season 1, Episode 9: [Lighting and Marking](#)
- Season 2, Episode 15: [Safely Sharing the Road with Farm Vehicles](#)
- Season 1, Episode 15: [Farm Vehicle Crashes on Public Roads](#)
- Season 3, Episode 3: [Safe Operation and Maintenance of Tractors](#)

#### Tuesday, Sept 17: Health & Wellness

- Season 2, Episode 7: [What's Your Normal?](#)
- Season 1, Episode 6: [Sleep](#)
- Season 1, Episode 19: [Examining Support Systems for Farmers' Mental Health](#)
- Season 1, Episode 20: [Job Demands and Health Outcomes for Beginning Farmers](#)

#### Wednesday, Sept 18: Generations of Farming

- Season 3, Episode 13: [Exploring the Multi-generational Perspective on H&S with the Millennial Farmer](#)
- Season 3, Episode 14: [Support for Farmers' Mental Health and Well-Being](#)

#### Thursday, Sept 19: Confined Spaces

- Season 1, Episode 21: [Manure Gas Safety](#)
- Season 1, Episode 22: [Gas Monitors](#)
- Season 3, Episode 5: [Grain Bin Safety Part 1](#)

#### Friday, Sept 20: Reporting Ag Injuries

- Season 1, Episode 7: [Back Pain and Whole-Body Vibration](#)
- Season 3, Episode 10: [Poisons: Exposure Response](#)
- Season 3, Episode 12: [Community Building for Rural Response to Emergencies](#)

## Transcript

### 00:10 E Ritchie

Welcome to the *FarmSafe* Podcast brought to you by the Great Plains Center for Agricultural Health. In the blink of an eye, an injury can change your life and your farm forever. During each episode, we share first-hand stories and real-life tips for making safer and healthier decisions while on the farm.

### 00:33 E Ritchie

Welcome back everyone, to the Farm Safe Podcast, and we are kicking off season 4. My name is Libby Ritchie, and I am the host of Season 3 and Season 4 of the podcast. Last year you knew me as Libby Presnell. I was recently married, so a little bit of a name change. Same voice, same person, just different name.

### 00:56 R Anthony

And I'm Renee Anthony. I direct the Great Plains Center for Agricultural Health and work at the University of Iowa, and I am thrilled to have Libby back for Season 4.

**01:08 R Anthony**

So, Libby, I want to thank you for having a great Season 3. I thought the format was really cool. I think you really spent a lot of attention on giving us the opportunity to hear the voices of farmers and have them tell stories about events relative to health and safety that really help shape the narrative. Then, we brought in specialists to provide us best practices.

**01:31 R Anthony**

So, I thought that was really effective and I know you had a lot of places that you had to go to do that, but I really appreciate the effort of getting those voices heard. I also like the simple ask that you did at the end of the episodes, right, asking the listeners to do one specific thing with that episode to make their farm, their operations safe. At least for the next week. So I thought those were really effective. How did those episodes feel when you were doing them?

**02:00 E Ritchie**

They were good. You know, I'm finding my footing. Took some time to get used to with Season 3 and so hopefully with Season 4, I'm well equipped now and know what I'm doing a little bit more and I would love for our episodes to be entertaining. Sometimes it's easy for them to sound a little bit like a lecture, which is what we would like to avoid we'd love to have: More conversations with people.

**02:26 E Ritchie**

And if people can reach out to us if they're interested in talking to us, think that there are topics that need to be explored, issues they're seeing on their farm, that would be really great. I mean, we're always looking for opportunities to engage with people who are actually on the farm and can give us some insight into what's happening and how we can help, because that's what we're here to do.

**02:49 R Anthony**

Yeah, it's really interesting that you say that because we did 17 episodes last year. We start our season a little bit late because we brought you on board and it's fine. We had 17 episodes, but our total run time was the same as the previous year, so a little bit longer episodes. Hopefully people were still engaged. We kicked it off last year in November instead of our normal August and September, with some of the things that come up in August and September.

**03:15 R Anthony**

Some of the most popular episodes with the most listeners are those that had more conversation in them earlier in the season, one of the Emergency response episodes—Community Building for Rural Response to Emergencies—was one of our most downloaded ones, as was the Safe Operation and Maintenance of Tractors, and that was a really conversational episode as well.

**03:36 R Anthony**

For those of you that haven't yet listened to it, the two last episodes in the season on ticks were really effective. Kind of gross. So really great imagery. We don't have as long of a history of people listening to those yet, but we're still promoting those. If our listeners haven't listened to those, the first of the two kind of still gives me the creeps.

Very visual in this format, but great advice and really practical tips and motivation to protect yourself when you're out standing in farmland, which is in my backyard. So, I appreciate it.

**04:11 R Anthony**

So, Libby, were there any memorable episodes from Season 3 that you want to highlight for people to go back and take another listen to?

**04:22 E Ritchie**

I just got back from Farm Progress Show, and I talked with some farmers about grain bin safety. We were there with Iowa State extension and they had a grain bin simulator. And so, I was able to kind of talk with some farmers about what their thoughts were on grain bin safety and all of that and we kind of reached the same conclusion: that stored grain management is really important. And if you do a good job with that, that is how you can minimize bin entry and subsequent injuries or fatalities from grain bins. We know it's a problem. It's still a problem in Iowa.

**05:01 E Ritchie**

And so, we do have a whole series of episodes from Season 3 talking about grain bin safety, and there is specifically one episode called Stored Grain Management. And so, I would really encourage people to check that out. I think you'll find some really helpful information that maybe you did or didn't know could always be some good reminders too.

**05:22 E Ritchie**

That is the episode that I will re-promote in this kickoff to season 4, so make sure you go, and you listen to those. They're really, really great episodes with experts that know what they're talking about.

**05:38 R Anthony**

We did a little bit of dive into our statistics now that we have three seasons worth of data. Our top listens are still back from Season 1, which means that we're still getting people listening to episodes that we recorded early on. And our Cold Weather Training Tips and Sleep are still our top episodes. But this year, one of our first-year episodes from some researchers on back pain and whole body vibration went kind of through the roof this past year: it's had a lot of listens. We just recommend folks take a poke around our website, which gives a pretty well-organized way of finding topics that may be of interest to a farmer or school or somebody to have discussions and conversations about some of these safety and health hazards on the farm.

**06:30 R Anthony**

Historically, we've dropped every other Wednesday, so it's always crazy on Tuesday to make sure we have everything done and ready to go for our morning drop on Wednesday and we also look through our numbers to see you know is it important? Are people listening to it as soon as we drop it? And our listener data kind of identified that our audience rarely listens to a podcast as we drop it, which is really sad, hard to hear knowing that our audience doesn't appear to be waiting for the next episode. So, folks aren't now desperately waiting to tune into agricultural safety and health. We're not yet quite murders in the building kind of podcast yet. That gives us some justification to kind of play around with how we get information out. Do you want to talk to how we're going to kind of flip that for Season 4?

**07:19 E Ritchie**

This year we are doing things a little bit differently. Instead of having an episode drop every two weeks, we're going to schedule 4 main drops throughout the year. If you kind of look through things, it seems like generally there's some peaks and listens in the fall and in the spring, it makes sense, you know, it's harvest season or planting season. So maybe we're getting some more listeners during those times when people are in the tractors, they have a little bit more time to listen to various resources and gather some information on health and safety.

**07:57 E Ritchie**

There's a decent amount of listeners in the winter too, which is a good time to listen as well. There's a lot of safety and health things that you can do over the winter to kind of prepare for when the spring comes around. So, we decided to drop some bundles of episodes at various points during the year. Our first drop during harvest in September. And we will be re-promoting old episodes that align with the topics each day of National farm safety and Health Week.

**08:29 E Ritchie**

And then we will have another episode drop of new episodes, new topics in January and then in April and July. That kind of gives us a chance to see if this new structure generates some more listeners. If there's not much of a difference. So, we're just kind of playing around with new ideas, new structures to kind of see what works best for people and what's most engaging.

**08:57 R Anthony**

Great. Yeah. So, we're kind of adopting one of those Netflix drop half season and a quarter of a season at a time. And then really promote it and still targeting relevant materials for different hazards associated with those different times that you kind of think of blocking things off. Great.

**09:17 R Anthony**

All right. Anything that we want to ask our audience, our listening audience because you may not know this. Our listeners probably don't know this, but our most listened to episode every year is our kickoff episode, which kind of freaks me out at this point, when I say this, since we know they're listening. What do we want to ask them to do with the Farm Safe Podcast this year.

**09:40 E Ritchie**

This year, we are adding a little bit of a new feature. We will have a feedback button on our web page where you can listen to our podcast and so after each episode it would be really great if you guys could provide us with some feedback. Really, we're looking for if the information was helpful to you. If you've used any of the information on your farm, or if you've talked to anyone else about it, and then let us know if there's anything that we missed when we talk about a topic. We want to know if it's helpful for you. So, and if we missed anything that you wish we would have talked about we can find a way to get that feedback then it will help us help you guys and to give you guys what you're wanting to hear.

**10:26 R Anthony**

Great. Yeah, I think that would really help everybody that's involved, understand the importance of being involved in something like this. Here's what I can do. I can throw into the pot, right. We could pick some out of the list of people that send us something. How about if we work on, we can get them a T-shirt if they give us their e-mail address? We can call him back. So, we'll do some drawing. Things over the season and do some promotion and give people a chance to share it and have that new SWAG T-shirt. Maybe get some folks engaged in our feedback button this year.

**11:05 E Ritchie**

Yes, I agree it might be tedious. You know, surveys, feedback, all that. It's not always the first thing that you want to do, but we are here to provide our audience with the information that they're looking for and that they think is important. And the only way we can do that is if you guys tell us. So, it really is something that we're doing for you.

**11:31 R Anthony**

Yeah. And if you don't want to sit down and write it, give us voice memo. We'll and let us know if we can use it on air. How's that?

**11:39 E Ritchie**

Yeah. That sounds great.

**11:41 R Anthony**

All right. Well, I wish you a great season. I'm always excited to see who we bring in from around the region and around the country to help us really understand some of these health hazards. Some are persistent. They're always going to be there, but we've got some new hazards that we're excited to cover for our listening audience in season 4.

**E Ritchie**

Listen in on the *FarmSafe* podcast to join in on the conversation about keeping safe on the farm.

We want to hear from you. Share your stories about health and safety issues on the farm, about injuries that made you change the way you work, or about the ways you keep yourself and others safe on your farm. Also let us know if there's questions you have or topics that you want to hear about on the air. You can visit our website, [gpcah.org](http://gpcah.org), or email us.

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## Photo



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