Welcome

March 13, 2014

Charles Hall
Chief Executive Officer
N.C. Soybean Producers Association
Our Mission

- To increase public awareness and support for livestock farmers and responsible animal agriculture in NC through public education, media outreach, stakeholder engagement and collaborative, positive communication efforts.

Our Vision

- NCAAC will lead the public discussion to build consumer trust and public support for NC’s livestock farmers and responsible animal agricultural practices that ensure a safe, wholesome, affordable and sustainable NC food system and enable NC farmers to remain a vital contributor to the quality of life in our state

***Priority will Remain the Same, But Scope of Work will Expand***
NCAAC Membership Update
March 13, 2014

- NCFB
- NCSPA
- NCPC
- NCPF
- NCCA
- Corn Growers
- Small Grains Association
- State Grange
- Dairy Producers Association
- Egg Association
- Forage and Grassland Council
- Hereford Association
- NCDA&CS
- NCSU
- Bayer
- BASF
- Monsanto
- Syngenta
- Alltech
- Farm Credits
- ...and??
Remarks: Dean Linton
March 13, 2014

Dr. Richard Linton
Dean
NCSU College of Agriculture & Life Sciences
Richard Campbell
President
CB&P

Food Dialogues Summary
Feed The Dialogue NC

Food Dialogues & What’s Next
March 13, 2014
Food Dialogues: North Carolina
March 13, 2014

SEPTEMBER 19, 2013
Raleigh Convention Center

The Panels:

PANEL 1: WHAT'S ON MY PLATE?
PANEL 2: WHO IS MY FARMER?
Food Dialogues: North Carolina
March 13, 2014
REGISTRATION
229 total online registrations
• 79% Non-Ag (182 registrants)
• 67% Household Food Decision Makers (154 registrants)

ACTUAL ATTENDANCE
• 175 total onsite attendees – 75% Non-Ag
• 821 Livestream viewers
ON-AIR CAMPAIGN
:30 Ads Aired 8/5-9/17 : 113x
:10 Live Ads Aired 9/6: 4x
Dee Jay “Chatter” LIVE 9/17/13 9am

MIX101.5 BANNER ADS
• 300x250 : 16,091 displays - 93 clicks
• 728x90 : leaderboard 19,496 displays - 24 clicks
• Corner “Website Peel-Back ad”: 9,945 displays - 242 clicks

eMIX NEWSLETTER (8/8/13)
• Approx. 30,000 addresses: 3,102 opens – 123 clicks

Online Advertising- 8/12-9/18
• 300,004 displays on various websites, including WRAL.com - 211 clicks

TV & RADIO ADS - NC SPIN
:30 TV Ad Aired 8/18-9/15 : 5x NC SPIN Statewide, Weekly TV Program
:30 Radio Ad Aired 8/18-9/15 :5x NC SPIN Statewide, Weekly Radio Program
Food Decision Makers Are Interested

- Positive Feedback - 51% “Open Rate” to follow-up emails

Panelists & Other Experts Are Interested

- Majority asked “What’s next?”

Labor & Resource Intensive Effort

- Events this scope not easily replicable – time, money, logistics
Continue Consumer Outreach

- Extension of Food Dialogues event & content

Infrastructure for Information Exchange

- Online resource for food & farming discussion

Farmer and Food Expert Stories & Responses

- Proactive storytelling & consumer engagement
Purpose:

Become the premiere online destination for North Carolinians to discuss the foods we eat and the people that raise and grow them. Promote North Carolina agriculture and farmers.

Target Audiences

Primary audience: Moms/household food decision makers

Secondary audiences: North Carolina leaders Agricultural community Food industry leaders
Food for Thought – These are the broader topics for discussion. Based on consumer questions and trending topics.

Current Topics:
- Animal Care
- Antibiotics
- Environment
- Food Choices & Prices
- Food Safety
- Food Security
- GMO/Organic
- Health & Nutrition
- Trade
**Food Voices** - Guest contributors posting food content from their perspective/field of expertise.

Food Voice Categories:
- Farmers
- Chefs
- Vets
- Nutritionists/Dieticians
- Scientists
- Physicians
- Food Retailers/Suppliers
- Moms
- Food Bloggers

**Eating A Balanced Diet Of “Real Foods”**
On-air & Online Promotion
- MIX 101.5 radio & website
- Video Pre-roll & streaming radio

MIX 101.5 “Lipstick Luncheon” Event
- March 22nd, Raleigh Convention Center
- 800+ “Moms” & Professional Women

Farmland Documentary Promotion & Live Remote
- June 12th, Carolina Theater, Durham
- $5 Ticket price – Proceeds support Food Bank of NC

Launch Promotion
March 13, 2014
Herb Vanderberry
Public Policy Economist
N.C. Farm Bureau

Increased Involvement by Partners
Farmland Documentary

April 16-17: Premiere Screening NY – Tribeca Film Festival

Private Screenings – Late March & April

Public Launch – May 1 in Regional Markets

Charlotte – May 1 @ Regal Stonecrest Piper Glen

Greensboro – Late June
Farmland Documentary

Premiere North Carolina Public Screening

Sponsored by BASF and partnering with NCAAC

JUNE 12
CAROLINA THEATRE
DURHAM

Farmland
March 13, 2014
It's time to tell our story.

https://www.youtube.com/watch?v=Uu3BOK5yN5o
Deborah Johnson
Chief Executive Officer
N.C. Pork Council

Going Forward

March 13, 2014