

Country Raised Archetype Profile

Module 3.2 - The Academy's Instructional Model Archetype

Demographic Profile

Factor	Range
Age	Wide range - young adults to lifelong rural residents
Gender	Balanced - men and women deeply embedded in agricultural life
Geography	Rural/semi-rural areas, agricultural regions, small towns
Education	Formal agriculture degrees to generational practical knowledge
Socioeconomic	Large operations to struggling small farms
Cultural	Diverse - Native American, Hispanic, Southern, Midwestern traditions
Occupation	Farming/agriculture or urban careers maintaining rural identity

Psychographic Drivers

Driver	What It Looks Like
Tradition	"My granddaddy did it this way." Change = betrayal unless it honors what came before.
Self-reliance	"I don't need someone telling me how to live." Distrusts external authority.
Community	"We take care of our own." Local bonds > abstract causes.
Stewardship	Respect for land and animals framed as responsibility, not sentimentality.
Honest work	"If you can't see where it came from, something's wrong."
Anti-corporate	"They take something honest and turn it into a machine."

Strategic Insight: Their values already align with the advocacy mission. The barrier isn't values - it's *framing*.

Honoring vs. Pandering

Honoring	Pandering
"Your values of stewardship are exactly what this fight needs."	"Y'all should buy local because that's what real country folks do!"
Acknowledges expertise genuinely	Performs rural identity to manipulate
Invites as equals	Flatters as marks
Respects intelligence	Assumes simplicity

