



Utilizing Social Media as Part of Your Communications Strategy

Mark Looker, Ag Communications Consultant

Modesto, CA Nov. 28, 2018

Presentation Goals



- Provide Background Information on the Current Social Media Landscape
- Provide Basic Communication Tips
- Provide Examples of Effective Use of Social Media
- Help You Decide if Social Media Advocacy Fits Into Your Communication Plans
- Offer Tips for Developing Strategy for Facebook, Twitter and Instagram

Looker Communications



Background

- Established in 1991 in Modesto, CA
- Focus on monitoring ag regulatory and legislative issues
- Help ag groups communicate with growers on issues affecting their industry.

My Background

- **1976** Cal Poly Journalism Grad with News Editorial Concentration
- **1977-78** Santa Ynez Valley News reporter
- **1978-82** Hilmar Times (Merced County) editor
- **1982-89** Campaign Coordinator Rep. Tony Coelho (Modesto/Merced/Fresno)
- **1989-1991** Administrative Asst. Sen. Dan McCorquodale (Modesto)

My Background

- **1991**-Launched Looker Communications Consulting providing communication services to ag clients
- Almond Board of California
- California Poultry Federation
- Western United Dairymen
- **1995-97** Adjunct journalism instructor Modesto Junior College Helped create MJC Mass Communication Program

Cal Poly Service

- 2000- 2018 Board member Industry Advisory Council for Brock Center for Ag Communications
- 2009 - 2017 Member and Chair of Ag Education and Communication Advisory Council
- 2011-2018 Member and Chair of Journalism Dept. Advisory Board

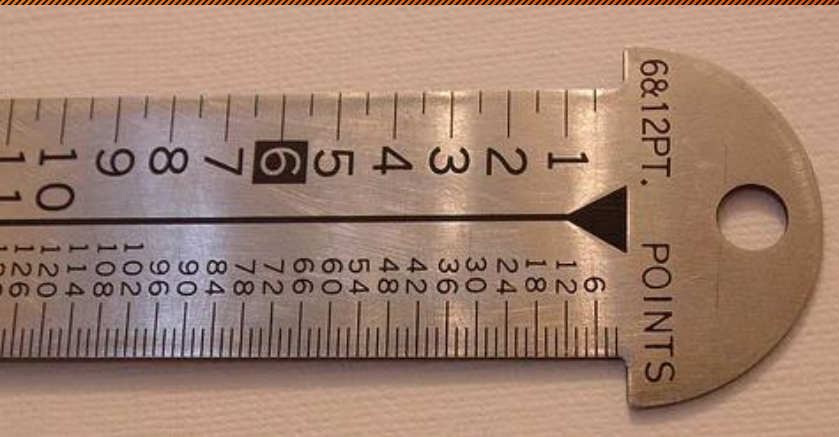
Hurricane Katrina Volunteer with Gov's Comms Team



Monitoring TV News



Then: Tools of the Trade



Now: Tools of The Trade



Instagram

S

You



Broadcast Yourself™

twitter

facebook®

Audience Survey

- Who uses Facebook?
- Who uses Twitter
- Who uses Instagram
- Who uses You Tube?
- Who uses SnapChat?
- Who reads newspaper daily?
- Who reads national news magazine?
- Who watches TV for news?

Majority of U.S. Adults Get News on Social Media

A majority of U.S. adults – 62% – get news on social media, and 18% do so often, according to a new survey by Pew Research Center, conducted in association with the John S. and James L. Knight Foundation. In 2012, based on a slightly different question, 49% of U.S. adults reported seeing news on social media.



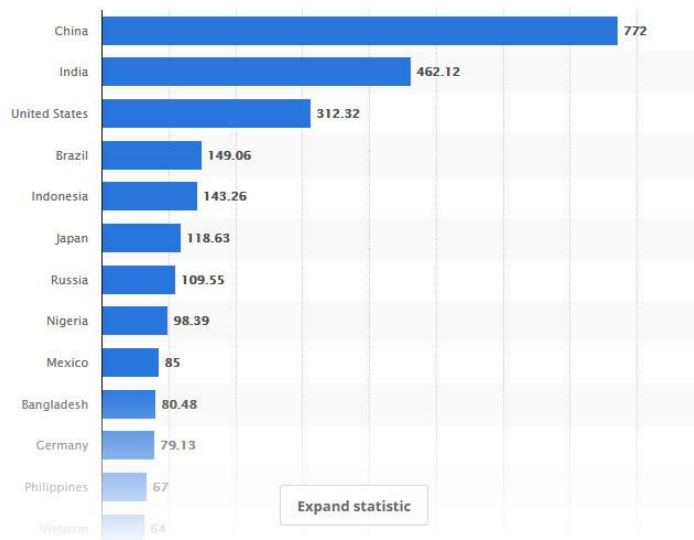
JOURNALISM.ORG

News Use Across Social Media Platforms 2016

A majority of Americans get news on social media, including 18% who do so...

Internet Users: 3.2 billion worldwide

Countries with the highest number of internet users as of December 2017 (in millions)



Expand statistic

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DESCRIPTION

SOURCE

MORE INFO

The statistic shows the number of world internet users in selected countries as of December 2017. China was ranked first with 772 million internet users, more than double the amount of third-ranked United States with just over 312 million internet users. Overall, all BRIC markets had more than 1 billion internet users, accounting for four of the top 10 countries with more than 100 million internet users.

Worldwide internet usage - additional information

According to a recent report, there were 3.2 billion internet users around the world. Considering the number of humans living on Earth is projected to reach 8.5 billion, this means that approximately 38% of the world's population is online.

Data visualized by tableau

[About this statistic](#)

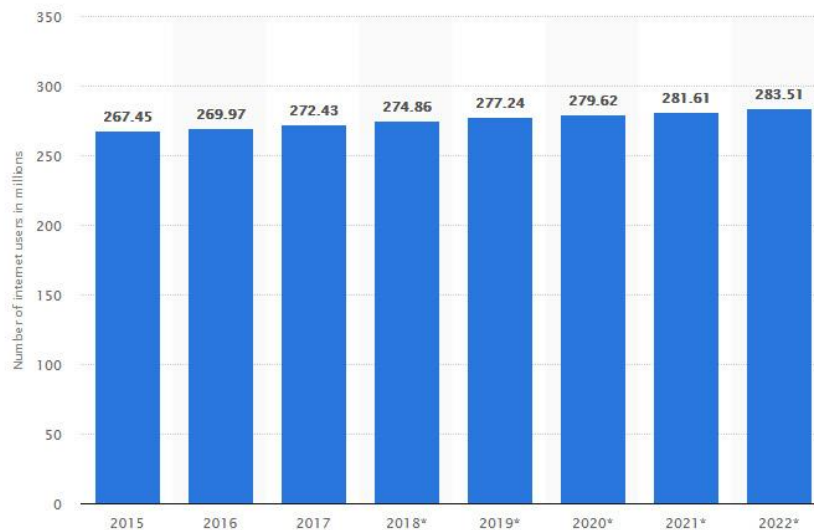
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U.S. Internet Users: 272 Million

Number of internet users in the United States from 2015 to 2022 (in millions)



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DESCRIPTION

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MORE INFORMATION

This statistic provides information on the number of internet users in the United States from 2015 to 2022. In 2017, the United States had close to 272 million internet users. This figure is projected to grow to 283.5 million internet users in 2022. The United States are one of the [biggest online markets worldwide](#).

Data visualized by + a b | e a u

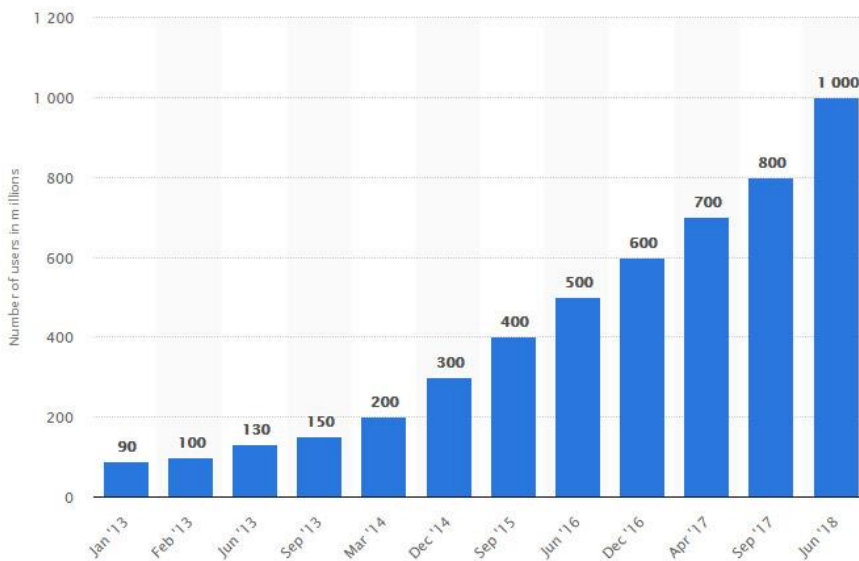
[About this statistic](#)

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Instagram 1 Billion Users Worldwide

Number of monthly active Instagram users from January 2013 to June 2018 (in millions)



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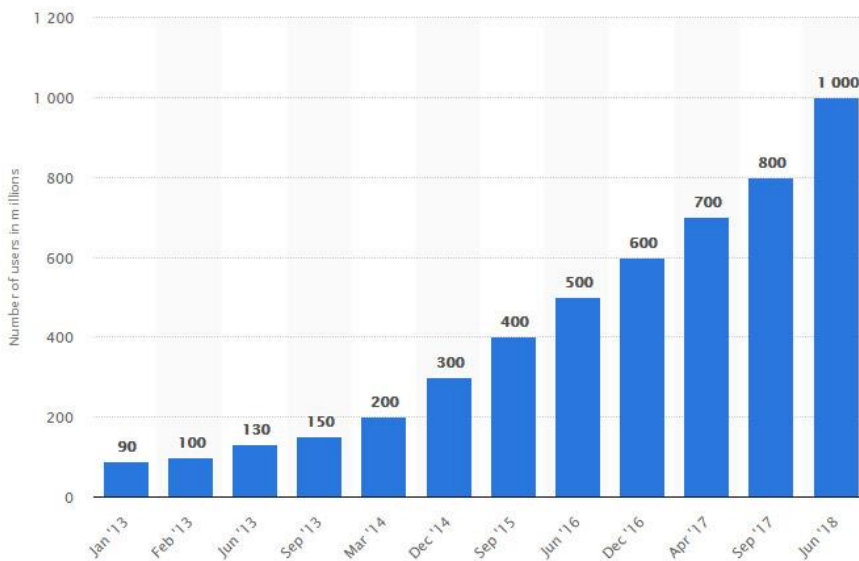
MORE INFORMATION

This statistic gives information on the number of monthly active Instagram users as of June 2018. As of that month, the mainly mobile photo sharing network had reached 1 billion monthly active users, up from 800 million in September 2017. The app is one of the [most popular social networks worldwide](#).

Instagram is a mobile social network that allows users to edit and share photos as well as videos. In 2015, there were approximately more than 77.6 million active [Instagram users in the United States](#). This figure is projected to surpass 111 million in 2019.

U.S. Instagram Users: 150 Million

Number of monthly active Instagram users from January 2013 to June 2018 (in millions)



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DESCRIPTION

SOURCE

MORE INFORMATION

This statistic gives information on the number of monthly active Instagram users as of June 2018. As of that month, the mainly mobile photo sharing network had reached 1 billion monthly active users, up from 800 million in September 2017. The app is one of the [most popular social networks worldwide](#).

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Instagram Demographics

Instagram Demographics

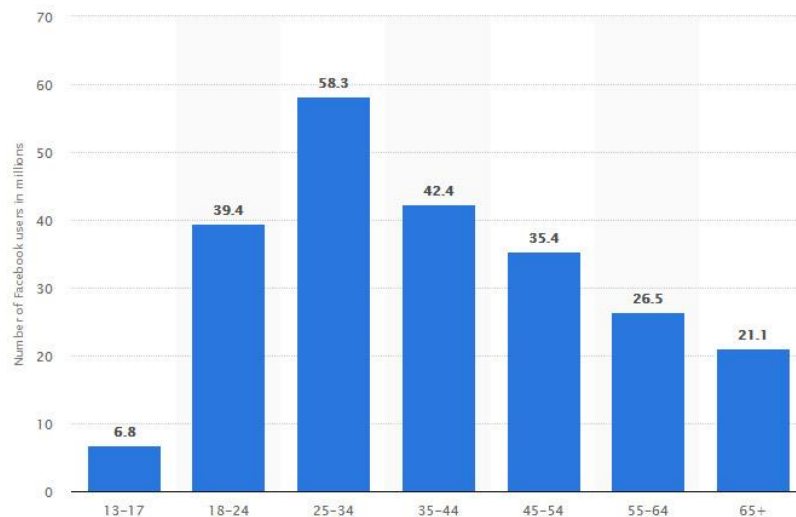
- 68% of Instagram users are Females.
- 80% of Instagram users come from outside the U.S.
- 77.6 million Instagram users are from the US.
- Instagram is used by 31% of American women and 24% of men.
- Six in ten online adults have Instagram accounts.
- 32% of all Internet users are on Instagram.
- 59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram
- 38% of female internet users use Instagram and 26% of male internet users use Instagram
- 72% of Teens use Instagram.

Instagram Financials

- An estimated 71% of US businesses are on Instagram in 2018.
- Instagram Now Has More Than 1 Million Monthly Advertisers and 8 Million Business Profiles.
- Having said that, they did start sponsored ads for big brands like Nike, General Electric, and Walt Disney and they certainly make a portion of their ad revenue from Instagram.
- Instagram's Mobile Ad revenue is expected to hit \$7 billion in 2018.
- 78% of Influencers Prefer Instagram for Brand Collaboration.
- User-Generated Content Has a 4.5% Higher Conversion Rate.

Facebook U.S. Users: 214 Million; 58 Million between 25-34 years

Number of Facebook users by age in the U.S. as of January 2018 (in millions)



Data visualized by + a b l e a u

[About this statistic](#)

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XLS



PPT

DESCRIPTION SOURCE MORE INFORMATION

This statistic shows the the number of Facebook users in the U.S. as of January 2018, sorted by age group. During the survey period it was found that 58.3 million U.S. Facebook users were between 25 and 34 years old. This distribution also closely mirrors the [overall number of social network users](#) in the United States, as 35.3 million U.S. social media users were aged 25 to 34 years. The total Facebook audience in the United States amounted to 214 million users. With more than 1.8 billion [monthly active users](#), Facebook is the [most popular social network worldwide](#). In 2014, U.S. users spent an average of [39 minutes on the site every day](#) and the social network has become

[Show more](#)

Communications 101: What You Need to Know

- Three Basic Elements to Communications:
 - Topic or Issue
 - Audience - who are you speaking to?
 - Media - what media are you using to deliver your message?
 - Print-newspaper or magazine
 - TV
 - Radio
 - Social Media

Paradox of the Smart Phone



- June 29, 2007: Apple introduces the iPhone.
- Today, 92% of teenagers have a smartphone.
 - 90% text
 - Average 30+/day
- The paradox: It made communications easier and, at the same time, has isolated us.

Good Old Days: Main News Source-Coffee Shop

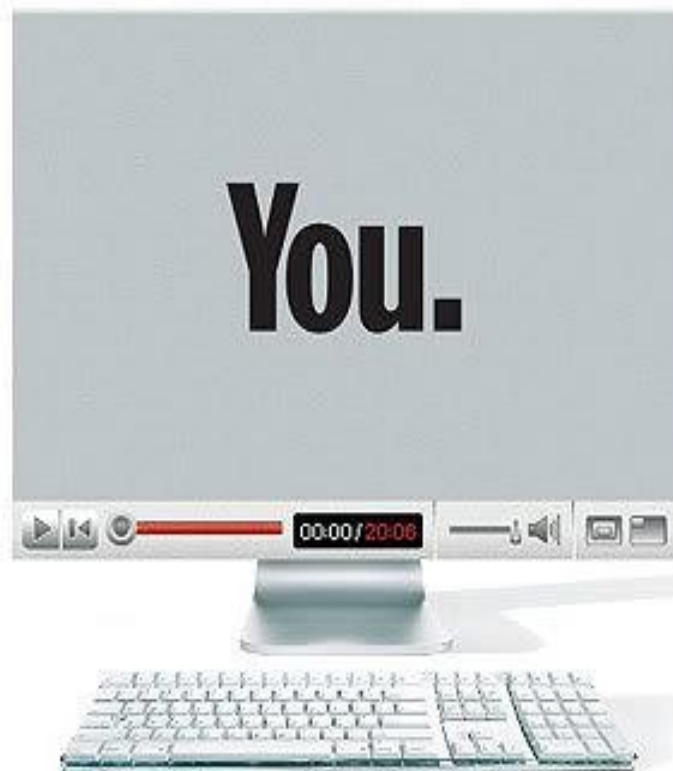


Coffee Shop Topic #1: The Media Stinks!



TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

Yesterday's Reporters



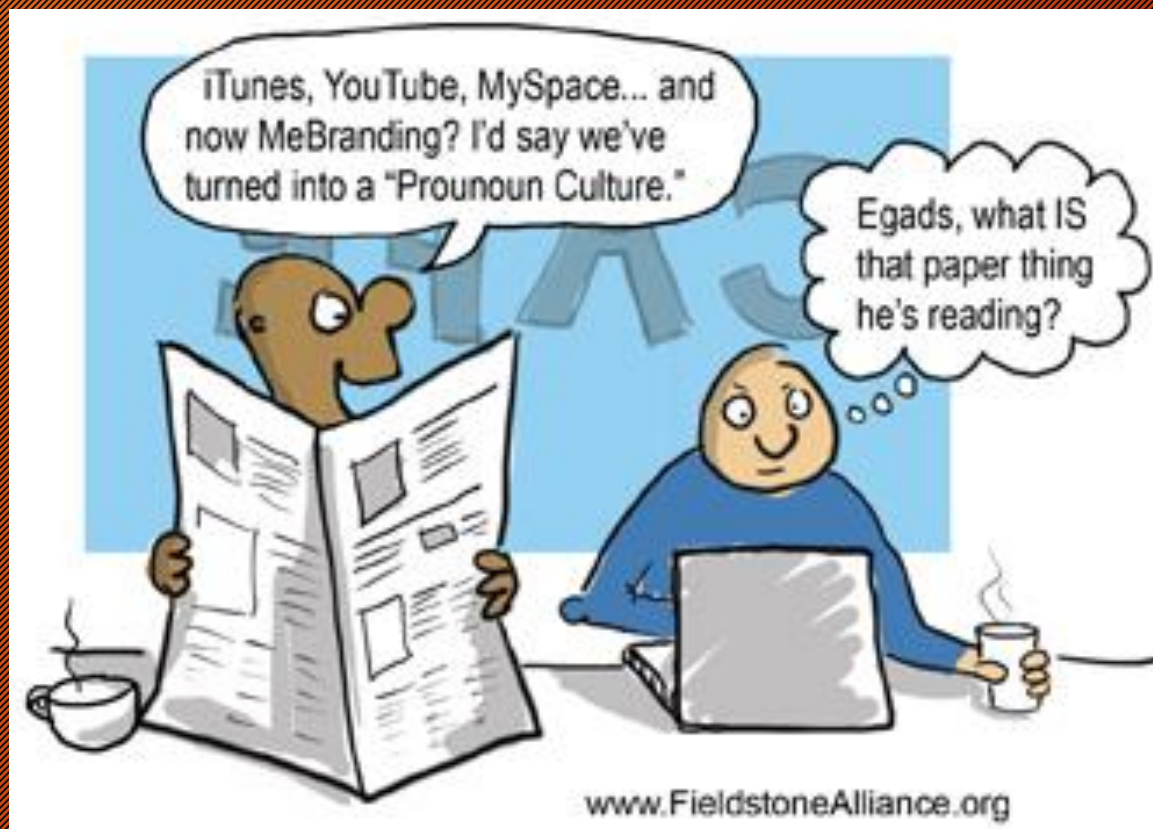
Today's News Reporter



Little Known Fact: Reporters are Human!



Newspapers Are Still Alive But Deliver Content in Many Ways. Can You say “Convergence?”



Newsrooms Use Multiple Platforms Including Social Media

- Newspapers generate a lot of content but the conversation about news is happening on social media.
- Cal Poly Media is a fully converged multimedia journalism platform featuring news, arts, sports and opinion. Staff members publish original content across multiple media using journalistic writing, video, audio and graphics, print, broadcast, multimedia and public relations.

The Changed Media Landscape

- Protecting your reputation has never been more challenging.
- Trust in institutions of all kinds is at an all time low.
- The old media establishment has crumbled.
- A new wave of online activism is enabled by social media, and driven by a shifting set of influencers.
- Company executives are public figures now.
- Opinion and analysis have replaced news.
- Individual opinions rocket around social media and in an instant, public judgments are rendered.

Why Social Media is Important

- Traditional advertising speaks to mass audiences
- Public relations can speak to a more targeted audience but has limitations
- Social media can allow you to speak directly to very targeted audiences.
- Example: Facebook allows you to be very specific in which users you direct your message. Select from age, ethnicity, geographic location, income level, political affiliation.

Does Social Media Make an Impact?

- Trust in traditional media is declining while trust in social media is increasing
- Especially true among Millennials who now are a larger consumer group than Baby Boomers.
- Family owned business are trusted almost twice as often as “big businesses.”
- Most trusted figures are Academic/Industry experts, Company Experts. “People like me.”

What Farmers Have Going for Them

- All the polling shows that people like farmers
- Farmers are involved in their communities
- They care about the future for their families and for others
- They are hard workers
- They love what they do and it shows
- They are good communicators when given proper motivation and training

Your Story is Most Powerful When Shared by You



- You have direct knowledge of the subject/issue
- You put a “face” on the subject
- No matter the audience, they want to see a person and connect with that person

You Are Telling A Story

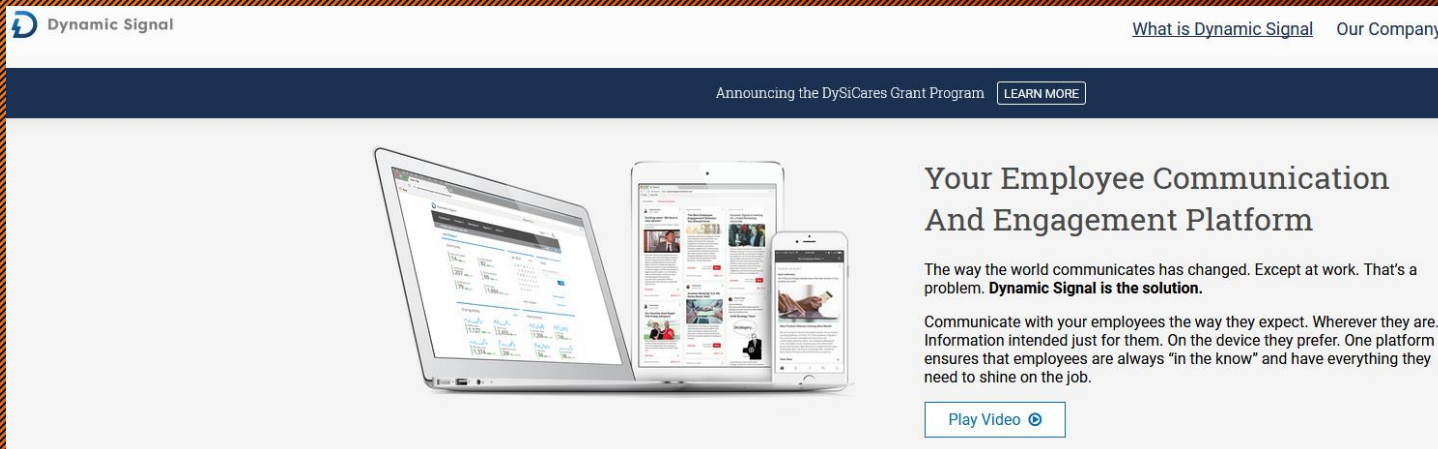
- What is your story?
- How are you telling it?
- Who is telling it for you?



Social Media Models in the Ag Sector

- Almond Board of California
- Western United Dairymen
- Dairy Marketing Institute
- National Beef Cattlemen's Association Masters of Beef Program

Social Media Platform: Dynamic Signal



The screenshot shows the Dynamic Signal website. At the top left is the logo and name "Dynamic Signal". At the top right are links for "What is Dynamic Signal" and "Our Company". Below this is a dark blue banner with the text "Announcing the DySiCares Grant Program" and a "LEARN MORE" button. The main content area features an image of a laptop, tablet, and smartphone displaying the platform's interface. To the right of the image is the heading "Your Employee Communication And Engagement Platform". Below the heading is a paragraph: "The way the world communicates has changed. Except at work. That's a problem. **Dynamic Signal is the solution.**" This is followed by another paragraph: "Communicate with your employees the way they expect. Wherever they are. Information intended just for them. On the device they prefer. One platform ensures that employees are always 'in the know' and have everything they need to shine on the job." At the bottom right of the main content area is a "Play Video" button with a play icon.

Dynamic Signal

[What is Dynamic Signal](#) [Our Company](#)

Announcing the DySiCares Grant Program [LEARN MORE](#)

Your Employee Communication And Engagement Platform

The way the world communicates has changed. Except at work. That's a problem. **Dynamic Signal is the solution.**

Communicate with your employees the way they expect. Wherever they are. Information intended just for them. On the device they prefer. One platform ensures that employees are always "in the know" and have everything they need to shine on the job.

[Play Video](#)

- ▶ Mobile hub for hosting social media interaction
- ▶ Platform for Dairy Marketing Institute and Almond Board
- ▶ Post relevant stories of interest and alert social media advocates so they can share the stories in their social media networks.

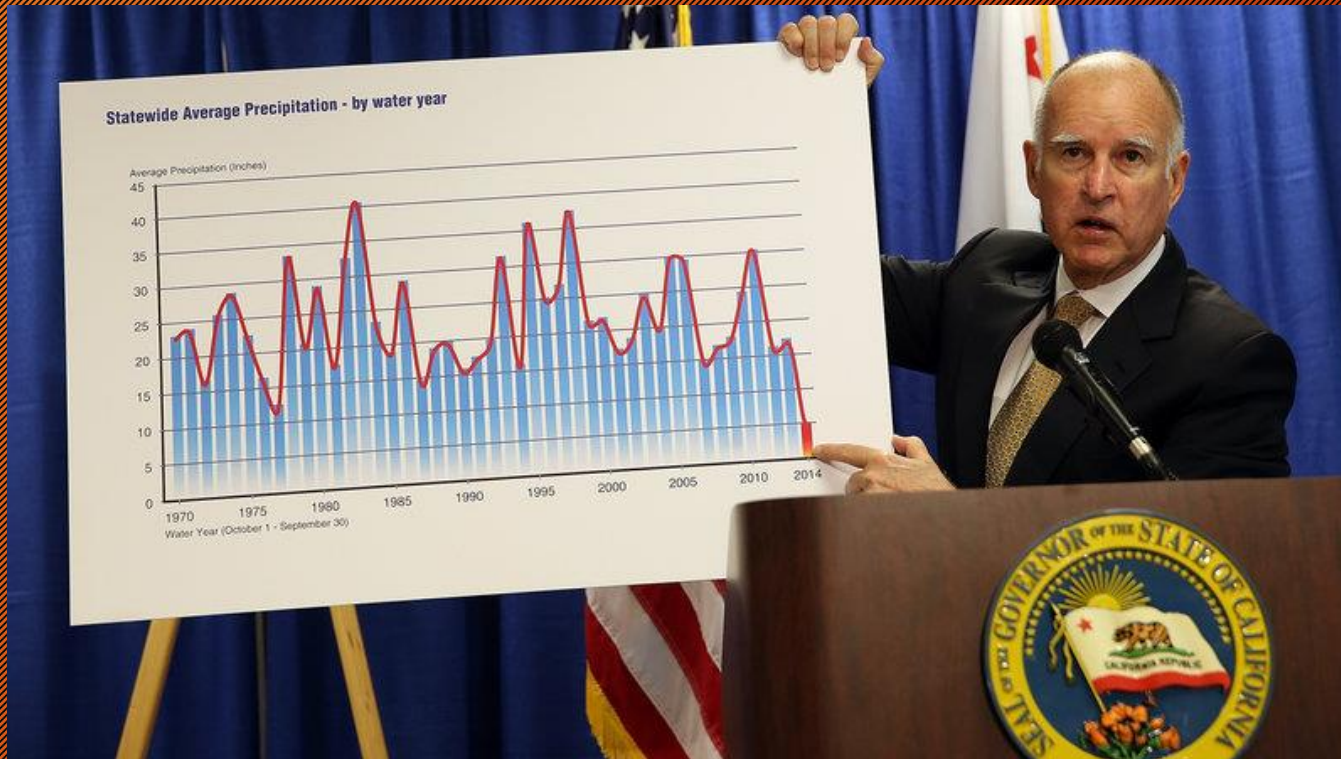
Model: Almond Board of California



- USDA Marketing Order
- Nearly 7,000 growers
- Over 100 handlers
- One of the most successful U.S. crops in growing supply and increasing demand with favorable grower returns over past decade
- Communications Challenge: Reassure consumers and other stakeholders that sustainability is a value shared by almond growers.

California Drought Declaration

Jan. 17, 2014



Success = Scrutiny

With drought declared, media started to point a finger of blame and some stories painted the California almond industry as corporate agri-business, reaping record profits through unsustainable use of land, water, and other natural resources.

The Dark Side of Almond Use

People are eating almonds in unprecedented amounts. Is that okay?

JAMES HAMILTON | AUG 28 2014, 10:00 AM ET

NUTS FOR NUTS

Your Almond Consumption Is Killing California's Salmon and Honeybees

By Clint Rainey [Follow @clintrainey](#)

Mother Jones



DOCTORS WI
25¢ a day can help
care to those who need

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Must Reads: How Dark Money Is Taking Over Judicial Elections | The Koch 130 | Map: Where Is Weed Legal Now

TOM PHILPOTT
→ Food and Ag. Top Stories

PREVIOUS | NEXT

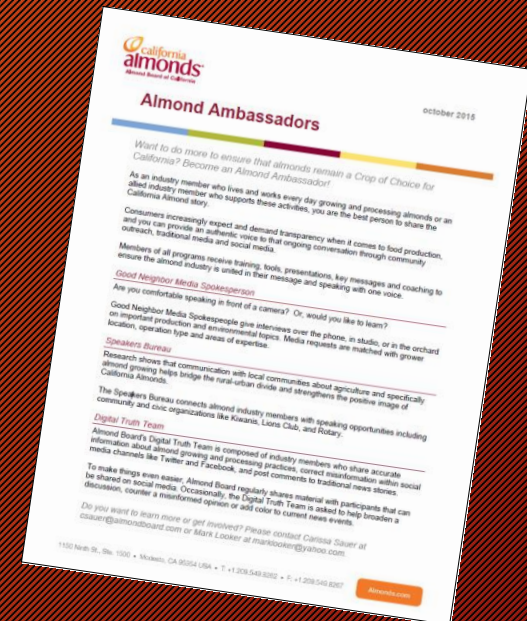
Your Almond Habit Is Sucking California Dry

—By *Tom Philpott* | Mon Jul. 14, 2014 5:00 AM EDT

[Like](#) [Share](#) 7.6k [Tweet](#) 746 [Email](#) 480


Almond Ambassadors

- Almond Board provides training, tools, presentations, key messages, and coaching for all program participants
- Almond Ambassador programs
 - **Good Neighbor Media Spokesperson**
 - Traditional media engagement via broadcast, print, radio interviews based on spokesperson location + area of expertise
 - **Digital Truth Team**
 - Response to online misinformation through social media channels and commenting on online articles
 - **Speakers Bureau**
 - Pairs industry members with civic organizations to better connect local communities with facts and context about California Almonds



Almond Board Dynamic Signal Platform

Almond Board
“Digital Truth
Team” employs
Dynamic Signal
Platform for Social
Media Hub

 Almond Board of California

Messages Notifications 2K Points + Su

Search posts

My Content

CATEGORIES


General

Almond industry news

California Regional News

Almond Board News

Manage Subscriptions




Earn 15 points

Almond industry making strides to reduce harvest dust

Everyone involved in the harvest of California almonds should work to reduce dust at harvest time

May 19, 2017

Share Again




Earn 15 points

USDA Estimates Record-Breaking 2018 Almond Crop

"2018 looks to be a milestone year for California almonds with over one million almond-bearing acres now in California," said Holly King, chair, Almond Board of California (ABC) and Kern County almond grower. "However, it is not just about the number of acres, it's also about growing more almonds..."

almonds.com
General
Jul 5, 2018, 7 views

5 Shares




Earn 15 points

Almond industry feed targeted research looks to dairy and beyond

Almond producers in California are exploring the possibility of using almond hulls as feedstock for black soldier flies, among other areas.

feednavigator.com
General
Oct 23, 2018, 2 views




Earn 15 points

Whole orchard recycling project demonstration set for Oct. 17

Researchers will discuss the potential for improving soil health.

westernfarmpress.com
General
Oct 22, 2018, 1 view



Earn 15 points

Social Media Example: 23 Kernels of Sustainability








- Almond Board staffer and almond grower Danielle Veenstra featured

BLOG

Blog » Sustainability » Article

What is #AlmondSustainability?

Posted July 5th, 2017




 Share 190  190  Tweet  Save  1  Share  Email



Did you know one serving of almonds is 23 kernels? To celebrate our community's responsible farming practices, we're sharing 23 bite-size pieces of information about growing almonds sustainably.¹

Follow along here, and through [#almondsustainability](#) on social media, as we highlight topics across the Almond Board of California's (ABC) [sustainability ecosystem](#)!

Kernel 23: Unconventional Alliances for Sustainable Solutions

**Growing Carbon Credits in Almond Orchards**

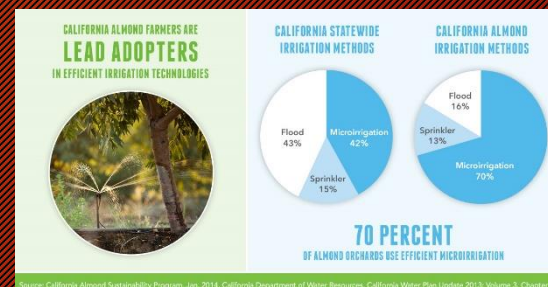
One Serving of Sustainability

Digital Content Campaign

Ran digital campaign sharing 23 “kernels” of sharable, easily digestible almond sustainability content. The content was amplified through social and adaptable for future regional use.

GOALS:

- Increase awareness of responsible almond farming practices
- Broaden message to one of overall sustainability: efficient water use, promoting bee health, reducing waste, and carbon footprint
- Improve awareness of economic benefits of almonds and the community
- Increase @almondboard followers who are interested in sustainability content



Tactical Overview

NPR + Talk Radio

- Scripts connect a serving of almonds with responsible farming practices and continuous improvement
- Direct listeners to AlmondSustainability.org

Digital Ads

- Using “Grow What You Know” creative
- Directing to One Serving of Sustainability blog

Social Media content

- Featuring videos, graphics, photos on 23 consumer relevant sustainability topics
- Directing to One Serving of Sustainability blog



7.8M+ paid impressions
1M+ engagements
8,000+ website views

Almond Family Affair Blog




Research & Innovation
▼

Beyond the Orchard
▼

Orchard to Table

Latest News

 English US/Canada

A FAMILY AFFAIR

RESEARCH & INNOVATION

BEYOND THE ORCHARD

Overview

A Family Affair

Making an Impact

ORCHARD TO TABLE

Are you a [grower or processor](#)?

Related Stories



The Sights and Sounds of #AlmondHarvest 2018



National Farmer's Day: Celebrating California's Almond Farmers



How Farmers Prepare for Almond Harvest All Year Long



Meet the Woman Behind the North Valley Regional Recycled Water Program



Employee Q&A: Bob Curtis, Director of Agricultural Affairs

FARMING FOR THE FUTURE

The California Almond community is driven by family farmers and processors. According to the most recent USDA Agricultural Census, there are around 6,800 California Almond farms. Over 90% of these are family farms, many owned and operated by third- and fourth-generation farmers who live on the land and plan to pass it down to their children and grandchildren.¹ Furthermore, there are 101 almond processors, and many of them are also family-owned and -operated.



The almond community recognizes the need to manage resources for current and future generations carefully and offer continued work for its employees while protecting its families, neighbors, local communities and the environment.

Respect for the Land



Nearly 75% of California Almond farms are 100 acres or less,² but small or large, California's almond farmers take a long-term view of success based on respect for the land and local communities. And regardless of size, all almond farmers recognize that growth must be matched by an unprecedented commitment to environmental responsibility, especially as they depend on natural resources for their livelihoods and the livelihoods of their families and surrounding communities.

Almond Board Blog: Water Conservation

BLOG

[Blog](#) » [Meet the Farmers](#) » [Article](#)

Almond Farmer Mike Curry: 'Being creative with water is a way of life.'

Posted May 10th, 2018

[Facebook](#) Share 0 [Twitter](#) Tweet [Pinterest](#) Save 0 [Google+](#) Share [Email](#)



This op-ed was written by Mike Curry and originally appeared in the Modesto Bee. Mike is a board member of the Almond Alliance, alumni of the Almond Leadership Program and an almond huller and sheller with Johnson Farms, a fourth-generation owned and operated almond farm in Denair.

"It comes down to two choices: go nuts, if you will, worrying over water or do something creative to improve water efficiency," writes almond farmer Mike Curry in a recent [Modesto Bee](#) op-ed.

California Almond farmers have chosen the creativity path. And as a result, the almond community has made great improvements in using water efficiently.

Curry writes that, "water sustainability has been a priority since 1973 and scientifically based practices have proven to work for trees and for water supply."

These practices, including irrigating directly to the roots through microirrigation technology, eliminating runoff, and reducing evaporation, have helped California Almond farmers reduce the amount of water it takes to grow one pound of almonds by 33 percent over the last 20 years¹

In addition to making water efficiency improvements, the California Almond community is getting creative when it comes to using everything the orchard grows. Beyond the kernel we eat, almond hulls and shells are used for livestock feed and bedding, and almond trees are recycled at the end of their productive lives to create alternative energy or improve soil quality. Furthermore, with support from the Almond Board of California, researchers are investigating new uses of the hull, shell, and woody biomass.



"Innovative scientists are finding even more applications for these coproducts, including using hull sugars in the fermentation of beer, cider and tea, as well as for feed for honey bees," writes Curry.

Almond Social Media Star: Almond Girl Jenny



ALMOND GIRL *Jenny*

Sharing stories through social media

By Ellen Bergquist
Photos provided by Jenny Holmstrom

Jenny Holmstrom, a Cal Poly graduate (Agribusiness, '05), found her niche advocating for agribusiness. In 2012 she launched "Almond Girl Jenny," a successful blog in conjunction with other social media platforms, to share facts and stories behind one of California's leading agricultural commodities — almonds.

Since the launch of "Almond Girl Jenny" Holmstrom has gained thousands of followers. She started by documenting the beginnings of her family's almond operation and as she gained followers, expanded into

other areas of the almond industry. She said the progress behind "Almond Girl Jenny" is to share real-life stories of agriculture and rural industry communities.

"I wanted a means to correct those misconceptions and tell the truth about farming. Telling those every body got a share in a farm. I think people really appreciate seeing a farm and a family behind the food that they eat," Holmstrom said.

Holmstrom now resides near her husband's family almond operation in Yuba, California, in the Central

"Valley. In trying to segment all aspects of the almond industry, she covers the harvest, farming, family, drought, wages, technology and water issues in California.

Currently, she is working on a series called "Ask The Expert" with a focus on industry members who are involved in the production process. These stories will provide a complete picture of what it takes for farmers to grow quality almonds. Topics including almond tree lines, almond orchards, and almond varieties are featured on the blog and further promote interesting ways to incorporate almonds into cooking.

Holmstrom documents every aspect of what it takes to grow almonds from using bees to pollinate almond trees and the equipment needed to soil in almond orchards. She encompasses all her posts with photos to further depict the depth of California's almond industry.

California grows 80 percent of the world's supply of almonds, according to the Almond Board of California. Holmstrom explained how California is the only state in the United States that can grow almonds — making it a unique aspect of the state's agricultural industry. She said the Golden State's climate and soil composition create ideal growing conditions for almond production.

"I think in California almond production is unique and intriguing people. People are not familiar with it... unless you grow up in the Central Valley of California," Holmstrom said.

Holmstrom writes blogs about once a week and tweets

multiple times a day using Twitter. Her Twitter handle, @almondgirljenny, has more than 1,000 followers. Social media platforms enable her to be engaged with her followers, she said. She was the greatest influence on her audience when she shares the family aspect of farming.

Holmstrom said visiting her both nurseries and agriculturalists is key to having a blog appeal to a wide audience base.

Carissa Sauer, manager of industry communications at the Almond Board of California, commented on the success "Almond Girl Jenny" has had on the industry. "She is the epitome of an almond ambassador. She understands what it means to advocate what it means to advocate. There is no topic that is too big or too small," Sauer said. Regarding using social media for both a consumer and producer audience, Sauer added, "Social media allows an opportunity to have the two-way communication."

Holmstrom said she strives to keep posts timely and accurate. "I like to write it up and bring in different aspects. Keeping the material fresh helps people intrigued as they are not reading the same things every year," she said. "The topic is important because it is your own platform and means of communication. It is a way for you to tell your story."

The Almond Board of California gives "Almond Girl Jenny" resources and support for her blog through various avenues. To join Holmstrom's efforts, others are encouraged to use the Almond Board's Almond Ambassador — a program that sends out weekly updates and gives tips and ideas to those wanting to share the story of the almond industry. ■

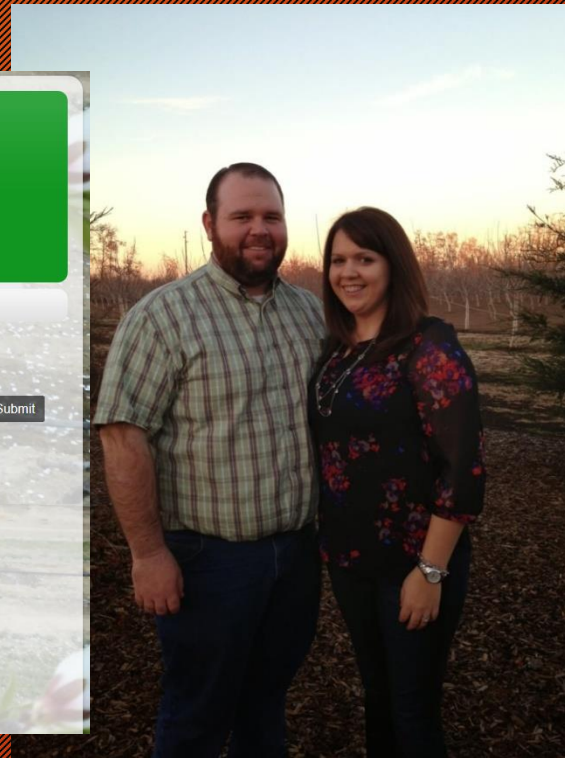
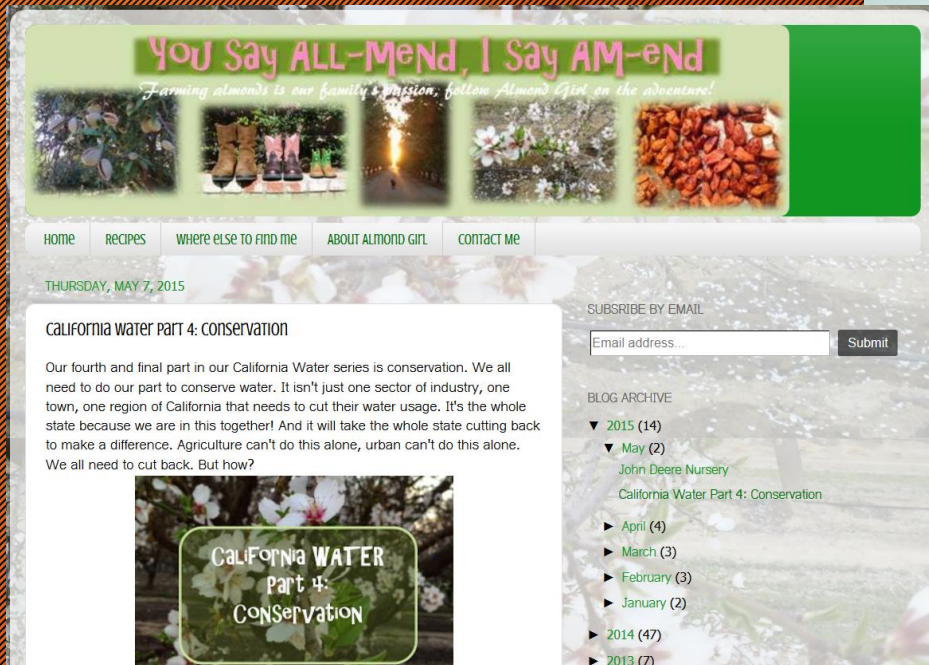


"She is the epitome of an almond ambassador. She understands what it means to advocate. There is no topic that is too big or too small."

— Carissa Sauer, manager of industry communications at the Almond Board of California

“Almond Girl” blog three-part series on the bloom

- Kern County grower and Almond Ambassador Jenny Holtermann



Grower Joe Del Bosque



- The first time California almond grower Joe Del Bosque used Twitter, he invited President Obama to his farm. To his surprise, Obama responded and Joe hosted Obama and Gov. Jerry Brown.



Model: Dairy Marketing Institute



- Working in dairy, your voice goes a long way in telling dairy's good story. The Amp Center helps you easily share those stories to social media. Each day, the DMI Newsroom sorts through all the dairy-related news and shares the stories, profiles and recipes that represent the very best of dairy. Read the articles for your own knowledge, then share them right to your Facebook, Twitter, and LinkedIn accounts with just a click or tap.

Dairy Amplification Center

DMI Also Uses
Dynamic Signal for
its Social Media
Hub.

Your time-saving
tool to tell dairy's
good story in
social



Weekly Email From DMI's DairyHub to Members

DairyHub



Undeniably Dairy's fall campaign focuses on connections



DMI's Beth Engelmann shares how the fall campaign of Undeniably Dairy is built around making connections, especially those between consumers and farmers.

[Read more](#)

U.N.'s International Day of Rural Women celebrates Checkoff chair

Can type 2 diabetes be prevented by cheese?

Model: Western United Dairymen



- CA Dairy Trade Association
- Represents over half of California dairies
- Active in state and federal legislation and regulatory issues
- Communications Goal: Make WUD the “Go-To” center for information on critical issues
- Target audiences: WUD members and federal and state legislators and regulators.



Latest News Affecting the Dairy Industry

Don Pedro's future water use topic of May 11 Modesto, Turlock meetings

Two very different visions of how to allocate the water stored in Don Pedro reservoir...

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WUD: Advancing and Promoting the Interests of Our Dairy Producers

Welcome

Western United Dairymen is a voluntary membership organization representing more than 60% of the milk produced in California. Membership benefits include resources in labor law, environmental regulations and pricing issues. Members decide the direction of state and federal legislative efforts affecting the dairy industry.

Western United Dairymen Contact Information

1315 K Street, Modesto, CA 95354

Contact us by [e-mail](#)

Call us at (209) 527-6453

Fax us at (209) 527-0630

For a list of staff members, [click here](#)



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Western United Dairymen is a voluntary membership organization representing...

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National Milk
Producers
Federation



The Kenneth L.
Maddy Institute

Western United Dairymen

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Wall

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Western United Dairymen

Positive story about the great role that FFA plays in building the future of agriculture.



Farming's future thrives in Modesto area schools – Agriculture – Modbee.com
www.modbee.com

Competing builds confidence, friendships and trophy collections. Nobody knows that more than Modesto area FFA students who are expected to compete in ag and vocational contests at the FFA state finals in San Luis Obispo over the weekend.

Monday at 9:55am · Like · Comment

Ellen McIsaac Durrer and Sonoma County Fairgrounds like this.



Western United Dairymen

This is a great story about how farmers use social media to connect with each other and share their stories with consumers. It mentions NMPF member dairy farmer Will Gilmer, a social media pioneer in the dairy industry.



Why Farmers Are Embracing Social Media: the #AgChat Story – Business – GOOD
www.good.is

Farmers are fighting rural isolation—and cow conundrums—with social media to make better food, and food policy.

Monday at 9:53am · Like · Comment



Mark Looker

@mlooker Modesto, CA

Ag Communications Consultant

<http://www.lookercomm.com>

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mlooker Mark Looker

Meetings on Don Pedro relicensing Wednesday in Turlock, Modesto

[#1g #farm #dairy #water](http://tinyurl.com/686q9dm)

9 May



mlooker Mark Looker

Don Pedro's future water use topic of May 11 Modesto, Turlock meetings [#ag #farm #dairy #water](http://tinyurl.com/3ulyr9v)

6 May



modbee The Modesto Bee by mlooker

Almond growers to see record harvest <http://bit.ly/jziXYW>

6 May



ChrisClaytonDTN Chris Clayton by mlooker

Uh, oh... RT @DonEWG: Senators Coburn, Feinstein, Introduce Bill to Eliminate [#Ethanol](#) Subsidy and Tariff <http://1.usa.gov/j3mEs9> [#corn](#)

3 May



CDFAnews Calif Food and Ag by mlooker

CDFA Protects - Bovine TB detected in San Bernardino Co:

http://www.cdfa.ca.gov/egov/Press_Releases/Press_Release.asp?

Mark Looker is on Twitter

Don't miss any updates from Mark Looker. Get your account on Twitter today to stay up-to-date on what interests you!

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About @mlooker

569

Tweets

171

Following

291

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California Dairy Industry Headline News



A news service of Western United Dairymen
1315 K Street, Modesto, CA 95354 (209) 527-6453.
Visit us at www.westernuniteddairymen.com



Edited by Mark Looker

Story to share?_

[Contact Mark here](#)



Monday, May 9, 2011



State/Federal News and Politics

Obama's border visit renews focus on immigration policy -- President Obama will stand on the U.S.-Mexico border Tuesday and try to take credit for something that eluded predecessors in both parties: successfully cracking down on illegal immigration. It is a record that Republicans roundly dispute. And it has drawn fire from many in Obama's Latino base, who say the president has stepped up enforcement measures such as deportations while failing to deliver on his pledge to create a path to citizenship for millions of illegal immigrants. But in using a speech in El Paso to highlight his enforcement record, Obama will signal that he intends to try turning the immigration debate into a political winner among conservative swing voters who back tougher immigration policies. [<more>](#) *May 9, 2011 Washington Post*

- **Bill would allow dairy farms to hire foreign workers** -- Vermont's congressional delegation is sponsoring companion bills to expand a visa program to allow struggling dairy farmers more access to foreign workers. U.S. Reps. Peter Welch, D-Vt., and William Owens, D-N.Y., introduced legislation last week to provide dairy farmers the opportunity to utilize the H-2A workforce program, which currently gives other agricultural sectors the ability to hire foreign workers. The H-2A Improvement Act of 2011 gives foreign dairy workers, along with sheep and goat herders, access to the visa program when domestic employment is unavailable. Welch said the measure will remove an obstacle for dairy farms seeking an adequate supply of labor. [<more>](#) *May 10, 2011 Brattleboro Reformer, VT*

- **Meat Industry: Pass Food Safety Costs to Taxpayers** -- All the lobbyists billing their respective and mostly meat industry clients made the point one



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Last Visit Date:	8 months ago
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Country:	United States

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May 13, 2011

Butter

9 sales, 1 bid unfilled, 3 offers uncovered. The CME cash butter price lost 14.5 cents this week. Churning is increasing across the country as cream becomes more available. With the weak tone of the cash market, more producers are considering increasing churning to increase inventory. With the price below \$2, many indicate that now stocks clearing to inventory will have a lower cost valuation when brought out of storage later this summer and fall when many expect prices will once again surpass the \$2/lb level. Many handlers believe that a weaker cash market at this time is a positive factor for their inventory management strategies. Butter demand is mixed.

Cheese

2 sales, 1 bid unfilled, no offers uncovered. Block prices lost 2.50 cents this week. The cheese market is unsettled to work with some short-term price resistance on expectations that cheese offerings will build as production increases heading toward the spring peak. Processors and packagers are shipping orders for Memorial Day weekend use.

Milk Production

California milk output is overall steady. Some areas in the far south are seeing the start of seasonal declines. The Central Valley is generally steady. Far northern production is steady to higher and more pronounced in areas with good pasture growth. Processing plants are running well on active schedules to handle the milk supply.

Dry Products

Pricing levels for Western low/medium heat nonfat dry milk are steady to slightly higher on generally steady market tone. Buying interest is light to fair for current offerings. Export shipments continue to move for past and current trades and are making up a greater share of current sales. Production and exporting of SMP also are active. Drying schedules are seasonally active and reflect the ebb and flow of milk output in the region. Stocks are light to moderate.

Source: USDA Dairy Market News

Weekly Update

delivery options

Send change of address or request for Update delivery to Western United Dairyman by phone or fax, or email to info@westernuniteddairyman.com.

Weekly Update

Commodity Markets: CME – California Plants

Average	AA Butter	NFDM	40# Blocks	Barrels	Dry Whey
March	\$2.0930	\$1.4409	\$1.8529	\$1.8483	\$0.4831
April	\$1.9971	\$1.5317	\$1.6136	\$1.5026	\$0.4859
May	\$2.0384	\$1.5358	\$1.6268	\$1.6305	\$0.4996
May 13	\$1.9500	\$1.5463	\$1.6225	\$1.6425	\$0.5063
Week to date	↓ 14¢ cents	↑ 2 ¹ / ₁₀₀ cents	↓ 2½ cents	↓ 1¼ cents	↓ ⁷ / ₁₀₀ cent

Estimated* Producer CWT. Prices

Month	Class 1	4a	4b	Overbase	Quota
March	\$19.39	\$19.06	\$16.76	\$17.31	\$19.01
April	\$21.82	\$19.45	\$14.34	\$17.04	\$18.74
May	\$21.06	\$19.66	\$14.47	\$17.06	\$18.76

* Actual announced prices are in BOLD, estimates are in italics



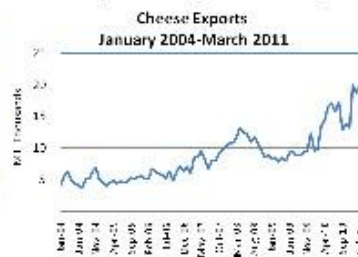
What's up and what's not – your weekly market update

By Annie AcMoody, MS, Director of Economic Analysis

It was a good two weeks for the California nonfat dry milk price as it tacked on a few extra cents to reach \$1.5463/lb. This is the sixth consecutive week the price has been over \$1.50/lb. The upward trend was also observed in the entire West as the steady increase continued this week: the mostly range reported by *Dairy Market News* (DMN) moved up 1.5 cents to \$1.6050/lb. Cheerful numbers were also present on the other side of the globe as the May 3 globalDairyTrade (gDT) skim milk powder prices increased for the third consecutive auction. The average price reached \$1.77/lb, with the bulk of the gains occurring in the nearby contract (July was up 12¢, to \$1.98/lb). DMN unfortunately did not share the enthusiasm present at the auction this week and warned that prices on the gDT were perhaps inflated based on current market fundamentals: reported prices for the Oceania region were down 3¢, to \$1.63/lb. Back to the domestic story, inventories remain light as USDA reported March stocks down 18% from last year. Conversely, March production levels experienced year-over-year gains (+1.2%). According to Foreign Agricultural Service data, a lot of that production was moved through export markets: March exports were up 48% over last year.

Cheese's price story offered more of the same as seen in recent weeks: up and down in a fairly narrow range. While last week buyers demonstrated strong block cheese interest by bidding the price higher (+3.5 cents), the wind turned this week and their interest seemed to evaporate as the price got pushed lower (-2.5 cents). I was starting to wonder if they had lost all their money on the wrong horse last weekend, but fortunately an unfilled bid to buy lifted the price 0.25 cents today, ending the week on a positive note. While

that uptick is not phenomenal, some progress was also made behind the scene. Despite increased cheese production in March, cheese stocks went down compared to February. A lot of that improvement was due to exports, which reached a record high level in March, according to FAS data released this week (see chart). March shipments of 49.3 million pounds were 67% higher than March last year and represented 5.4% of the U.S. cheese production. The low end of the reported price in Oceania is unchanged at \$1.95/lb, where it has been since the beginning of the year. As cheese production ends with the milk production season in that region, DMN reports minimal volumes of cheese are uncommitted. (Continued page 2)

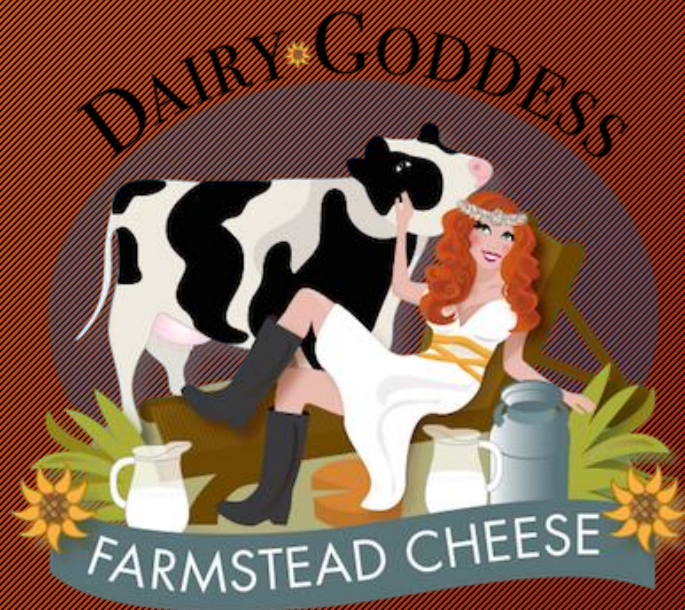


Barbara Martin: From dairy producer to Dairy Goddess



Barbara Martin: Multi-platform approach

- Barbara Martin, dairy farmer, Hanford, CA
- Graduate of Western United Dairymen's leadership program
- In 2008 she started blogging
- Today she blogs with video, uses Facebook and Twitter.
- Built her brand into successful retail outlet.



Dairy Goddess Story: From social media to building a brand



Dairy Goddess Blog



About



HELP DAIRY GODDESS
SOAR



Dairyman/Almond Grower: Dino Giacomazzi

Dairy's Social Media Activist

JANUARY 19, 2010 07:52 AM

Like 0 Share Tweet



Dino Giacomazzi.



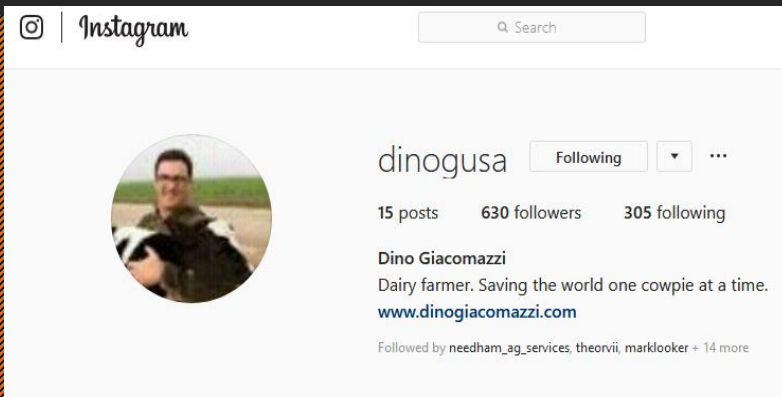
By **Catherine Merlo**
Farm Journal's Milk

California producer uses Facebook, Twitter and his own Web site.

From his dairy in Hanford, Calif., Dino Giacomazzi wields a personal sphere of influence that extends to thousands of people around the world.

Through social media like Facebook, Twitter, LinkedIn and his own Web site, Giacomazzi communicates regularly with friends, family and business colleagues. But this fourth-generation dairy producer does more than trade baby pictures and make restaurant recommendations.

Multi Platform Approach to Advocating



Best Marketing Slogan

- Saving the World One Cowpie At A Time!



dinogusa • Following

dinogusa In the middle of a drought, one rain storm flooded this field of baby Almonds! #timetobuildanark



16 likes

MAY 22, 2015

Add a comment...



Model: National Beef Cattlemen's Association Masters of Beef Program

THE MASTERS OF BEEF ADVOCACY



The American beef industry is proud to produce wholesome, nutritious beef for consumers across the world. Consumers love juicy flavorful steaks and burgers, however many have questions about how beef is produced, from pasture to plate. Tough questions like "is beef raised on factory farms?" and "are cattle pumped full of antibiotics?" are commonly flashed across television and newspaper headlines and social media sites and leave a lasting impression on viewers.

The average consumer is two generations removed from agriculture and has very little first-hand experience with food production. And they are hungry for information. It's up to us, the beef community, to engage them in conversations and answer their questions about how beef is raised, from pasture to plate. By completing the new and improved checkoff-funded MBA 2.0 courses, beef community members can sharpen their conversation skills and equip themselves with the information and confidence they need to answer tough questions about beef production.

The new modules will address environmental sustainability, beef nutrition, animal welfare and beef safety while taking users through the beef lifecycle, from pasture to plate. The courses also offer historical context on the evolution of the U.S. beef industry from the time the first cattle were brought to North America to today.

MBA 2.0 will also be available on DVD form to allow agriculture educators, state beef representatives and other youth leaders to incorporate the modules into their curriculum.

EARN YOUR MBA

The checkoff-funded MBA program is a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry. MBA students will be required to complete five courses in beef advocacy, including:

- The Beef Community
- Raising Cattle on Grass
- Life in the Feedyard
- From Cattle to Beef
- Beef. It's What's For Dinner

FILL OUT AN
APPLICATION



Masters of Beef Advocacy

- Launched in March 2009 to create nationwide network of informed beef advocates
- More than 11,000 beef community members in 49 states have completed the program to date
- Launched MBA 2.0 in January 2015
- Created MBA Mobile Conversation Guide app in 2016

MBA 2.0 Lessons

- **The Beef Community** - How to talk to consumers about how beef is raised, from pasture to plate, focusing on the people involved throughout the beef lifecycle
- **Raising Cattle on Grass** - Focuses on the many benefits of raising cattle on our countries vast grass pasture resources
- **Life in the Feedyard** - A discussion of the role of feedyards, including animal care, nutrition and sustainability
- **From Cattle to Beef** - An in-depth look at the slaughter process and the humane handling and safety measures in place at beef processing facilities
- **Beef. It's What's for Dinner** - A primer on choosing and cooking the right cuts of beef and the role of beef in a healthful diet

DEBBIE LYONS-BLYTHE

Rancher: Blythe Angus, White City, Kansas

"If we, as farmers, don't get involved in the conversation, how will people know what we do to raise their food?"



Graduated from
**Masters of Beef
Advocacy
Program**



Launched **Life on a Kansas Cattle Ranch**

2010

Journey of a Beef Advocate

2011

School Nutrition Services

a dietetic practice group of the
**Academy of Nutrition
and Dietetics**

2012

U.S. Farmers
&
Ranchers
Alliance

eat
right.

2013

HyVee

Shared her story with
registered dietitians from
HyVee supermarkets



Featured in Women in
Business documentary
series on **Girl Scouts.org**

Appeared on **Anderson Live**
answering consumer questions
about hormones and antibiotics

Gave Beef Community presentation
to **Academy of Nutrition and
Dietetics School Nutrition
Services** practice group

ANDERSON LIVE



How Farmers Are Becoming More Sustainable

A dietitian talks to five types of farmers about environmentally-friendly changes in their methods.

Cattle

"I live in the Kansas Flint Hills, one of the last remaining natural tallgrass prairies in the world. To protect the prairie, we work hard to maintain the water and water quality in our ponds. The water comes from rainfall on the surrounding hills and is filtered through the grass as it runs into the ponds, providing access to clean, fresh water for cattle and wildlife alike. According to recent studies, up to 75 percent of wildlife in the U.S. lives on farms and ranches. We manage for the entire ecosystem and diversity is the goal – both in wildlife and grasses. That makes for a healthier grassland and healthier cattle."

– Debbie Lyons-Blythe, Blythe Ranch, Kansas

ANNE BURKHOLDER

Owner: Will Feed, Inc., Cozad, Nebraska

"It's really important for everyone to understand where their food comes from...then we build a respect and a trust between the farmer and the consumer that will help us in the long run."



Graduated from
**Masters of Beef
Advocacy** Program



Launched
Feedyard Foodie
blog

BloombergBusinessweek
Politics & Policy
The 21st Century Family Farm



Profiled in
BusinessWeek
article on family farms

 **Live Well 2013**

Shared her story with
food influencers at
Live Well 2013

Journey of a Beef Advocate

2009

Received first national
**Beef Quality
Assurance** Award



2010

Certified Angus Beef
**Feedlot Partner
of the Year**



2011

2012

2013

Contributed to
BlogHer
dialogue on
sustainability



GREEN
**Environmental Sustainability
Needs All Smarts On Deck**

By feedyardfoodie.com
on May 02, 2013

My involvement in social media has taught me many things, but likely the most important lesson is what a huge role perception plays in "virtual conversations". Over the past two years, I have achieved a tremendous amount of personal growth by being exposed to the truly broad range of ideas and thoughts of other bloggers. ...more

[HOME](#) >> [FOOD](#)**feedyardfoodie.****BIO**

A native of urban Palm Beach County, Florida; I was an athlete fueled by beef for many years before I understood "where my beef came from". ... I spen...

[Read more](#)**RECENT POSTS**

Antibiotic Use in Food Animals: The Perspective of a Cattle Farmer and a Mom...

December 11, 2012 7:45 am by [feedyardfoodie.com](#) in [Food](#)[MEMBER POST](#)

I am a take charge person. I am a person of action. I am a planner. It is very difficult for me to let things go and not be in the driver's seat. There is nothing that shakes my world up more than one of my children having a serious illness. I can handle it when I am sick, but it shakes my foundation when it is one of my kids.

MBA Top of the Class



Suzanne Strassburger (aka Suzy Sirloin), featured in New York Times, New York Daily News and more

Joan Ruskamp, spoke at NY Times Food for the Future and challenged Mark Bittman's assumptions about "Big Ag"



Anne Burkholder (aka Feedyard Foodie), featured in New York Times, testified before House Ag Committee, and took on Subway antibiotic free policy

Debbie Lyons-Blythe, blogger at Kids, Cows and Grass, Farm Mom of the Year, featured on PBS, US News Health, etc.



Chef Mike Erickson, culinary arts instructor, produced documentary on beef

Amanda Rankin, Rankin Ranch, featured on Travel Channel



Strategy Tips

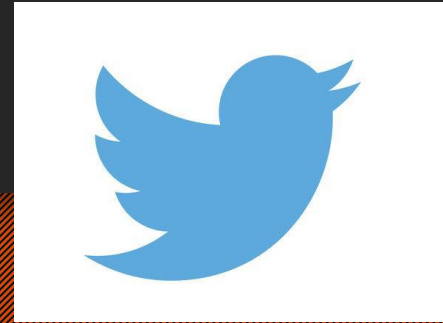


Facebook Strategy Tips



- Facebook offers opportunity to put a “face” on your group or business.
- Facebook offers the opportunity to post more in-depth information as well as photos.
- Photos can create a favorable image for your cause or group.
- Share posts from like-minded groups or causes and build relationships.

Twitter Strategy Tips



- Get your own Twitter account. Twitter is great for lurking and monitoring what others are saying about your group or your issues.
- Do a survey of Twitter and find out who you know who is on it and how they are using it.
- Establish your company or association as the “Go To” source for news about your industry

Instagram Strategy for Almond Alliance of CA

- Post photos to connect with millennials and state legislators and regulators
 - Follow accounts of all FFA chapters in CA



Connect with State FFA Chapters



Analytics Are Important

- Know what posts are popular. Use the analytic tool that comes with the app.
- Track weekly or monthly your posts and see what topics resonates vs. what your communications goals are.
- Adjust your posts based on what your followers are telling you they like.
- Boost your posts with paid ads.

Twitter Analytics

Your Tweets earned **20.6K impressions** over this 28 day period



Tweets **Top Tweets** Tweets and replies Promoted

		Impressions	Engagements	Engagement rate	
	Almond Alliance @almondalliance · Oct 9 Congress plans to finalize farm bill by end of the year bit.ly/2A1bBs0 #FarmBill pic.twitter.com/jwRxig9ir View Tweet activity	1,211	26	2.1%	Promote
	Almond Alliance @almondalliance · Oct 22 On #NationalNutDay we celebrate the California almond industry which supports over 100,000 jobs across the state and adds about \$11 billion to the state's economy. pic.twitter.com/7QksyofBK1 View Tweet activity	903	26	2.9%	Promote
	Almond Alliance @almondalliance · Oct 16 Mike Wade of @farmwater: State water board's proposed cutbacks will affect all Californians bit.ly/2AcPGhF View Tweet activity	651	12	1.8%	Promote
	Almond Alliance @almondalliance · Oct 19 Trump moves to slash environmental rules on Delta, pushing California water to farms bit.ly/2AjfEQm pic.twitter.com/suTygsU0zj View Tweet activity	645	51	7.9%	Promote

YOUR TWEETS

During this 28 day period, you earned **740 impressions** per day.



Engagements

Showing 28 days with daily frequency

Engagement rate

1.5%

Oct 29
0.5% engagement rate



Link clicks

169

Oct 29
1 link click



On average, you earned **6 link clicks** per day

Retweets

23

Oct 29
0 Retweets



Facebook Analytics

Your 5 Most Recent Posts

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach ⁱ	Engagement	Promote
10/29/2018 12:02 PM	 Almond Alliance President, Elaine Trevino and Government			19 ■	6 4 ■ ■	Boost Post
10/26/2018 10:19 AM	 The Almond Alliance held its annual Modesto PAC fundraiser			95 ■	21 6 ■ ■	Boost Post
10/26/2018 8:18 AM	 Don't miss the post-harvest almond industry panel			12 ■	16 7 ■ ■	Boost Post
10/24/2018 2:02 PM	 This Halloween, don't let orchard mummies give you the			29 ■	9 3 ■ ■	Boost Post
10/23/2018 8:39 AM	 Join the Almond Alliance in supporting Prop. 3 on the Nov. 6,			70 ■	0 3 ■ ■	Boost Post

How Do We Start on Social Media?

- Why do you want to have a social media presence? Is it a reactive or proactive reason?
- What messages do you want to get across?
- What is your target audience and what is the best social media channel to use?
- Who is going to oversee your social media program? You need someone dedicated to this task.

My Formula For Effective Use of Social Media

- First: Know What Your Message is! Sounds Simple But It Is Not.
- Second: Write a Blog Post—That Post is Your Anchor for All Your Social Media
- Third: Decide Your Most Effective Social Media Channel—Facebook? Twitter? Instagram?
- Fourth: Post on Social Media with Link Back to Blog. Track the Clicks!
- Fifth: Use Analytics and Adjust Your Message and Your Choice of Platforms

Content Tips

- Have a Content Curator to Oversee Content
- Generate Original Content on Your Blog
- Have a Content Distribution Team Like the Almond Digital Truth Team Or the Dairy Marketing Institute's Dairy Hub
- Content With a “Face” on it is Critical to Breaking Through With Your Message

Take Home Tips

- Have an overall communication strategy
Understand how social media fits into that strategy.
- Designate someone (staff, consultant) as lead communications person
- Discuss and update your communications plan on regular basis.
- Know Your Audience
- Know Your Message

Communications 101: What You Need to Know

- Three Basic Elements to Communications:
 - Topic or Issue
 - Audience - who are you speaking to?
 - Media - what media are you using to deliver your message?
 - Print-newspaper or magazine
 - TV
 - Radio
 - Social Media

A person wearing a dark blue suit and a light blue shirt is holding a white rectangular sign with both hands. The sign has the word "QUESTIONS?" written on it in a bold, dark blue, sans-serif font. The background is a solid brown color with a fine, diagonal hatched pattern. A small orange rectangular bar is visible in the top right corner of the image.

QUESTIONS?

Thank You

LOOKER
COMMUNICATIONS CONSULTING

Contact Me:

marklooker@yahoo.com

Twitter: @mlooker