



# 1

## Methods

### a. Create company name

AgMark LLC

Concise, yet meaningful title to be memorable in the industry LLC selected to protect families, livelihood and themselves.

### b. Company mission and vision statement

Mission statement: AgMark strives to be the leading agricultural marketing firm in California, giving businesses throughout the state the necessary tools to promote their operation and the agriculture industry as a whole.

Vision statement: AgMark plans to advocate and empower agricultural businesses in continuing to feed the world's growing population.

### c. Core Values

AgMark LLC implements the following core values to create a purposeful, goal-oriented and aspiring company culture.

Be honest

Have integrity

Value relationships

Encourage growth

Live passionately

### d. Company location and office

AgMark LLC will be headquartered in California's capitol, Sacramento. This central location will successfully compete with other previously established firms in a mecca of legislation and policy.

### e. Finances of company startup and rates

Based off of real estate research, office space rent in downtown Sacramento will cost approximately \$4,500-\$6,500 monthly (Zillow, 2016).

### f. Service options

The service options AgMark LLC provides clients include: strategizing and research, branding, advertising and marketing, digital and social presence, public relations, media planning and buying and experiential studies.

## About Us

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# AGMARK<sup>LLC</sup>

## AGRICULTURAL MARKETING AGENCY

## 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).

# 2

## 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.

# 3

## 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.

# 4

## 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.

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