Introduction

• Need to bridge the gap between producers and consumers
• Creation of an agricultural marketing firm in California can advocate and represent on behalf of the industry
• The American farmer lacks in public communication and transparency.
• Today, the industry is producing more food than ever with fewer resources and inputs.
• Population is predicted to reach 9.5 billion in 2050.
• The ongoing farm problem is a, “barrier to better public understanding by urban majority of the nation of the problems and needs of agriculture,” (Allin, 1958).

How it Works

• Communication firms are based on pricing, services, campaign ideas and more.
• Limited personal investment due to client fees
• PR firms and advertising agencies are to perform necessary communications work; “not personal- just business,” (PR News, 2003).
• Not only do firms strive to accomplishing a job well done, in a timely fashion and within the established budget and scope.
• While building personal relationships with clients develops business, measuring PR success means producing quality work that fits the business’s finances and needs.

Discussion

• Often times public relations is criticized in the media, calling it a publicity stunt or attempting to fog the truth.
• The public relations review found an overwhelming amount of consumer’s immediately related public relations to being something distasteful or negative.
• In the world of agricultural public relations, Osborn & Barr (O+B) is exemplifying.
• This full-service marketing agency was originally opened in St. Louis, Missouri, and founded in 1988 with four business partners.
• Osborn Barr is responsible for the brains behind the ingenious branding, marketing, campaigns and more of the brands we know and trust.

Conclusion

• AgMark LLC intends to be a premiere stop for marketing an agricultural business.
• The agricultural industry lacks advocacy and AgMark will strive to fill that void.
• If society knows agriculture’s story there is no room for misunderstandings and defamation.
• Creating a public relations firm specialized for agriculture will ultimately educate, advocate and market the industry to better agriculture as a whole.

References


About Us

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