

Farm Fresh Wednesday  
@



Agricultural Communications

Career Development Event

Georgia

Cambridge

2016

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## **Executive Summary**

The Cambridge FFA communication committee has been appointed to develop a communications plan for our community partner, The Art Barn at Morning Glory Farms. Our plan is centered on The Art Barn at Morning Glory Farms' new program, Farm Fresh Wednesday. The program is a mix of supported agriculture, agritourism, and agriculture education.

The primary goal of The Art Barn at Morning Glory Farms is to provide a unique, inspirational, and educational environment that promotes creativity, kindness, and understanding between all farm friends, both human and animal (The Art Barn, 2016). It hopes to enrich the lives of each of us as we grow in the garden, in our hearts, and in appreciation for the amazing world around us.

The overall goal of this publicity campaign is to create a strong and reoccurring client base for the Farm Fresh Wednesday program at The Art Barn. In order to meet this goal, the communication committee will use a variety of media strategies to improve the community and social presence of Farm Fresh Wednesday.

## **Introduction**

The Art Barn was established as a part of Morning Glory Farms 16 years ago by Sue Shaw, more commonly known as Farmer Sue. It is located in Canton, Georgia and is home to dozens of family-friendly animals. For the past 16 years, Farmer Sue has hosted hundreds of children's parties and field trips. She educates classes on agriculture education, animal care, entrepreneurship, gardening, art, and much more (The Art Barn, 2016). By incorporating art within her agriculture lessons, Farmer Sue is able to reach children of a wide variety of ages, and varying degrees of comfort with animals. In order to expand awareness of The Art Barn, she has

reached out to schools within a one hour drive for field trips. During the summer, she also holds summer camps. (TheArtBarn, 2016). This is her way to reach the younger generation and educate them about the world of creative agriculture.

Farm Fresh Wednesday is a new project aimed at educating a new audience about local produce and agriculture. The structure of this event is every Wednesday from April to August, Farmer Sue and The Art Barn crew will have the produce grown and harvested at Morning Glory Farms available for purchase. The produce selection will be based on seasonality and harvest. The purchase will occur between 4:00 p.m. and 4:30 p.m., and at 4:30 p.m. an educational class will take place. The class will cost between \$15-20, depending on supplies. These instructional classes will be based on anything from making soaps to building a flower bed. All activities are things that can easily be recreated in the homes and yards of every participant.

For years, The Art Barn has been known for hosting birthday parties and field trips to help educate a younger generation on the importance of agriculture. Farm Fresh Wednesday will target young mothers and give the mothers the chance to participate in an event where they will learn about agriculture and how it can impact their daily lives. The biggest problem that Farmer Sue faces with this new venture is the lack of knowledge of Farm Fresh Wednesday by prospective customers within the local area. According to Georgia Department of Labor, less than 0.5% of the population in Cherokee, Forsyth and Fulton counties work in agricultural fields (Georgia Department of Labor). This media plan will bring awareness to the event and garner participation and create a client base. By using these materials, methods, and strategies, Farm Fresh Wednesday will become a well-known event all throughout the local area. This event will increase awareness of agriculture in local area, provide farm fresh local food just around the corner, and teach the community how agriculture can be used in everyone's daily lives.

**Overview**

The Cambridge FFA communication committee will help The Art Barn find new clientele for Farm Fresh Wednesday using media strategies that include promotional items, community presence, and social media. First, we suggest promoting Farm Fresh Wednesday to the community by setting up a booth at the Alpharetta Farmers Market. Second, we will use print and promotional media that include flyers, t-shirts, and a multitude of signage displayed in locations densely populated by your target audience. Finally, we will employ a social media strategy across local blogs, Facebook, Instagram, and Twitter. These strategies will encourage clientele to participate and for you to earn more income for your business.

**Audience**

Primary Audience-The primary target audience for Farm Fresh Wednesday are mothers with children from infants to 12 years old. Your business already transacts with this audience because they are your biggest customer for the birthday parties at The Art Barn, and they have an interest in feeding their families the best produce. We also believe parents will benefit most from the educational part of Farm Fresh Wednesday, as they will learn about agriculture and ways to incorporate it into their lives and homes. Finally, research shows that mothers and women control the purchasing power for their families (Miley & Mack, 2009).

Secondary Audience- The secondary audience for Farm Fresh Wednesday is the general public in North Fulton, Cherokee and Forsyth counties, interested in basic agriculture education. The community members will have interests in learning simple agricultural techniques that they can take home and apply to their community. Even if they are not mothers, they may have similar interests of feeding themselves with locally grown produce and implementing new agriculture strategies at home.

## **Strategic Plan**

Goal: Create a consumer base for The Art Barn's Farm Fresh Wednesday program.

### **Key Message #1: Agriculture can be used in everyone's daily lives.**

Due to the lack of knowledge of agriculture within the local communities, Farm Fresh Wednesday will include an educational opportunity to further participant's knowledge of agriculture. Through this event, people will begin to recognize the importance of agriculture and see how it can be used in their everyday lives. Educational activities will allow participants to acquire the knowledge and skills needed to perform simple agricultural techniques or procedures. They will begin to realize its importance and functionality in their lives whether they live in rural, suburban or urban areas.

### **Key Message #2: Farm fresh local food is just around the corner.**

One of the popular new trends in today's society is the push for locally grown produce. According to a recent survey, over half of respondents said they would be willing to pay 10 percent more for locally grown or produced products (Tarken, 2015). Selling your produce gives people a chance to choose the producer as well as the product. It also gives them the chance to support local agriculturalists and their local community.

### **Key Message #3: Increase awareness of agriculture in local area.**

Within the local communities of North Fulton, Cherokee, and Forsyth counties, many people are unaware of the agricultural industries or opportunities in their surrounding area. According to the Georgia Department of Labor, 0.2 percent of Cherokee county residents and 0.1 percent of Fulton and Forsyth county residents are employed in agriculture/natural resources careers (Georgia Department of Labor). With Farm Fresh Wednesday, more adults can be introduced to agriculture. The three counties we are targeting are mostly suburban, which

explains why there is little work available in the agricultural field. Agriculture is a vital part of society, and Farm Fresh Wednesday will give community members the chance to become aware of agriculture in their local community.

**Objective One: To host 15 Farm Fresh Wednesday's by the end of August 2017**

There are 22 Wednesdays between April and August 2017. We set the goal at 15 to allow for bad weather or other emergencies. We will continuously promote these events through our media strategies. The more community support we can raise, the easier and more enjoyable these events will be for Farmer Sue to host and lead.

**Objective Two: To have at least 10 participants at each Farm Fresh Wednesday by August 2017.**

In order to expand and attract the public to come, participate, and return to Farm Fresh Wednesday weekly, we will utilize multiple media strategies. Through this, word will spread, driving up the visitor rate even more. These initial events are expected to rise participation as more people hear the word and are drawn to the fresh produce and agriculture education that can help them be happier and healthier at home.

**Objective Three: To increase social media presence by 50 percent.**

In order to raise social media presence, we will use your current social media handles to promote Farm Fresh Wednesday. We will increase your social media visibility by increasing followers on Facebook, Instagram and Twitter. Awareness for Farm Fresh Wednesday will increase as the word spreads across the internet, and more people will be interested in their friends' posts when they see what it is Farm Fresh Wednesday does, achieves, and teaches to a variety of ages and audiences. The more posts, the more customers, which is the underlying target.

## **Strategic Plan-Media Justification**

A variety of proven forms of communication tools will be utilized so the communication committee will be able to reach a wide audience of people interested in Farm Fresh Wednesday.

### **1. Community Presence**

#### **\*Farmers Market Booth**

We will raise recognition for the Art Barn by setting up a booth at the Alpharetta Farmers Market. This provide a venue to present and promote Farm Fresh Wednesday. There will be lists of future classes along with artwork for children, and one animal for people to come visit. This event will be one of the first times for people to see what Farm Fresh Wednesday is all about. We will have paid, knowledgeable employees (one per market) at the booth to help explain to those who have questions about what Farm Fresh Wednesday.

#### **\*T-shirts with logo (See Appendix A)**

T-shirts with The Art Barn logo will be worn by the employee at the Farmer's Market and by employees at the Farm Fresh Wednesday. These will be easily recognizable, and they will help promote the event. They can also be used a source of revenue for the company because we will purchase extra so they can be sold at Farm Fresh Wednesday and the Farmers Market.

### **2. Promotional Materials**

#### **\*Flyers (See Appendix B)**

The flyers will be posted on community bulletin boards at businesses within the local area to capture people's attention throughout the community. Locations include; local daycare centers, coffee shops, exercise facilities and churches. These flyers are used to give people a visual of what the event will be like with the basics of Farm Fresh Wednesday and where to gain more information.



**\*Banner (See Appendix C)**

We will buy a new banner to be used at events such as the Farmer's Market, so that people become familiar with both the Art Barn logo and the Farm Fresh Wednesday logo. The banner will be two and a half feet by six feet, which will be visible and put a distinct image of the program. This should help grab people's attention at large events, and they will help promote the program. The banner will also include social media handles and a QR code that links to The Art Barn website.

**\*Appen Media Online Website Advertisement (See Appendix D)**

Appen Media Group circulates four weekly newspapers; Alpharetta Roswell Herald, Forsyth Herald, Milton Herald, and the Johns Creek Herald. While typical newspaper advertisements might not hit our target audience, we will advertise on their website with a six month box advertisement. NorthFulton.com is the highest hit regional news website in North Atlanta, surpasses the ajc.com (Appen, 2016). This box will provide an audience of 75,000 with an opportunity to view your Farm Fresh Wednesday program.

**\*Road Signs (See Appendix E)**

One challenge of The Art Barn is the difficulty some people have finding the location. It is not clearly marked. We will put street signs at the beginning of the road and designed a wooden sign to place right outside the farm. All of these signs will make it easier for clientele to find the barn for the weekly events.

**\*Stickers (See Appendix F)**

We will purchase 2,000 stickers with the Farm Fresh Wednesday logo on them, and these will be given out at the farmer's market booth. When people stop by to pick up a flyer or find out more information about the event, we will have these to hand out to them as well. When people

pick up the sticker, they can wear it to Farm Fresh Wednesday to receive \$5 off their educational program.

### **3. Social Media**

#### **\*Facebook Advertisement (See Appendix G)**

According to the Pew Research Center, 71 percent of adult internet users are on Facebook (The Demographics, 2015). Of that 71 percent, 77 percent are women. 82 percent of users aged 18-29 use Facebook, and 79 percent aged 30-49 (The Demographics, 2015). Brandwatch.com also states that “more than half of women use social media to and access deals and promotions from brands.” With this research, we decided the best use of your budgeted money would be to hit your target audience online using Facebook advertisements. This advertisement will run starting on April 1 through August 1, 2017. This will span 122 days and this advertisement is targeted using Facebook’s tools for creating an advertisement. Overall, these advertisements will reach an audience of about 12,000 people. The ads will have a pictures from The Art Barn with a brief explanation of the new event being offered (Facebook, 2016).

#### **\*Sponsored Blogger Posts (See Appendix G)**

To reach the target audiences, bloggers in the local area will complete sponsored posts on the Art Barn and Farm Fresh Wednesdays. The bloggers will be paid \$200 for posting about Farm Fresh Wednesday. These bloggers will be invited to a preview Farm Fresh Wednesday in March and will post on their blog, and all social media outlets about their experience. Bloggers who focus on mothers and children in the community were chosen (see appendix G for blog names). Blogs are the third most influential digital resource for consumers when deciding on purchases, trailing only retail and brand sites (Charlesworth, 2014). Our chosen bloggers will feature on their post a link to the Art Barn website, a link to all of our social media accounts, a

link to our promotional video, and pictures of them and their children engaging in the activities of Farm Fresh Wednesday. This form of influencer advertising will help Farmer Sue reach more young mothers within the local area of the Art Barn, and give them a reliable source of information to convince them to participate.

#### **\*Short Promotional Video**

This video will be used to grab the audience's attention very quickly. It will be thirty seconds long, and will be promoted and easily accessible from all of The Art Barn's social media sites. It will also be uploaded to The Art Barn Website. The Cambridge FFA Communications committee will be producing this video using Adobe Premiere Pro.

#### **\*Instagram and Twitter (See Appendix H)**

These are both free forms of advertisement, but they will be beneficial in promoting this new event to our target audience. According to the Pew Internet Research Center, 53 percent of women between ages 18-29 who use the internet are on Instagram, and 32 percent of those women are on Twitter. Twitter overall number is lower for the 18-29 age group, but the amount of user's increases with the younger millennials. Instagram's user base is growing faster than any other social media at a rate of 15.1 percent this year (eMarketer, 2016). These two forms of promotion are a free resource. As the communications committee, we will take charge of these two handles, so you do not have to pay an employee to keep up with the promotion.

#### **\*Quick Response Code**

We created a visual Quick Response or QR code to add to the flyer, online ads, and banner. This QR code will link back to [www.theartbarn.com](http://www.theartbarn.com). This code comes with 500 free scans.

## Timeline

The Cambridge FFA communications committee will plan to begin publicity for Farm Fresh Wednesday in early March 2017. Tasks that need to be accomplished during planning include: hiring an employee for Farm Fresh Wednesday booth at the Alpharetta Farmer's Market, booking a booth at the farmer's market, creating a T-shirt for Farm Fresh Wednesday, ordering a new banner and road signs, producing a promotion video, contacting local bloggers and updating and creating new social media outlets. Once the initial planning has begun we will slowly start advertising using the various public and media outlets. Our print material will start running in late March. Flyers will be posted at local stores. The road signs will be out on for display in April on Roper Road and just outside the Art Barn. Farm Fresh Wednesday will start advertising at the Farmer's Market during late March. The banners, t-shirts and logo will all be visible on Saturdays at the Farmer's Market. To reach people online, the promotion video will be filmed in March and released during late March.

<b>TIMELINE</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
Farmer's Market Booth		X	X	X	X	X	
Flyers	X	X	X	X	X	X	
Sponsored Blogger Post	X	X					
Website & Magazine Ad	X	X	X	X	X	X	
All Promo Materials Purchased, Logo for FFA, Install Signs	X						
Facebook Ad	X	X	X	X	X		
Short Promo Video	X	X	X	X	X	X	
Twitter & Instagram Updates	X	X	X	X	X	X	X
Evaluation							X

**Evaluation (See Appendix I)**

The objectives of the communication plan are (1) to host 15 Farm Fresh Wednesdays by August 2017, (2) have a minimum of 10 people per Farm Fresh Wednesday by August 2017, and (3) increase social media presence by August 2017. To evaluate objective one, we will create a calendar to keep track of the number of Farm Fresh Wednesday events that are hosted so we know at the end of August if our goal of hosting 15 has been met. If you exceeded this number, we can increase the goal for the following year. To evaluate objective two, we will create a guest list. This list will collect the attendees name, e-mail, what they purchased (type of produce, educational activities), and how they heard about Farm Fresh Wednesday. Our committee will be able to look back and decide whether or not we met our goal and how we can improve our media strategies for the next year. We will also provide attendees with a post activity survey (appendix I). This survey will help us determine what advertising efforts worked best and what produce, animals and educational activities were enjoyed the most. To evaluate our third objective, we will continue to update posts frequently about the happenings of the Art Barn, and the educational topics of each Wednesday. With the increased social media presence, we can gain more followers. We have the current record of The Art Barn's social media presence (133 followers between @theartbarn and @the\_farmer\_sue on Instagram (Instagram, 2016), 2,898 followers on Facebook with 4.9 stars (Facebook, 2016), and 33 followers on Twitter (Twitter, 2016). Knowing this, we will be able to determine if these numbers have increased by 50%.

**Budget**

<b>Type of Media</b>		<b>Cost Per Item</b>	<b>Total Projected</b>
<b>Community Presence</b>	Farmer's Market Booth Rental	\$30 one time application fee and \$25 per week	\$580
	T-Shirts	25 shirts with logo, \$10 each	\$250
	Employee	\$10 an hour, 4 hours per Saturday, 22 weeks at Farmer's Market	\$880
<b>Promotional Materials</b>	Flyers	500 full page flyers- \$0.26 per page	\$130
	Banner	One 2.5' x 6' Banner	\$40
	Stickers	2,000 stickers	\$289
	Appen Media Group Website Ad	6 month Box ad \$175 each month	\$1,050
	Road Signs	1 Wooden sign \$320, 4 large Lawn signs, \$24 each	\$414
<b>Social Media</b>	Facebook Ad	March 1 through July 31, \$4,000 total (12,000 audience)	\$4,000
	Short Promo Video	\$150 for a minute video	\$150
	Sponsored Blogger Post	Pay 10 bloggers \$200 per post	\$2,000
	Twitter	Free Resource	\$0
	Instagram	Free Resource	\$0
	QR Code	Free Resource	\$0
<b>TOTAL</b>			<b>\$9,783</b>

**Conclusion**

Hard work and dedication will be put toward increasing the awareness of Farm Fresh Wednesday within the local community. This plan for The Art Barn at Morning Glory Farms can be built upon for seasons to come. Once the initial goals are reached, we plan to expand reach by building our strategy. With our \$10,000 budget, we will employ print media, social media and promotional materials. These mediums will help us meet the objectives. We know that our communications plan will help Farmer Sue establish a relationship with the public in order to further educate it about the importance of agriculture.

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Appendix A

T-shirt front



T-shirt back



Appendix B-Flyer

JOIN FARMER SUE

@

THE ART BARN

FOR

*Farm Fresh Wednesday*

4:00 P.M. TO 6:00 P.M.

WEDNESDAY'S APRIL TO AUGUST

Buy Produce

MEET THE ANIMALS

Adult Educational Activities

For more information



Appendix C-Banner

Farm Fresh Wednesday Banner

JOIN US AT THE ART BARN FOR



*Farm Fresh Wednesday*

BUY FARM FRESH PRODUCE  
MEET THE ANIMALS  
EDUCATIONAL AGRICULTURAL ACTIVITIES

FOR MORE INFO SEE [WWW.THEARTBARN.COM](http://WWW.THEARTBARN.COM) OR @THEARTBARN OR @THE\_FARMER\_SUE ON INSTAGRAM/TWITTER



Appendix D-Online Advertisement



JOIN FARMER SUE  
@  
THE ART BARN  
FOR  
*Farm Fresh Wednesday*

4:00 P.M. TO 6:00 P.M.  
WEDNESDAYS APRIL TO SEPTEMBER

Buy Produce  
MEET THE ANIMALS  
Adult Educational Activities

For more information




Appendix E-Sign Designs



Large Wooden  
Sign & Banner  
#1



Direction Signs

Appendix F-Stickers



Appendix G-Blog Names & Instagram Follower Numbers

Casual Claire-28,100  
Happily Hughes-44,200  
Love Joleen-4,900  
Life of a Minister Mom-5,200  
Verona Brit- 4,000  
Katie M. Crenshaw-19,400  
Samantha Show-28,100  
JaMonkey-5,000  
Mommy's Hangout-300  
Atlanta Area Mom's Blog-1,206

Total: 140,406 followers

Appendix H-Social Media Examples

**The Art Barn**  
Sponsored

Check out Farm Fresh Wednesday with Farmer Sue at The Art Barn! Get \$5 off when you like us!

**kids welcome**

**JOIN FARMER SUE @ THE ART BARN FOR Farm Fresh Wednesday**

400 PAL TO 600 PAL  
WEDNESDAYS APRIL TO SEPTEMBER

Buy Produce  
MEET THE ANIMALS  
Adult Educational Activities

For more information

**Great Girls Night Activity**

Facebook Advertisement

**The Art Barn**  
@theartbarn

Our 1st Farm Fresh Wednesday is in 2 DAYS! Buy produce, meet Johnny Cash and learn how to make a hummingbird feeder!

8:30 PM - 3 Apr 2017

Twitter

**Farm Fresh Wednesday**  
\$10

Instagram

@theartbarn Sponsored

Install Now

♥ 125 likes

@theartbarn The Raley family enjoyed meeting the bunnies at Farm Fresh Wednesday. They also purchased produce and learned about compost!

Instagram

Appendix I  
Survey

# Farm Fresh Wednesday



@theartbarn

## Survey

HOW DID YOU  
HEAR ABOUT  
FFW? (CIRCLE)

- SIGNS
- FLYERS
- FACEBOOK
- NORTHFULTON.COM
- INSTAGRAM
- TWITTER
- BLOG \_\_\_\_\_
- FARMERS MARKET
- OTHER \_\_\_\_\_

WHAT WAS  
YOUR FAVORITE  
PART? (CIRCLE)

- FRESH PRODUCE
- ANIMAL OF THE DAY
- EDUCATIONAL ACTIVITY  
(SPECIFIC WHICH ONE \_\_\_\_\_)
- OTHER \_\_\_\_\_

WOULD YOU  
RECOMMEND FFW  
TO  
FRIENDS/FAMILY?

- YES, ABSOLUTELY!  
EXPLAIN \_\_\_\_\_
- MAYBE, I'M NOT SOLD YET.  
EXPLAIN \_\_\_\_\_
- NO, IT WASN'T WHAT I  
EXPECTED.  
EXPLAIN \_\_\_\_\_

WHAT  
SUGGESTIONS DO  
YOU HAVE?

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