INTRODUCTION & BACKGROUND

The purpose of this project was to develop a website for Hamilton Brother’s Ranch. Doing so will modernize Hamilton Brother’s Ranch and help customers learn where their product is coming from. The Hamilton Family has a long history in agriculture. The author discovered the Hamilton Family considered their practices and products “normal” but their customers value the uniqueness and care going into the products they enjoy. In order to promote Hamilton Brother’s operation as a whole, the author developed a website that will be able to connect the consumer the products they consume.

METHODS & MATERIALS

The Hamilton Family has a long history in agriculture around Rio Vista and, the Sacramento Delta. The history needing to be highlighted in the website will be collected at the Rio Vista Museum and through talking with Richard Hamilton and David Hamilton. After the core information was decided, the outline of the website design was sketched on paper to have a more concrete idea or storyboard.

After the website information was collected, the material was reviewed by the ranch owners and the Hamilton Family. Once edits were returned, they were applied. Lastly, the website was designed using the Adobe program, Muse, and a trial link was sent to the ranch owners. Once looked over and approved, the completed website was uploaded under the owners’ domain they previously purchased.

CONCLUSION

With the rise of the farm-to-fork movement in the nation, and especially Northern California, it is vital for agriculture companies to nurture direct communications with consumers. For this project, the author developed a website for the Hamilton Brothers Ranch. The website will help rebrand the family’s image to make them more approachable to the consumers eating their lamb, beef and crops. The company website will share their history as it promotes the operation’s story intending to create a larger and loyal customer base that cares about what they consume.

REFERENCES


Agricultural Education & Communication Department