

cultivation

AGRICULTURAL MARKETING LLC

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"Agriculture is the basis of all civilization. It is part of everything from the food we eat to the clothing we wear. Agriculture shapes many of the traditions and values that this country was built on. Agriculture is the science, art, and occupation of growing crops, raising livestock, and cultivating the soil."

2ND
most agriculturally
diverse state, just
behind California.

22%
of Michigan's population work in
agriculture, but less than 2% of
individuals work in agriculture
nationwide.

300
different agricultural products are
grown in our state ranging from
celery, to sugar beets, to
cranberries, and carrots just to
name a few.

95%
of Michigan's farms are family
owned and operated. This includes a
diverse range of farming setups
and structures.

THE CURRENT SITUATION **consumers**

Consumers, more so than ever, are wanting to know about their food. In a 2018 Food & Health Survey it was found that “**80%** of consumers come across conflicting information about food and nutrition and **59%** of those who say that conflicting information makes them doubt their choices.”

CURRENT EFFORTS

Organizations throughout the state serve to help answer your food questions. They do so through social platforms as well as event such as Farmers Market at the Capitol.

These organizations include Michigan Potato, Michigan Corn, and Michigan Grown Michigan Great just to name a few.

THE CURRENT SITUATION **agriculture**

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Within these three organizations, the average amount of employees are only **three** individuals. These organizations generally have one marketing/public relations professional on staff, which...

- a.** Leaves this individual to handle all social media, graphics, and web work.
- b.** Hire out some help for these specialized sectors.
- c.** Do nothing at all, they may lack the training or resources to access marketing help.

THE CURRENT SITUATION **agriculture** CONT.⁶

Agribusinesses include the statewide organizations shared above, as well as on farm businesses, orchards, seed dealers, farmers markets, road-side produce stands, large farms, small farms, and everything in between. All of these wonderful businesses have a message to share, but sometimes no time to do it, and I hope to help them to be able to do just that.

In comes Cultivation Agricultural Marketing. A one stop shop that creates cohesive brands, messaging, and workplaces for individuals who serve to feed the world. With the help of a network of talented **creators, facilitators, and innovators** within the agricultural sector, Cultivation Agricultural Marketing works to bring a transparent, consistent, unified messaging and structure to the clients we serve. Cultivation Agricultural Marketing offers services in branding, photography, social media, video, web design, and leadership workshops to those in agriculture.

TARGET MARKETS

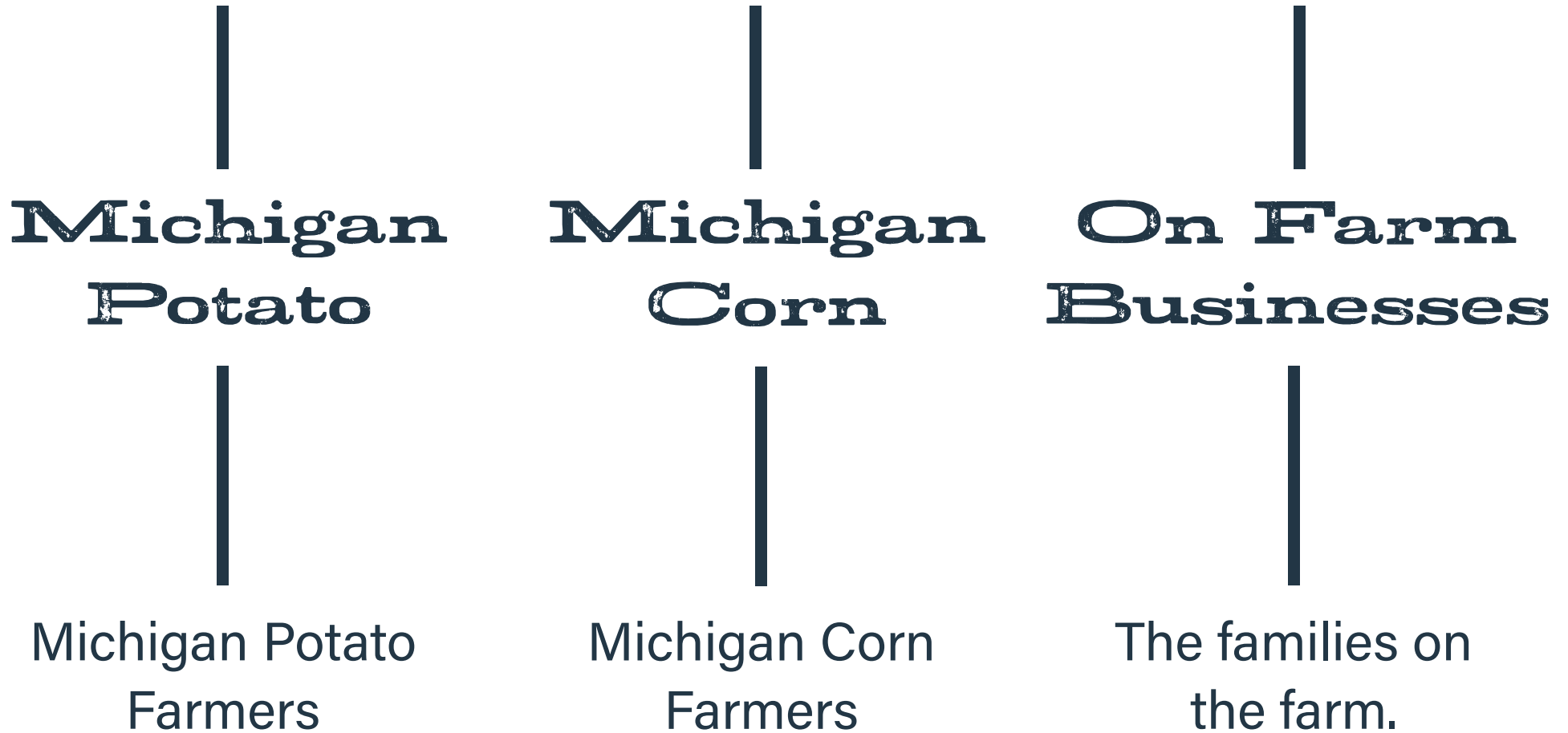
PRIMARY MARKET

The primary market of Cultivation Agricultural Marketing are those who are employed by or own businesses within agriculture. These include, but are not limited to farms, seed dealers, commodity groups, direct to consumer businesses (farmers markets, roadside stands), orchards, equipment dealers, transporters, etc.

SECONDARY MARKET

The secondary market of Cultivation Agricultural Marketing are those who are on the receiving end of the impact that we create, the consumers. The whole purpose of marketing within this sector of agriculture is to help to share the message of those who grow and raise our food, as well as to create a transparent message that will connect those who are purchasing food with the stories of those who grow it.

CONSUMERS



Currently there are no agriculturally specific marketing firms within the state of Michigan. Agribusinesses are then forced to work with general marketing firms, or look for a more specific out of state solution. I am inspired, however, by out of state competitors such as Osborn Barr and Filament.

I hope to fill this gap within our state.

93% of respondents were located in Michigan, one respondent resides in Nebraska.

65% of respondents are not satisfied with their current branding for their business.

50% of respondents shared that they would hire professional help for web design and video services.

90% of respondents currently use Facebook to share their business messaging.

As an employee of agriculture within Michigan for the past four years, I have been able to collect some of this research first hand. There are many agricultural organizations within the state who may have a marketing individual in house, but not necessarily individuals for specific relational needs such as video production, graphics, or social media. Having worked for both Michigan Corn and Michigan Potato, these two commodity organizations serve to help educate consumers about how their food is grown, the individuals who grow it, and the nutritional values of their food. With this being said, neither of these companies employ specialized professionals in the areas listed above. In a survey conducted by foodinsight.org, over 80% of individuals shared that knowing where their food comes from was important to them. If the organizations listed above cannot effectively reach this sector of consumers through transparent, well designed, and accessible strategies, they are missing an opportunity to share the message of Michigan growers with consumers who are looking to gain direction on their buying choices. That is where Cultivation Agricultural Marketing steps in to work with clients to help portray their message in the best way possible.

Checkout the wonderful study here:

<https://foodinsight.org/wp-content/uploads/2018/05/2018-FHS-Report-FINAL.pdf>

With my current connections within agriculture and through the power of social media and advertising, I plan to market my business. Many of the individuals who filled out my survey need immediate marketing assistance, so starting with this pool of clients will help to build my clientele. After I begin working with these clients, I hope to also gain more individuals through positive reviews by word of mouth.

As time continues on, I will look to use sponsorships as a major point of advertising for my business. These sponsorships include a sign in the arena at the Shiawassee County Fair and supporting the Michigan Livestock Expo.

There are many risks involved with starting a company in general, but especially within agriculture. Being featured within the media headlines many times this year, agriculture has been a hot topic when it comes to trade. This effects farmers all over the country, but also our farmers right in our own communities. With this being said, marketing may not be the top priority for agriculture businesses within our state, as many costs including paying current bills and keeping the farm afloat take precedent. While the economy is a major risk, I plan to maintain a full time job when kickstarting my company to obtain a secure financial basis for myself.

In the initial stages of the business, I will be the primary team member, handling customer service needs and any services requested as needed. As time goes on, this is my crew.

Founder/Designer & Photographer: Hailey Andres

Video Professional: Chad Andres

Financial Professional: Emily House

Customer Relations Advisor: Lauren Heberling

For the most part, I have everything I need to jumpstart my business. I have a camera, the adobe creative suite, and a few clients to get started with. Below are the final items I need.

Website: \$10/month

LLC: \$50

Trademark: \$275

Marketing: \$100/month

Contract (by lawyer): \$200+

Future plans include creating an awesome team, as well as meeting my clients where they are. My dream is to have marketing workshop and consultation “pop-ups” at local grain elevators, such as Ovid Elevator Co., to help spread my reach and impact. I have a crazy talented group of agriculturally savvy friends who I plan to utilize through this journey. Stay tuned.

Support agricultural businesses through marketing services in order to create a more transparent message and connection to agriculture and food for curious consumers.