Growers Tell Their Stories to the Media: Why That Matters!

December 9, 2015
Speakers

Stacey Humble, Almond Board (Moderator)

Joe Del Bosque, Del Bosque Farms

Jenny Holtermann, Holtermann Farms

Daniel Bays, Bays Ranch
Stacey Humble, Almond Board
Growers Tell their Stories to the Media: Why That Matters!

Stacey Humble
Almond Conference Dec. 9, 2015
Why Social Media is Important

Advertising

Press & Media

Public Relations

Social Media
Your Story is Most Powerful When Shared by You

Almond Farmers are Predominantly Small Family Farmers,

Consumers Want to Interact with You Directly to Understand How their Almonds are Grown

73% of farms are less than 100 acres*

91% of farms are family farms*

*Source: 2012 Ag Census, Table 39

*Source: 2012 Ag Census, Typology Table (2002 data unavailable)
Getting Involved

We have several opportunities for you to get involved:

• Digital Truth Team
• Almond Ambassador
• Community Club Speaker’s Bureau
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 businesses are trusted almost twice as often as “big businesses.”
- Most trusted figures are Academic/Industry Experts, Company Experts, “People like me”
ABC’S DIGITAL TRUTH TEAM

The Truth Team is a group of interested growers, and other industry members who help us distribute accurate information about almond growing practices and correct misinformation within social media channels.
Digital Truth Team Resources

ABC monitors traditional and social chatter to provide you relevant tools for consumer dialog:

• Weekly e-mails with content ideas and a calendar of upcoming events
• The latest on key topics including water usage, economic impact, bee health, etc.
• Ad hoc e-mails when breaking news warrants
• Lists of people you should follow and potentially engage
• Regular reports on the progress of the Digital Truth squad effort
• Minimal technical support related to accessing social media platforms and comment sections on traditional media websites
Truth Team in Action

“Almond Girl” Jenny Holtermann, Kern County Grower
• Multi-Channel Almond-Focused Communication

Brent Boersma, San Joaquin County Grower
• Personal Twitter Page with Frequent Lifestyle and Family Posts with Occasional Personal Almond Life Glimpses

Mike Curry, Turlock Area Huller Sheller
• Facebook Page with Almond Content on Subjects of Most Interest to Him

Jacob Harcksen
• Detailed and Ongoing Dialog in Comments Section of Articles Posted Online

Are any of these styles a fit for you?
Almond Ambassadors

Nearly every media request specifies that they’d like to speak to an almond grower. We’ll provide you the resources to make the interview productive and to help you prepare:

- Practice interviews
- Resources to share and use during your interview
- Interview coordination and follow up
- When needed, on-site management of the interview
Good Neighbor Almond video
Spotlight: Jenny Holtermann

Who: Jenny Holtermann

Active Platform(s): Twitter @AlmondGirlJenny, Facebook @AlmondGirlJenny, Blog

Content: Third-party & Owned content surrounding almonds, family life

Frequency: 1x-3x Daily

Noteworthy News: Interviewed by the Los Angeles Times about almond farmers being a scapegoat during the California drought; ABC Guest Blogger
Spotlight: Joe Del Bosque

Who: Joe Del Bosque of Del Bosque Farms

Active Platform(s): Twitter @JoeDelBosque, Facebook @DelBosqueFarms

Content: Third-party & Owned content about all the crops he grows with a personal touch

Frequency: 1x-3x Daily

Noteworthy News: Hosted President Obama, Gov. Brown at his farm after tweeting him an invite to discuss the drought’s effect on farms & people.
Spotlight: Daniel Bays

**Who:** Daniel Bays

**Active Platform(s):** National, state and Valley print and electronic media outlets.

**Content:** Almond production practices emphasizing water efficiency.

**Frequency:** On demand.

**Noteworthy News:** Esquire Magazine; National Public Radio; Capitol Public Radio; Salon; KCRA-TV; Sacramento Bee
Almond Grower Local Stories

• Chuck Dirkse of Denair. Article ran in Turlock Journal June 24, 2014

• This article was named “Best Ag Reporting in 2014” by the California Newspaper Publishers Association

Farming smarter with less water
Chuck Dirkse applies innovative, sustainable farming techniques
Reaching out to Our Neighbors

Using Technology - Ripon Grower Brent Boersma
Demonstrating Soil Moisture Monitor App on iPhone

Getting your Hands Dirty - Merced Country Grower Justine Pitts
Checking Soil Moisture the Old-Fashioned Way

Opening up Dialog with our Neighbors - Kern County Grower Kyle McClintock on Bakersfield TV
... and Far Beyond

Canada
Brent Boersma shares the bloom story with Canadian Broadcasting Company

Germany
Tom Rogers talks bees and almond pollination with German Science show “Galileo”

Fresno County Grower Don Cameron interviewed by National Public Radio
Interested in Getting Involved?

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