

Consumer Outreach Committee
[Summary of Goals by LG]

Goal

The consumer will value agriculture as measured by: trust in KY ag producers and products, knowledge of the economic impact of ag in KY and at county level, and in terms of necessity

Actions

Sponsor a consumer survey to establish a benchmark on consumer attitudes and preferences and combine with pre-existing data (e.g., KY State Survey at CLD Dept)

Develop a web site that provides a library of information and resources that builds on the consumer educational materials of member organizations

Ag Development Board fund marketing efforts based on cross-promotions and campaigns by member organizations, especially campaigns that personalize or put a face on farmers and farming

Seek out opportunities to establish 2 way communications with consumers so that agriculture can better understand the wants and concerns of consumers and more effectively explain the ag sector to consumers.

Develop an agricultural elevator speech that reflects the member organizations

CONSUMER OUTREACH COMMITTEE

NOTES FROM JULY 11, 2012

What are the end goals: 4 – 5 years from now?

How the consumer values agriculture:

- Value = necessity, trust and economics

How do we get there?

- Educate consumers
- Educate producers to consumer needs
- Develop a blueprint for ALL of Agriculture

What specific projects / Initiatives / Action Steps can realistically be taken to advance these goals?

Surveys

Start with a survey with a follow-up survey to measure progress

Survey will measure consumer attitudes toward agriculture – What do we need to change in Ag

Cost analysis

Environmental Issues

Economics of Ag to a community

Baseline data to map progress

Target: Jefferson and Fayette Counties, due to populations, urban focus

Define target population

NASS, UK, KSU, ECU to undertake surveys

Display – outsource to a marketing firm

EDUCATIONAL IDEAS

Promote Kentucky Produce through civic organizations. Have them promote Ky products at their fundraisers.

Promote local eateries to serve Kentucky products

MARKETING CAMPAIGN

Funding appears to be the biggest challenge

Grants tied to healthcare could be a solution.

Education to consumers by:

- Cross-promotion of KY Proud products
- Marketing campaign to include videos
- Develop elevator speech for one-on-one discussions

- Marketing electronic displays for use at Farmers Markets and grocery stores. Make marketing personal so consumers can connect.

How do we get there?

- All Ag groups have access to marketing tools

Who are the other stakeholders need to accomplish the goals?

Influencers – High school and above

Constraints

Stakeholder base is so large

Divided into commodity groups – how to get one message?

Core messages need to be developed (3 – 5) that apply across the board.

Tweaking the local food movement

All member organizations of KAC have an interest

Action Items

Request a report from each organization of what they have already done in this area.

Updating KAC website with program and marketing being done by organizations.

The Dream:

- Coordination of an organization to get speakers, pool resources, develop a website and develop marketing tools by commodity with an overall concept to promote all of Agriculture.
- Ag Development Board fund a consumer marketing program that supports our dream.

Notes for Consumer Marketing and Research Subcommittee

6 Members present (Hopkinsville KY, May 30)

Initial thoughts

**Ways to a means*

1. Speakers who are available to tell Ag's story at community functions, groups, etc.
2. Farm tours
3. Ag Expo
4. Ag literacy
5. Ask me booth at state fair
6. Magazines used to get message out
7. Children's Book on animal care/farming
8. State fair potential as a teachable moment to a captive audience
9. Message should cover all of Agriculture

**Themes*

1. Multi tiered approach to telling Ag's story and marketing ourselves
2. Broad Based approach encompass all of KY Agriculture
3. Far reaching effect (not preach to ourselves)