



Agricultural Communications

Georgia

Franklin County FFA GA0080

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2015

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Executive Summary

Georgia's top four poultry producing counties (determined by pounds) are all found in the northeastern part of the state. The counties holding this title, in order of production from most to least, are listed as: Franklin, Habersham, Madison, and Banks. For a great number of years, poultry farmers in this area have used incineration or burial pits as their method of eliminating deceased chickens and excess materials. While these methods get the job done; they carry several disadvantages, such as air pollution, large amounts of fuel required, expensive equipment, complaints from nearby neighbors, longer amounts of time spent on disposal, and contamination to the water and soil, leading to further disease. We anticipate seeing the amount of farmers in the area switch over to the Ecodrum method increase by 300 percent by the end of 2015. We also plan to see the general public's education on the matter increase for their personal and community's benefit as well. This media plan targets not only the farmers in the four areas, but all the people within Franklin, Habersham, Madison, and Banks counties. The economic and environmental benefits of the Ecodrum not only have a direct impact on farmers, but the entire community. Therefore, while farmers are our primary audience, the rest of the community is an essential audience we must include in our media efforts. Swaying the public's view and earning their favor is our way of indirectly persuading the farmers to switch over to using the Ecodrum; therefore, one of our objectives is to educate the general public within the four counties. Our other objective, which we presume will follow, is to increase the number of users in the area by eight farmers.

The key message of this plan is to bring awareness to poultry farmers about the many advantages the Ecodrum contains in comparison to the conventional styles of dealing with poultry mortality. Extensive testing that has been conducted on the Ecodrum have proven time

and again that it is a superior alternative to the conventional disposal methods used by farmers. Therefore, by communicating and engaging with farmers in a variety of ways to demonstrate these benefits, the end result will be increased environmental safety, as well as a healthier farm and community. The investment will be worth it, price wise, in the end and it will require less time and effort. The general public will also be educated on the Ecodrum and the potential problems the opposing methods bring forth.

The media used in this plan includes the Pre-campaign survey, Prezi presentation, flyers and brochures at poultry supply stores and various business, the website, Facebook page, news insertion, radio public service announcements, and the drive-time radio advertisements.

This campaign will result in a total cost of \$9,279.99.

Introduction and Overview

Introduction:

In the state of Georgia, the single largest agricultural commodity is the broiler industry. According to the Georgia General Assembly, Congress declared the state to be the poultry capital of the world (Poultry, 2012). Each year, the state produces 24.6 million pounds of chicken; with this being said, the ever-growing population of poultry has resulted in a mortality management crisis (Weinberg, 2014).

Many individuals have speculated that disposing of deceased chickens through the process of burial pits may lead to contamination of well water and soil. These speculations have been bolstered by the recent outlawing of burial pits in Alabama, followed by increased regulations in Georgia (Williams, 2003). The greatest concern lies with the bacteria *Escherichia Coli* (E. Coli), which carries specifically six harmful strains. The illnesses are typically produced by food and water that has come in contact with tainted people or animals (Centers for Disease

Control and Prevention, 2012). Researchers believe the contamination prevails when the living E. Coli bacterium escapes the poultry through the dead carcass, traveling through the naturally flowing ground water to the well. Despite the regulations enforced by the Georgia Department of Agriculture, the issue remains evident and causes crucial health problems for farmers and neighbors.

On the other hand, incineration is a commonly used method for eliminating dead chickens on farms. Incineration can be defined as the process of burning deceased birds. While it is a considerably safe method for farmers to take when attempting to terminate disease, it is not the most efficient route. For example, incinerating is slow, requires a copious amount of fuel, the necessary equipment is both expensive and complex, and it generates complaints from individuals due to air pollution and the odors created. In addition to these potential problems, incineration requires an extra permit for legal practice (Incineration, n.d.).

A greater innovative solution to the increased amount of chicken mortality that is powerful and effective is known as the Ecodrum. The Ecodrum is a year-round, easy to manage composter that is able to process 100% of farming mortality in a short period of time. The cost is similar, if not less than other management options available. Benefits to utilizing the Ecodrum in comparison to other alternatives are as follows: a noticeably reduced odor, reduction of disease-causing organisms, eliminated ground and water contamination, allowable cold-weather composting, animal decomposition hidden from the public, and a produced compost that is also a soil enhancer. Along with the reasonable cost, the Ecodrum is recognizably environmentally stable (Ecodrum, 2015).

Overview:

The presented media plan for the use of the innovative Ecodrum contains an executive summary that offers the main points of the completed plan. This summary allows clients to review the Ecodrum suggestions without analyzing the entire document. This text involves an introduction that defines the problems with mortality among poultry and presents a solution by using the Ecodrum composter. Another vital section within this media plan is acknowledging the buyer profile and accommodating to their needs. Most importantly this plan consists of a variety of methods that we will use to educate farmers and the public about the Ecodrum. Following our methods, we give a tentative timeline for our firm to follow and explain how we will evaluate our progress. In addition, we give a breakdown of our budget, barring any unforeseen expenses that we encounter, followed by a conclusion to our media plan. To end this plan, we included examples of a variety of our media methods in the appendix.

Audience

The primary target audience for the Ecodrum is farmers of Franklin, Habersham, Madison, and Banks counties. The target area is located in the heart of rural Northeast Georgia where poultry production is at an all-time high. Franklin, Habersham, Madison, and Banks, respectively, are the top four broiler production counties in the state of Georgia (Figure 1). Collectively, these counties bring in \$1.2 billion of revenue annually from broiler production alone.

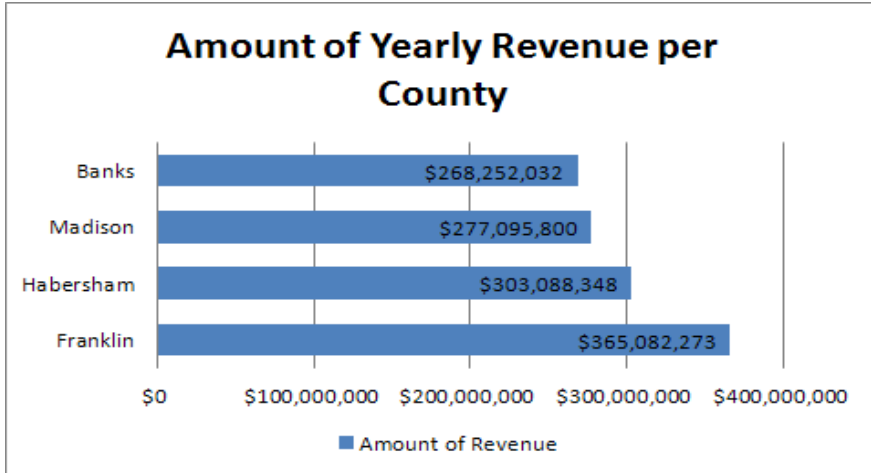


Figure 1

The ethnic makeup of the farmers within the region is 82.47 percent white, 9.67 percent African American, 4.9 percent Hispanic, with small percentages of other ethnic groups (Figure 2).

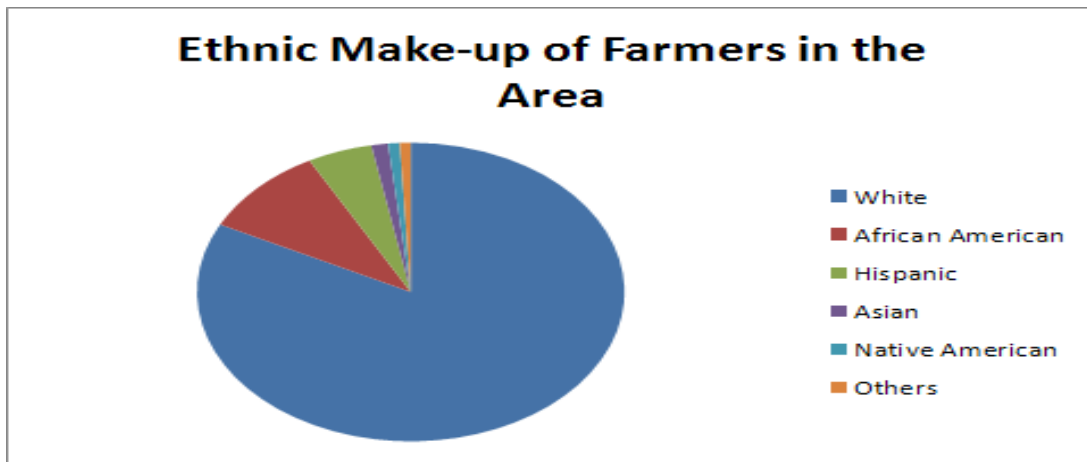


Figure 2

The largest populated age groups are the 50-59 and 40-49. (Figure 3)

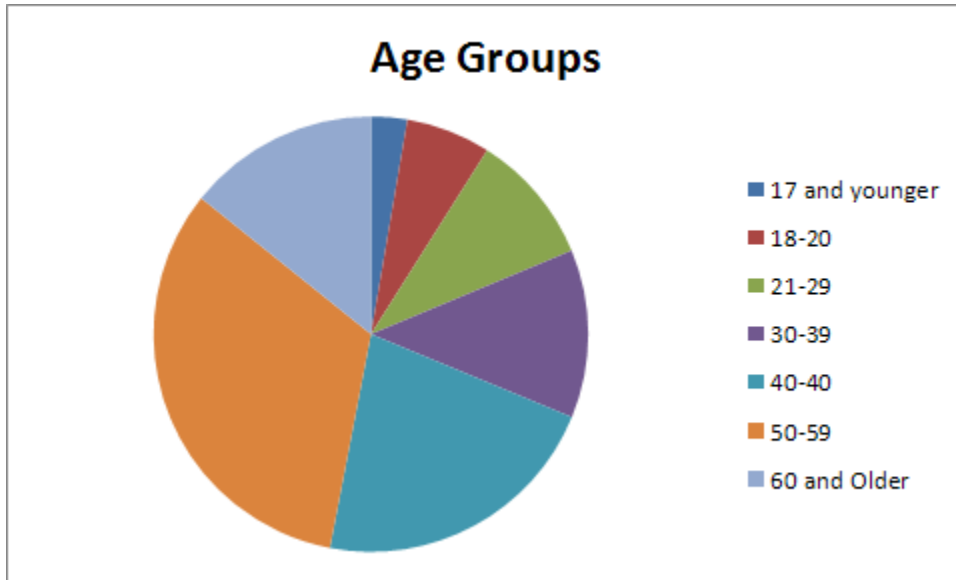


Figure 3

Target Audience

Of the target audience of 2,461 poultry farmers that make up the counties of Franklin, Habersham, Madison, and Banks, presently, only four farmers use the Ecodrum as a daily practice when eliminating the remains of deceased chickens. Because not many farmers in the four-county area use the Ecodrum, there is room for expansion.

Strategic Plan

Objective:

The primary objective of this media plan concerning the Ecodrum is to offer farmers a more efficient way to manage animal mortality. This effort will allow less disease, cleaner ground and water area, composition hidden from the public, reusable waste that can rejuvenate the soil, and an overall more environmentally sound farm. There are currently 4 total farmers within the four counties that use the Ecodrum; our goal is to increase the number of users by 8 farmers.

Along with more poultry production comes the issue of more mortality; therefore, increasing the amount of users by 300 percent will result in less time sacrificed and more benefits reaped. In the long run, the Ecodrum will be well worth the investment.

The second objective is to increase the general public's knowledge on the Ecodrum. This tactic will persuade more farmers to switch over to using the Ecodrum and will educate the community and future farmers in the area on the benefits of the product versus the negative aspects of burial pits and incineration.

Overall, this media plan was created in order to educate farmers on the consequences of opposing methods so that they may turn to the Ecodrum for safety and effectiveness. The plan will hopefully gain a vast amount of participation among the four top poultry-producing counties in the state of Georgia.

Theme:

The theme of this media plan is to promote a more innovative way for chicken farmers to dispose of deceased chickens and materials while being mindful of the environment and surrounding community. The presentation will assist farmers in acknowledging the disadvantages of burial pits and incineration so that they may focus on stopping the negative impacts to the environment.

Key Message:

The key message of this plan is to bring awareness to poultry farmers about the many advantages the Ecodrum has over the conventional styles of dealing with poultry mortality.

- Educating the farmers is the main point. Presently there are only 338 farmers out of 750 that have heard of the Ecodrum out of our survey audience. By informing farmers about

the many benefits, and raising awareness, we feel that the adoption rate could increase substantially.

- Participation from multiple organizations in Northeast Georgia will be needed to promote the Ecodrum and bring awareness to the product. Providing education to a variety of organizations will allow them to in turn educate farmers and individuals.

Media:

1. Pre-campaign survey:

To determine how we should promote the Ecodrum to our target audience, we hand-delivered surveys to farmers who are affiliated with Young Farmer, Alumni, and Poultry Federation chapters in Franklin, Habersham, Madison, and Banks counties. This survey determined: (1) the breakdown of farmers age, gender and ethnicity, (2) what method farmers currently use to dispose of animal mortality, (3) the method farmers prefer to learn about the Ecodrum, and (4) what they would like to learn about the Ecodrum.

2. Ecodrum Prezi Presentation:

A Prezi will be developed to demonstrate how innovative the Ecodrum is and display its many advantages over burial pits and incineration. This presentation will be shown at Young Farmer meetings, Alumni meetings, Cattlemen's meetings, and at Poultry Federation meetings.

3. Website:

The website we created serves as a crucial part of our advertising plan considering that once farmers are informed on the subject of the Ecodrum, they will need an easily accessible place to retrieve information. The website promotes the several important

benefits of the Ecodrum, encourages environmental safety for all, and offer testimonials from current Ecodrum users.

4. News Print:

Print ads will be run in our target audience to educate the farmers and the public about the advantages of the Ecodrum over burial pits and incineration. By showcasing the environmental benefits of the Ecodrum to the general public, we will be leveraging public opposition to the outdated methods and support towards the Ecodrum. Local newspapers and monthly publications within our target area include: *Franklin County Citizen* (weekly), *Northeast Georgian* (weekly), *Madison Journal Today* (weekly), *Banks County News* (weekly), and *Home Town Neighbor* (monthly).

5. Public Service Announcements and Radio Advertising:

We will write and run public service announcements on local radio stations in our target area. The purpose of these advertisements is to change the general public's opinion on ways to dispose of poultry mortality. By swaying the public's opinion against burial pits and incineration, farmers will be more inclined to consider the Ecodrum. Radio stations that will be used to run ads include: WLHR 92.1 FM, WNGC 106.1 FM, and WCHM 96.7 FM. It is also important to note that there are no local television stations in our target area.

6. Flyers:

Informational flyers on the innovative Ecodrum will be provided at several venues, including Southland Power Fence Feed & Equipment, Midway Farm Supply, Pilgrim Pride Corp, Gold Kist Poultry-Field Operations, Boling Farm Supply, Owens Farm and Home Supply, Poultry Country Supply, Midsouth, and Georgia Poultry Equipment. The

information included will consist of the purpose as well as the many benefits of the product (long-term and short-term).

7. Brochure:

Brochures will also be made in order to distribute at Southland Power Fence Feed & Equipment, Midway Farm Supply, Pilgrim Pride Corp, Gold Kist Poultry-Field Operations, Boling Farm Supply, Owens Farm and Home Supply, Poultry Country Supply, MidSouth, and Georgia Poultry Equipment stores within our specific region.

These businesses will also be educated about the Ecodrum, so they can in turn educate their customers.

8. Social Media:

Social media pages will be created on Facebook so that viewers may have another way to view the Ecodrum and see the purpose, benefits, and updates that we post. These pages will greatly increase the number of people who are aware of the Ecodrum and will continue to educate viewers on its productivity.

9. Follow-up Survey:

A follow-up survey will be conducted to determine the effectiveness of this plan; this survey will allow us to see if the target area is more aware of the Ecodrum as well as the predicted increase in the amount of users in the region. The survey will take place in December, so that we may evaluate the success of our plan and then note the improvements that need to be made the following year.

Timeline

- The duration of this media plan is devised to cover one year.

- The **Pre-Campaign Survey** and **follow-up survey** will be sent out at the beginning of our educational campaign (**January**) of the Ecodrum and its advantages, and at the end (**December**). These surveys will be sent out via listservs and hand-delivered to Young Farmers chapters, Alumni Chapters, and other organizations in our four-county target audience.
- The **Prezi Presentation** will be presented to Young Farmer Chapters, Alumni Chapters, and Poultry Federation meetings to educate farmers and members on the many advantages to using the Ecodrum composter **during all months of the year**.
- **Brochures** and **Flyers** promoting the Ecodrum and the advantages it possess over traditional composting methods will be placed at various poultry supply business in our four-county target audience. These educational materials will be placed at multiple businesses starting in **February**.
- In regard to our online presence, our **Website** and **Social Media Campaign** will be maintained throughout the year to promote the Ecodrum to farmers and citizens alike.
- **Radio Advertising** and **News Print** will take advantage as free public service announcements frequently. These advertising methods will be dispersed across months **March-December** to allow maximum penetration to our target audience.

Evaluation

The evaluation on this plan will be determined by seeing if objectives are met and by seeing how effective our campaign is through the number of farmers who switch to using the Ecodrum and reviewing, analyzing, and studying their feedback on the product.

- Objective #1: Increase the amount of Ecodrum users in the area (Franklin, Banks, Habersham, and Madison counties) by 8 farmers (300 percent) by December 31, 2015. The effectiveness and success of this objective will be determined by adding up the total number of users in the area and comparing it to the initial amount present at the beginning of the campaign.
- Objective #2: Increase the general public's knowledge of the Ecodrum by informing the people on the benefits the product has to offer and comparing it to the negative aspects of alternative methods. This objective will be determined by revisiting the communities and specific venues at which the brochures, flyers, and educational information was handed out or delivered via any form of communication. We plan to ask general questions on the Ecodrum to evaluate the number of people who are well, somewhat, or barely informed on the Ecodrum.

Budget

1. Survey, 1,750 printed @ .44 each =	\$770.00
2. Ecodrum Prezi Presentation =	No Charge
3. Website design and Domain Name =	\$399.99
4. News Paper Ads, 30 weeks x five papers = 150 weeks x \$10/week =	\$1,500
5. Public Service Announcements =	No Charge
6. Drive-Time Radio Advertising (15 seconds), 40 @ \$20 each =	\$800.00
7. Flyer design and printing 20,000 @ .11 each =	\$2,200.00
8. Ecodrum Brochure design and printing 20,000 @ .18 each =	\$3,600.00
9. Social Media Presence (Facebook) =	No Charge

Total: \$9,279.99

The budget for this media plan was \$10,000.00. Our firm believes that we can achieve the needed results with the expenditures listed above. This budget leaves a balance of \$720.01 in the budget that could be placed in reserve for any unforeseen expenses.

Conclusion

In conclusion the key points of this media plan for increasing the number of farmers who actively use the Ecodrum as an effective way to compost the remains of deceased chickens are:

- To increase the participation by 300 percent.
- The target groups are the poultry farmers residing in the counties of Franklin, Habersham, Madison, and Banks.

The media plan will be communicated to the target groups by the following means:

- Pre-Campaign Survey
- Eco Drum Prezi Presentation
- Website
- News Print
- Public Service Announcement and Radio Advertising
- Flyers
- Brochures
- Social Media
- Follow Up Survey

Our firm truly believes that by using this media plan, the target audience will gain knowledge of the Eco Drum, and in turn make an investment in the safe and environmentally friendly method of composting.

References

Centers for Disease Control and Prevention. (2012). *E. Coli*. Retrieved from

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Retrieved from http://onlineathens.com/stories/053103/new_20030531016.shtml

Green Solutions Ecodrum Survey

* Through this survey, we hope to gather an accurate representation of the farmers in our area, and the knowledge that you possess on the Ecodrum.

1. What is your gender?
 - a. Male
 - b. Female

2. What is your age?
 - a. 17 or younger
 - b. 18-20 years of age
 - c. 21-29 years of age
 - d. 30-39 years of age
 - e. 40-49 years of age
 - f. 50-59 years of age
 - g. 60 or older

3. What is your ethnicity?
 - a. Caucasian
 - b. African American
 - c. Hispanic
 - d. Asian
 - e. Native American
 - f. Other

4. What method do you currently use to dispose of poultry mortality?
 - a. Burial Pits
 - b. Incineration
 - c. Ecodrum

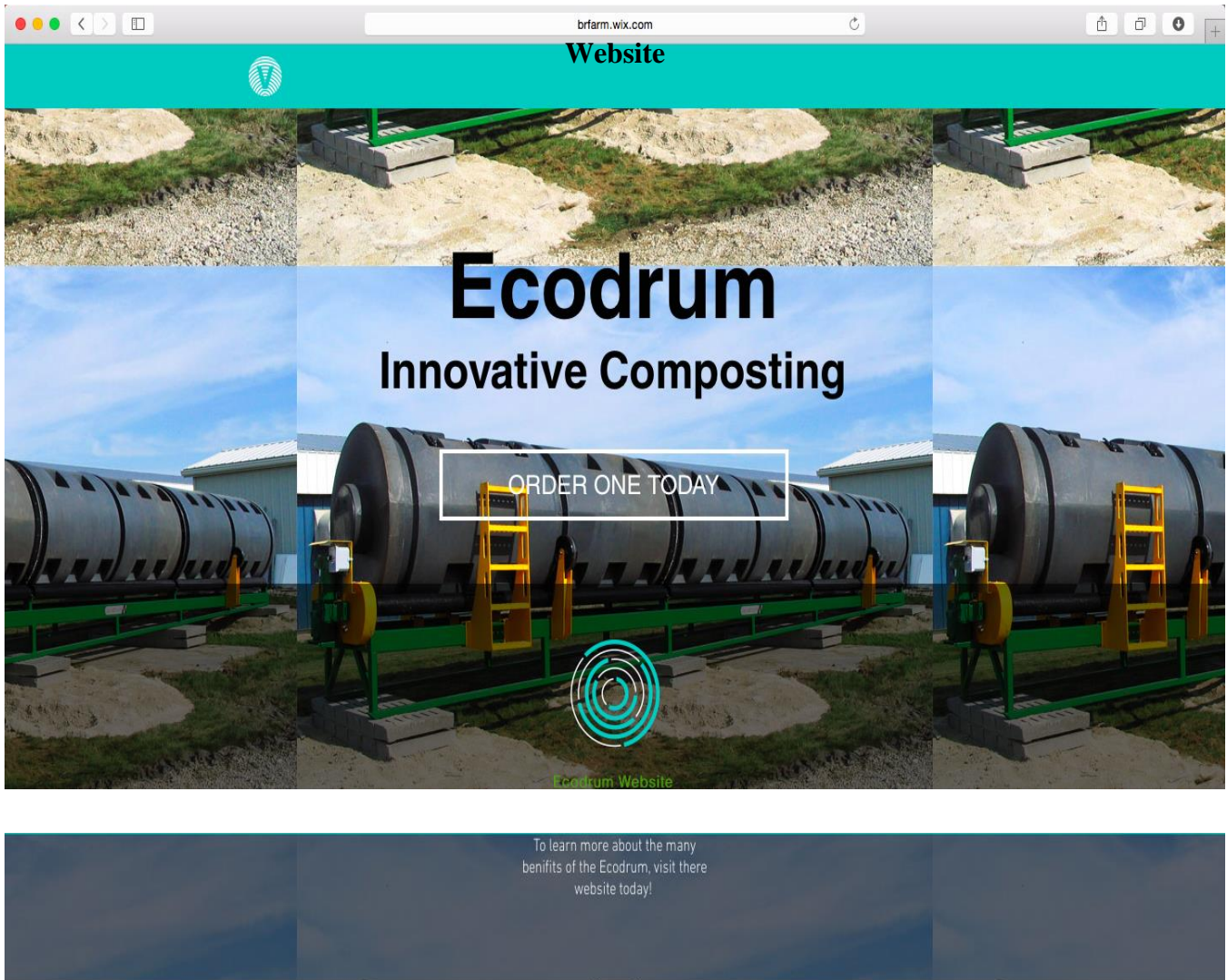
5. Have you ever heard of the Ecodrum?
 - a. Yes
 - b. No

6. Do you own and use an Ecodrum?
 - a. Yes
 - b. No

7. If you do not currently use one, would you like to learn more about the Ecodrum?
 - a. Yes
 - b. No

8. Please circle all the mediums that you would like to learn about the Ecodrum through:
 - a. Social Media (please specify which site):
 - b. Newspaper
 - c. Magazines
 - d. Billboards
 - e. Radio Ads
 - f. Website
 - g. Television Ads
 - h. Flyers and Brochures
 - i. Other (please specify):

We would like to thank you for your valuable input.



THE ECODRUM

The Ecodrum™ composter is a year round controlled composting system, processing 100% of your barn mortalities on site within in a short period of time. The cost of owning and operating the Ecodrum™ is comparable to, and even less than that of other animal mortality management options. A properly managed mortality composting system is low cost, environmentally sound, biosecure, and virtually odour free. The Ecodrum™ was developed after extensive research and development work conducted at Tri-Form Poly facilities in Morris, Manitoba.



Ecodrum Features



Non-corrosive Polyethylene



Energy Efficient Motor



Advanced Switch Settings



Polyethylene Foam



Drum Rollers

CLIENTS



Poultry Farmers

The Ecodrum is an innovative compostier that is marketed towards poultry farmers. We feel that this method is not only safer than burial pits and incineration, but worth the investment in the long run.

BOOK AN APPOINTMENT

Ready to see an Ecodrum?

Call us at (706) 384-4525
or fill out the contact form & we'll get you composting!!

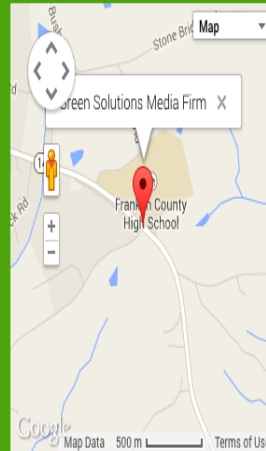
Name

Email

Subject

Message

Send



6570 Georgia Hwy. 145
Carnesville, GA 30521
greensolutingmedia@gmail.com
Tel: (706) 384-4524

Our firm is open 6 days a week:
Monday - Friday 8am - 6pm
Saturday - 10am - 5pm



Press and Media Release (for immediate release)

Contact: Green Solutions Media Firm

Telephone: (706) 384-4525

Email: greensolutionmedia@gmail.com

Website: <http://brfarm.wix.com/ecodrum---media-plan>

Ecodrum Composter Now Available to Aid Farmers

The Ecodrum is currently available to all farmers, specifically poultry, who are seeking a more efficient way to compost their waste (deceased chickens and other materials). The Ecodrum holds many benefits to farmers, nearby neighbors, and the environment. It requires less time at a reasonable price and will not harm the environment through air pollution or interfering with the water and soil supply.

Currently only four farmers within the four counties of Franklin, Habersham, Madison, and Banks are utilizing this method; however, this number is expected to rise rapidly due to the immense advantages the Ecodrum has to offer. These farmers have provided us with uplifting remarks, complimenting the Ecodrum's efficiency! The Ecodrum is an amazing, innovative method for disposing of deceased chickens and other unwanted materials. We encourage all farmers to educate themselves and take interest in the Ecodrum ASAP!

Anyone interested in learning more about the Ecodrum's background, price, benefits, or user's feedback, please do not hesitate to contact Green Solutions Media Firm by telephone at (706) 384-4525, email us at greensolutionmedia@gmail.com, or visit our website <http://brfarm.wix.com/ecodrum---media-plan> today to learn about the many different benefits of the innovative Ecodrum!

Radio Spots**Spot #1**

I'm Avery Duncan with Green Solution Media Firm, with a message for our local poultry farmers. We know dealing with mortality is an everyday task on poultry farms, but with the Ecodrum, you don't have to dread it. For more information on the Ecodrum and how it works pick up a flyer today or visit <http://brfarm.wix.com/ecodrum---media-plan>

Spot #2

This is Kylie Bruce with Green Solution Media Firm. You poultry farmers may not prefer to ride in a green tractor, but I think we can all agree that our environment should stay green! With the Ecodrum, it can! The Ecodrum is the newest and most innovative method of composting available! It's the best! Stay Green, and forget the rest.

Spot #3

Calling all poultry farmers! Have you ever heard of the Ecodrum? It is a great, modern piece of machinery that aids in the composting of chicken mortality. This is Taylor Gunter here, with Green Solution Media Firm, and if you would like more info on the Ecodrum, don't hesitate to visit <http://brfarm.wix.com/ecodrum---media-plan>

Innovative Composting

The Ecodrum

Composting made easy, with the most economical solution to animal mortality management.

Components:

- *Non-corrosive polyethylene material for durability and long life compared to mild steel drums*
- *Easy to Operate control box*
- *Newly developed discharge system*
- *Safety ladders on both sides of the loading door*
- *Tapered door system that seals from leakage*
- *Visit our website:*

<http://brfarm.wix.com/ecodrum---media-plan>

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706-384-4525 Phone



The Ecodrum is a modern and effective machine that composts the remains of deceased chickens in an environmentally friendly way.

