

U.S. Farmers



Ranchers
★Alliance★

USFRA Communications Strategy: How We are Different and Why We Can Succeed

National Ranchers Association
October 20, 2011



How Is the USFRA Movement Different?

A number of groundbreaking **firsts**:



One voice
Livestock and crop voices have **joined forces** at a deeper level than ever before



Engaging
First time today's agriculture will engage America in **an inclusive dialogue**, not a one-way conversation



Leading the conversation
Setting the agenda, not reacting to attacks



A long-term movement, not a campaign
The viability and leadership of the industry, not promoting one product or one moment in time



Entry to Popular Culture
Going **additional places** where today's influencers get their information

Current USFRA Affiliates (59)

Pork
Grains
Cotton
Beef
Western Growers
Sugar
Poultry
Eggs
Fresh Produce
Soybeans
Farm Bureau
Peanuts
Wheat
Corn
Sheep
Milk

Current USFRA Industry Partners

- Premier Partners Advisory Group
 - John Deere
 - DuPont
 - Monsanto
- Industry Partners Council
 - BASF
 - CropLife America
 - Farm Credit
 - The Fertilizer Institute
- Supporting Partners
 - Ag Retailers Association
 - Agri-Marketing
 - Agri-Pulse
 - Beck Ag
 - Wiggins Farm

USFRA Board & Committees

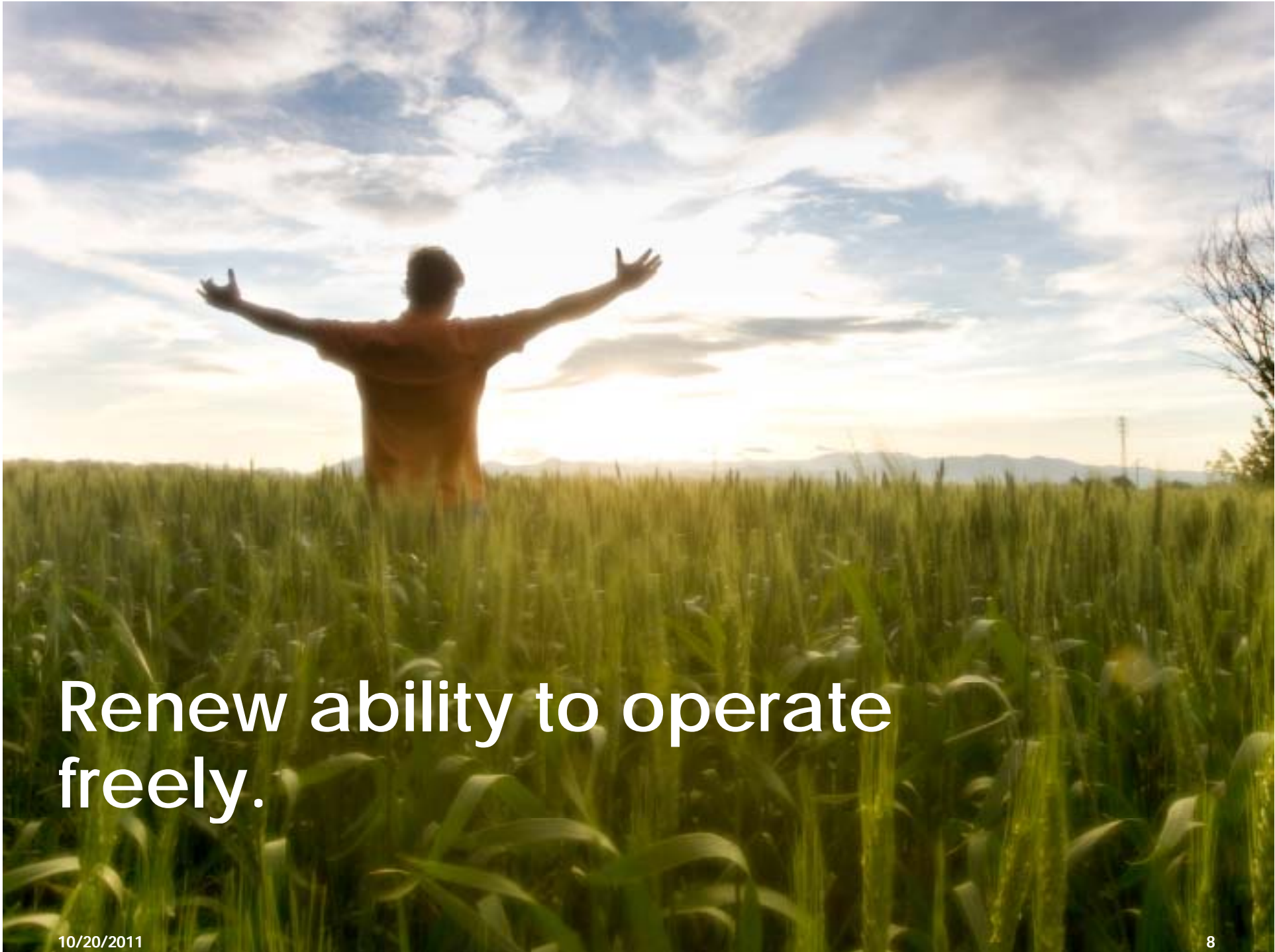
- Board currently consists of 15 farmer- and rancher-led organizations and three industry partners (PPAG level). Bylaws allow 25 max.
- Executive Committee consists of six board participants – four officers & two at-large.
- Communications Advisory Committee (CAC) will be comprised of the chairs/vice chairs of four task forces + CAC chair & vice chair.
- CEO Advisory Council is comprised of the chief staff officer of the Board participating organizations.

A Different Approach:
Leading a "big table" national
movement that will finally get our
voices heard



Our Mandate for the CAC

- Increase share of voice in key media
- Provide information to policymakers/government officials
- Engage key customer decision-makers
- Work with leading national influencers to create partnerships
- Increase role of Farmers & Ranchers as the voice of animal and crop agriculture



**Renew ability to operate
freely.**

Our Strategy

- Lead versus confront, invite many to table
- Listen and seek common areas of interest
- Set agenda as an aligned community
- Use words that reflect action and commitment to improvement
- 360° engagement using latest methods

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The Inputs of a Movement

What Our Messaging Research Told Us



What We Did

- Instant Response Research to uncover emotional reactions to messaging
 - Five 3-hour IR Sessions with Farmers and Ranchers, influencers and opinion elites
 - Denver
 - Indianapolis
 - New York City
 - Washington DC
 - Los Angeles



Here's what we heard:
America continues our love affair with
Farmers and Ranchers.



FarmERS vs. FarmING

- Consumers and customers love stories of family farms and bucolic images of farmers
 - But the emotion does not translate to farming and ranching as an industry
- Local and organic “own” the bucolic image
- They think conventional Farmers and Ranchers are part of “Big Ag”

The Credibility Gap

You say ...

Our methods
are proven
safe.

Most
farms are
family-run.

We care about
our land and
animals.

We need a secure
domestic food supply.

We keep food
affordable.

We **NEED** to
produce more to
FEED the world.

We have the
safest food supply in
the world thanks to
the ag industry.

They hear ...

Your methods tamper with nature.

At what expense to quality?

*But beholden to big processors
and the bottom line.*

*You will take profitable
short cuts when and if
you can.*

*You **WANT** to produce more
to **SELL** to the world.*

*You want subsidies and lax
regulations.*

*Pesticides, antibiotics and hormones
might not be safe in the long-run.*

Safe,
Affordable,
Abundant
Food



**Focus on
food's
impact on
long-term
health**

How do we shift the conversation?



Answer Their *Actual* Questions

- Consumers aren't sure if their food from conventional farming is safe or healthy in the **long-term**
- The anti-conventional ag faction has redefined food safety as the long-term effects from what you eat
 - “Low cost is good ... but at what expense to quality and long-term health?” — influencer in NY

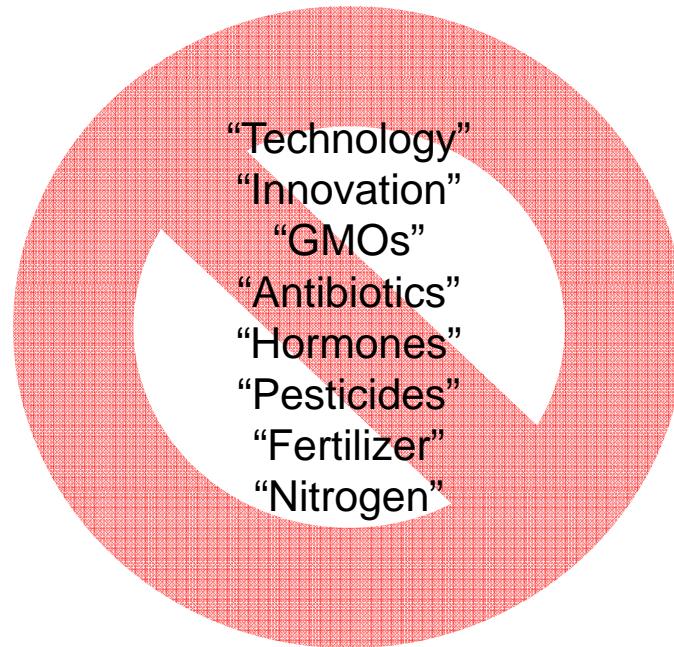


The Disconnect



Avoid Language Landmines

- When we talk about methods, we need to **avoid** technically- and process-oriented language



Communicate Positive Action

- Acknowledge concerns
- Seek out areas of shared interest and values
- Commit to continuous improvement
- Stand for benefits and outcomes, not technology and methods
- Invite all voices to the table



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Our Audiences

Moving the Middle



Customers Are Paramount

- Americans say their food comes from the grocery store — not from farmers
- Many of our customers are under constant attack
- They need content and support for their own Corporate Responsibility demands
- They are being forced to make changes by advocates



“The Moveable Middle”

- The Moveable Middle **takes for granted choices in food shopping experiences**. She is concerned about how her food choices impact her family’s long-term health. She is **bombarded with media** — from prime time television shows to her kids’ school newsletter — focused on the good food/bad food debate. She **wants to know more** about how her food is produced so she can feel her food choices are OK.





Approved Core Message

by USDA-AMS



Core

- We are America's farmers and ranchers, committed to continuously improving how we grow and raise food that provides healthy choices for people everywhere.

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Action Plan



The Six Phases

PHASE 1



Farmers & Ranchers Activation

Late June to Early August

PHASE 2



Public Launch

August to September

PHASE 3



Town Hall Conversation

August to September

PHASE 4



Myth Busters

October to Ongoing

PHASE 5



Call to Action

November to Ongoing

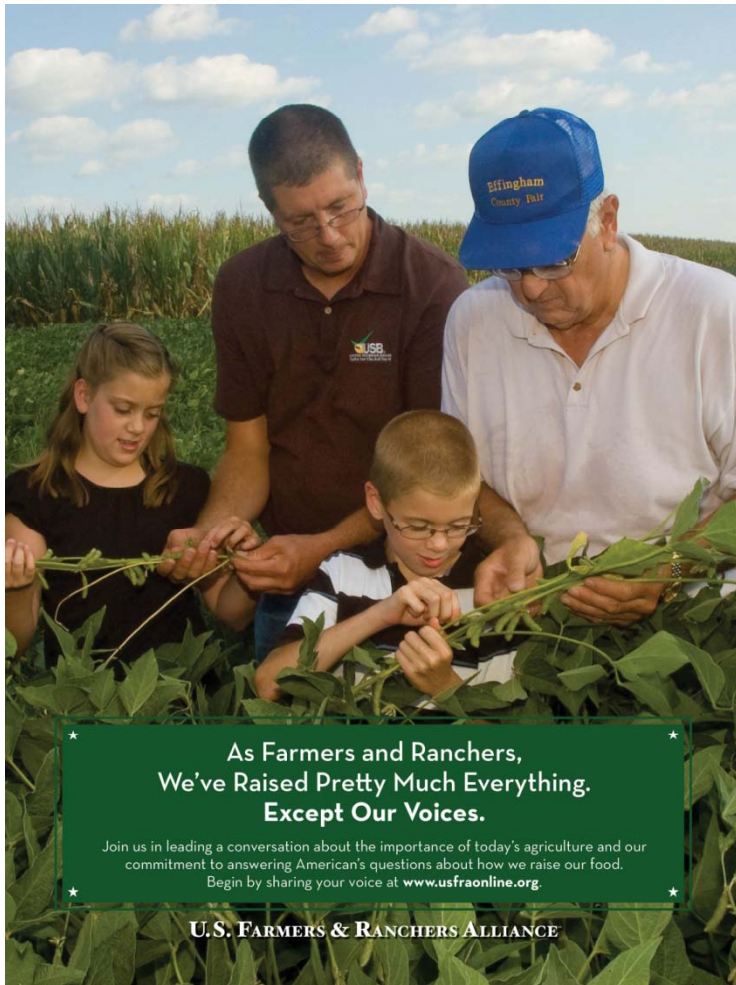
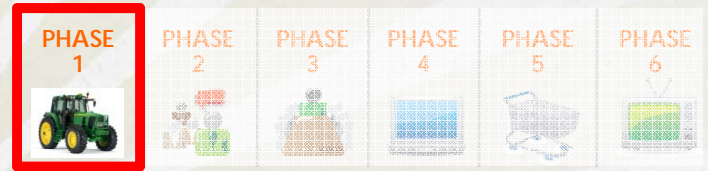
PHASE 6



Cultural Integrations

2012 to Ongoing

Phase 1: Farmers and Ranchers Activation



★
**As Farmers and Ranchers,
 We've Raised Pretty Much Everything.
 Except Our Voices.**
 ★

Join us in leading a conversation about the importance of today's agriculture and our commitment to answering American's questions about how we raise our food.
 Begin by sharing your voice at www.usfraonline.org.

U.S. FARMERS & RANCHERS ALLIANCE

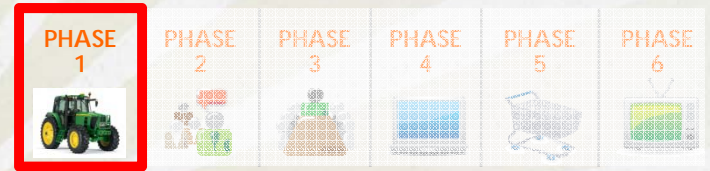


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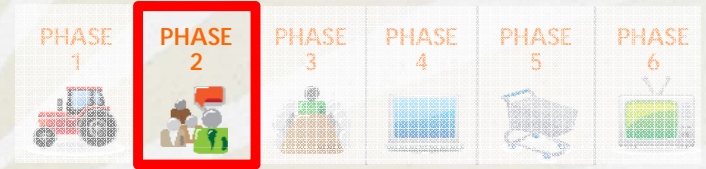
U.S. FARMERS & RANCHERS ALLIANCE

Phase 1: Farmers and Ranchers Activation



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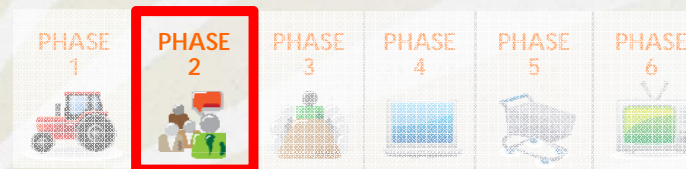
Phase 2: Public Launch



THE HEADLINE

“America’s Farmers and Ranchers join forces to listen and address America’s concerns about food production.”

Phase 2: Shaping the Conversation



Consumer survey prior to the Food Dialogues/Town Hall – “What are Americans most concerned and confused about regarding how their food is grown and raised?”

Survey Methodology

- We wanted to understand the attitudes and opinions of farmers and ranchers AND consumers so we went straight to the source...
 - 2,417 consumers nationwide
 - Phone survey
 - August 24-31, 2011
 - Margin of error: +/- 2.0% at the 95 percent confidence level
 - 1,002 farmers and ranchers nationwide
 - Phone survey
 - August 6-18, 2011
 - Margin of error: +/- 3.1% at the 95 percent confidence level

Consumers have become disconnected from their food – yet think about it a lot

- **57%** say they don't have enough information about how food is grown/raised
- **72%** know nothing or very little about farming or ranching

BUT

- **69%** think about food production at least somewhat often
- **70%** say purchase decisions are affected by how food is raised and grown

Farmers and ranchers need to help them reconnect

- **86%** of farmers feel the average consumer has little to no knowledge about modern farming and ranching
- **63%** feel consumers have a completely inaccurate perception of farming and ranching

BUT

- Farmers and ranchers don't agree on why and are frustrated...
 - **34%** blame negative media
 - **22%** say it's lack of direct interaction with consumers

Consumer Research Headlines Used at Town Halls

- Consumers think about food production constantly, yet know very little about how food is brought to the dinner table
- Overwhelmingly, farmers and ranchers share the same values as consumers (protecting the environment, humane animal care, minimizing inputs)
- Farmers and ranchers know a divide exists between consumers and their food –
 - They do not believe that the general public has an accurate perception of modern farming and ranching
- Consumers are firmly divided on the direction of modern agriculture
 - An equal number feel that food production is improving as say it's getting worse
 - One in five admits to having no idea

Phase 3: National Town Hall

- Create a national discussion on how food is grown and raised
- Bring together experts in production, nutrition and public policy
- Engage multiple generations
- Listen to concerns
- Answer questions
- Begin the dialogue

Phase 3: National Town Hall



- September 22, 2011
- Claire Shipman (Armstrong, Lempert, Wells, Besh)



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★ U.S. Farmers & Ranchers Alliance ★

★ FOOD DIALOGUES ★

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Our Mission

★ ★ ★

WE ARE AMERICA'S FARMERS AND RANCHERS [Share This](#)

Committed to Continuously Improving How We Grow and Raise Food That Provides Healthy Choices for People Everywhere

Join The Food Dialogues presented by U.S. Farmers & Ranchers Alliance

Americans have a lot of questions about how food is raised, the impact on our health and the health of the planet. Today it seems there are more questions than answers. Join us on September 22 for The Food Dialogues – the launch of a new effort to bring together different viewpoints on farming and ranching and the future of food to solve our most challenging problems.

The Food Dialogues, a virtual Town Hall event, will feature a series of panels in key locations around the U.S. on the food issues Americans say they have the most questions about.

Join moderator Claire Shipman, chef John Besh and the U.S. Farmers & Ranchers Alliance (USFRA), a newly formed organization of America's farmers and ranchers and their agricultural partners for a first-of-its-kind virtual Town Hall.

THIS IS WHAT WE STAND FOR 

Search 

WHEN DID AGRICULTURE BECOME A DIRTY WORD?



TRENDING TOPICS

ENVIRONMENTAL STEWARDSHIP

- FOOD AFFORDABILITY & ACCESSIBILITY
- AGRICULTURAL LEADERSHIP & RESPONSIBILITY
- FOOD SAFETY
- ANIMAL CARE
- HEALTHY EATING / HEALTHY CHOICES
- TECHNOLOGY & AGRICULTURE

AGRICULTURE POLL

Facebook App

facebook 

U.S. Farmers & Ranchers Alliance

★ FOOD DIALOGUES ★

AMERICA'S FARMERS AND RANCHERS

About The Farmer and Rancher Food Dialogues presented by U.S. Farmers & Ranchers Alliance
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HOST A TOWN HALL VIEWING PARTY

After you RSVP to the Food Dialogues virtual Town Hall, you can invite others to this event who are interested in joining a conversation about food and how it is grown and raised. We'll help you create custom invitations to invite your friends to join the conversation.

[HOST A PARTY](#)

★ ★ ★ ★ ★

FIND A TOWN HALL VIEWING PARTY

Are you interested in attending a viewing party with others who are watching The Food Dialogues online from one location? We'll help you find a location near you.


[FIND A PARTY](#)

OR

U.S. Farmers & Ranchers Alliance

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MY EVENTS U.S. Farmers & Ranchers Alliance

★ FOOD DIALOGUES ★

CREATE YOUR VIEWING PARTY

Americans have a lot of questions about how our food is raised, the impact on our health and the health of the planet. Today it seems there are more questions than answers.

You may know others who may be interested in this topic and could benefit from participating in The Food Dialogues. Hosting a viewing party is one way to invite others whom you think would enjoy joining a conversation about food and how it is grown and raised.

Since we'll be streaming the event live online, you can also host a "virtual" party where you and your guests can watch and chat right here on Facebook. Or you can host an in-person party and screen the event online in the comfort of your home or piece of business.

Fill out the form below to create your Food Dialogues viewing party invitation.

First Name	<input type="text" value="Linda"/>	Last Name	<input type="text" value="Teran Wuest"/>
E-mail	<input type="text" value="linda.wuest@ketchum.com"/>	<input type="radio"/> Virtual Viewing Party <input type="radio"/> In-Person Viewing Party	
Name Your Event (limit 14 characters)	<input type="text"/>		
Time	<input type="text" value="12am"/>		
Address	<input type="text"/>		
State	<input type="text" value="AL"/>		
City	<input type="text"/>		
Zip Code	<input type="text"/>		
Additional Details (limit 84 characters)			
<input type="text"/>			
Event Privacy	<input type="text" value="Public"/>		

[PREVIEW INVITATION](#)

Food Dialogues/Town Hall Summary

- Est. Total Participants: 4,300
 - In-person: 218 (includes 30 media)
 - Online via www.fooddialogues.com: 3,500
 - Facebook: 574
 - Does not include numbers attending viewing parties
 - Tweets: 4,036 #FoodD
 - Re-Tweets: 1,754

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What Have We Accomplished?



A Look at the Numbers...

2

National advertising campaigns

44.5 million

Impressions through ad buys

13.1 million

Earned media impressions

800+

Connections

34+

Interviews scheduled

1

National Town Hall

218

In-person Town Hall participants

4,300

Virtual Town Hall participants

2

24.7 Million

Twitter impressions

National surveys

1,800+

Influencers in database

3,400+

Survey responses

Key Conclusions: Online Conversations

The **overall sentiment of conversations has improved** but remains negative

- Sentiment increased from -0.022 in April to -0.016 in September
- There was a steep improvement in the sentiment of overarching keywords (Farming, Agriculture, etc.) that helped contribute to the overall sentiment increase

Farmer(s), Agriculture, Farming, drove the **most positive** conversations

- It is significant to note that since April the sentiment of conversations about Farmer(s) and Agriculture have both shifted from negative to positive
- The USFRA Food Dialogues helped increase positive mentions of all of these keywords

Factory Farming, GMO and Subsidies were the topics of the **most negative** conversations

- Naturally, Factory Farming, GMO and Subsidies are going to be perceived negatively. Although the average sentiment remains negative, sentiment is slightly less negative for GMO and Subsidies than it was in April.

September Conversation: Summary

The Overall Industry Conversation

Total conversations:
171,659

Average Sentiment:
(0.016)

<i>Overarching Keywords</i>	<i>Food Production</i>	<i>Hunger</i>	<i>Environment</i>	<i>Food Shopping</i>	<i>Nutrition</i>	<i>Health</i>	<i>USFRA</i>
Total Mentions: 118,994	Total Mentions: 17,437	Total Mentions: 4,943	Total Mentions: 16,194	Total Mentions: 9,145	Total Mentions: 2,623	Total Mentions: 2,253	Total Mentions: 314
Average Sentiment: 0.20	Average Sentiment: (0.105)	Average Sentiment: (0.121)	Average Sentiment: (0.123)	Average Sentiment: (0.055)	Average Sentiment: (0.069)	Average Sentiment: (0.054)	Average Sentiment: 0.062

The average sentiment of overarching keywords (Farming, Agriculture, etc.) and USFRA conversations are positive (0.20). The other categories naturally lend themselves to negative conversation.

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What's Next?



FY2012 Q1 Tactics (October – December)

- Begin implementation of **Phase 4** – “Myth Busters”
- Quantitative research to more fully define messages that reach the “moveable middle”
- Focus on aggressive but positive content distribution around Food Day (2)
 - Mini documentaries on continuous improvement
 - OPEDs
 - Town Hall packaged content
 - SEO/SEM
 - Earned media
- Thanksgiving-centered program around “know where your food comes from” (in development with Discovery Networks)

The Opportunity
Today:

Harness the
power of an
aligned industry
to lead the
conversation.



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Questions?

