

# Naked and Hungry

Where Would We Be Without  
Agriculture?



2018

North Dakota Agricultural Communications

# Richland 44 FFA

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## Introduction and Overview

Agriculture is one of the largest industries in America. It has many products that all provide many benefits and multiple uses. Many people do not realize all the benefits that agriculture provides. One of the biggest issues concerning the agricultural industry is education, not only the education of prospective agriculturalists, but the education of the general population. Too many people think that agriculture involves farming and nothing else. Agriculture is a part of every meal you eat and it is also in items you use. Twenty-three million U.S. employees are involved in some type of agriculture-related careers, accounting for 17 percent of jobs in the United States (Latham, 2012). Our goal is to educate consumers about the importance of farmers and ranchers, from here on identified as agricultural producers, and their impact on every aspect of life.

The objective of the Naked and Hungry event is to promote agricultural producers to at least 350 guests. The Richland 44 Agricultural Communications team has created a plan that you will use to educate people by setting up an event during the Red River Valley Fair (RRVF). Four stations will be in a pattern that guests will follow. These presentations will contain producers that will explain their products and its impact on the world, while shedding some light on their careers. Each station will educate fairgoers about something different, a different food group, and how that food and/or item impacts our everyday life. The industry professionals will give a stamp to each guest. If a guest completes the course and talks to every producer, they will receive a free meal at the end of the course, including roast beef, mashed potatoes, corn, and a dinner roll. Guest can also choose to disregard agriculture and not complete the course. If they choose this route, they will receive a slice of cheese and a cracker. This will show our visitors

what the world would be like if the agricultural industry was severely threatened. During the meal, a video will be played on a loop that explains the size and impact of the American agricultural producer on the U.S. economy. By the end of the course guests will be more educated on agriculture. They will realize how impactful agriculture is in their everyday life. Agriculture is a big industry and people should care about it. Without agriculture people would not have the clothes on their backs or the food in their stomachs. That is why we are naming this event “Naked and Hungry.” We are confident that by the end of the event, consumers will care more about agriculture and tell others what they learned. This event will be promoted by the Red River Valley Fair, social media outlets and radio advertisements.

## Audience

The Naked and Hungry media plan is designed to target the vastly diverse population of fairgoers. We will target the consumer who may be uneducated about agricultural producers and the agriculture industry impact on their lives. We will stress the bona fide impact agriculture has on nearly every aspect of life. Because of the exciting event, and free meal, this event will be educational and worth the time of the fairgoers. The goal for the first year is to reach 350 guests. We are confident that a free meal will accomplish this, but it is very difficult to estimate the success of a program like this in its inaugural year. If all meals are served, the tent will stay open for guests to see our displays.

Seventy percent of the visitors that attend the Red River Valley Fair are from the Fargo-Moorhead area and 30 percent are from out of town. When evaluating this statistic, we believe that people who live in urban areas have less awareness of agriculture than those who live in rural areas. This is important because it allows you to target our key audience - people who may know less about both agriculture and producers. The ratio of males to females who attend the RRVF is about equal, 50:50. This means you will be able to educate both males and females. All ages are fairly represented, however there are more young people, 20-30 years of age that attend the fair (Shultz, 2018). This is another that you will want to target; young people who lack understanding and can still choose to support the industry in some way.

## Strategic Plan

This event is going to be called “Naked and Hungry: Where Would We Be Without Agriculture?” At this event, the objective is to disseminate two key messages you will want to communicate. The first message is that we need farmers and ranchers. Through the lessons presented and the free meal of roast beef, mashed potatoes, corn, dinner roll, milk and candied apples, our guests will certainly make the connection between agricultural producers and the food that we all enjoy. At the end of the meal line there will be a plate that shows how much food we could offer if agricultural production was limited. This meal will be available for those who do not receive all of the stamps. The second message is that agriculture is an enormous industry that affects everything from tomatoes to toothpaste. The presenters will show some of the vast number of products made by the industry and the jobs that they create. The video that will loop during the meal will explain the size and importance of the agricultural industry to our economy. With the focus of these two concepts, your event will be a success.

You will meet these objectives by presenting at the Red River Valley Fair. We chose the fair because this event attracts people of all different backgrounds. This strategy allows you to present to a range of people, including those who are very familiar with agriculture, and those who are not. We also know that presenting at the fair will bring a large crowd. In 2017, 95,000 people attended. Other years, like 2009, have brought up to 115,000 people (Shultz, 2018). We know that this crowd will be much larger than we could ever invite and obtain at a separate event.

The event will be organized like a course. A ticket will be handed out at the beginning of this course and fairgoers are expected to walk through a series of informational tables. These stations would be run by producers from a variety of ag areas, such as a lesson presented by a cattle rancher with support from the North Dakota Beef Commission, a wheat farmer supported by the North Dakota Wheat Commission, etc. Guests receive a stamp at each booth they attend. Guests who finish the course with every stamp qualify for a meal of roast beef, mashed potatoes, corn, dinner roll, milk and a candied apple. Guests who do not have all stamps will instead receive crackers and cheese. We hope this will encourage people to learn more about the industry that provides them with so much. This is the biggest way you will stress the “Naked and Hungry” motto. The goal is for guests to leave with an understanding of how much agriculture impacts everyone.

To attract the attention of our target audience, we will use multiple media strategies. The first strategy will be to use social media to gain interest in the Naked and Hungry event. According to a study done by statista.com, 81 percent of the U.S. population has some form of social media profile (Agency MABU Marketing Advertising Business Unlimited, 2017). We understand social media is one of the most effective ways to advertise in this changing culture. To target those who may not use social media, we plan to use radio advertisements. The next strategy will be to use the Red River Valley Fair posters. This strategy allows us to promote the event to those who are looking for things to do while at the fair. Once on the fairgrounds, fairgoers would see posters at the gate entrance and around the fairgrounds reminding them of the event and showing the location of the event.

The Naked and Hungry event would occur from 4:00 pm to 8:00 pm on July 12, 2019. The tent will be in front of Schollander Pavilion. This location is at a major crossing of the east and north entrances for better visibility.

## Social Media Tactics

We will use a plethora of social media platforms. We will create a “Naked and Hungry” Facebook, Instagram, and Twitter account. On these accounts, we will post informational messages about what our mission is. Once the fair approaches, we will post information about the event such as the time, place, and details about what we are doing. These social media accounts will be an effective way for people to ask questions prior to the event and interact with you after their visit.

Facebook, Instagram and Twitter have a promotion feature that allows you to have your page advertised to a specific audience for a small fee. We will use this promotion feature to gain traffic to the social media accounts. By spending \$140 over the course of seven days, we can attract an estimated 16,000-29,000 people. This can average up to 1,400 profile visits per promotion. Using this feature, we can also decide who sees the promotion. In this case we would set the promotion to be viewed by people within a 30-mile radius of the fairgrounds and split the views evenly between males and females ages 13 and older.

Another way to gain interest will be to have an advertisement in the fair pamphlet itself. Often times, people use this pamphlet to decide which days they want to come and what they will do while they are there. By advertising ourselves in this way, we can attract potential guests to our social media profiles where they can learn more about the Hungry and Naked event.

## Timeline

- January 2** Reserve spot for event with the Red River Valley Fair
- January 2** Reserve Hill's 210 Caterer
- March 5** Start video production
- April 10** Edit video
- April 15** Re-shoot video clips as needed
- April 20** Finalize video
- April 22** Create 1 minute clip for TV news outlets
- May 25** Release first social media post (Introduce event topic)
- May 30** Record 30-second radio advertisement at KFGO radio station
- June 5** Release second social media post (Detailed event information)
- June 1** Air 30 second radio advertisement on multiple stations
- July 12** Event
- 2:00 p.m. - Set up tent, educational tables and activities, and meal area
- 4:00 p.m. - Event opens
- 8:00 p.m. - Event closes
- July 13** Release final social media post (Event wrap-up)

## Evaluation

For the event, we have created an eight question exit survey (Appendix A) that could be done electronically on an iPad or tablet, or on paper. The survey will include questions about demographic background, satisfaction of the event, and how their views about agriculture may have changed. The survey also covers overall perception of the video and event as a whole. While collecting the results from the paper or online surveys you can evaluate the event's success and determine if we reached our goal in educating the public about agriculture. Also, to assess the progress of the event we will record the amount of engagement each social media post received to calculate the number of attendance and overall interest.

## Budget and Justification

Type of Purchase	Name	Quantity	Individual Price	Total Price
Fair Rental Spot	Red River Valley Fair	1 25'x25' spot	\$350.00	\$350.00
Vendor Camping	Red River Valley Fair	1 lot for 6 days	\$100.00	\$100.00
Handouts	Farmers Markets, Elevators, ND Farm Bureau	350	Donated	\$0.00
Passport Card	Index Cards	4 4"x6" 100 count	\$1.72	\$6.88
Meal	Hills 210	350	\$7.50	\$2,625.00
Booths	Fruit & Vegetable, Grain, Protein, Dairy, Miscellaneous	1 booth for each food group, 1 miscellaneous	\$60.00	\$360.00
Radio Spot	Bob 95.1 FM	3 (3 airs per day)	\$50.00	\$150.00
Radio Spot	Q 105.1 FM	3 (3 airs per day)	\$50.00	\$150.00
Radio Spot	Y 93.7 FM	3 (3 airs per day)	\$50.00	\$150.00
Radio Spot	KFGO 790 AM	3 (3 airs per day)	\$100.00	\$300.00
Camera Equipment	Southeast Region Career and Tech TV Production	Camera Equipment and Editing Material	\$202.70 per day/Needed for 3 days	\$608.10
<b>Grand Total</b>				<b>\$4,799.98</b>

The budget includes resources needed to make an educational event at the Red River Valley Fairgrounds about agricultural producers, including every detail required. Media, including radio, posters, and social media will advertise the event. A video to promote the agricultural industry will be created. The meal makes up a bulk of the costs, but this is most definitely the draw that will people into our event. We believe this is the best use of the budget as many of the other costs are fairly limited.

## Conclusion

The Red River Valley Fair attracts thousands people each year. Fair attendees include Fargo-Moorhead residents as well as people from across the state and region. Our Naked and Hungry event will provide education to people who do not realize the impact agriculture has on us every day. The question we want guests to be able to answer at the end of the event is: Where would we be without agriculture?

At the end of the event, each guest should walk away with two main takeaways. The first takeaway is that we need farmers and ranchers. People will realize that they need more than just crackers and cheese to survive. They need all the nutrients that each food group can provide as well as those everyday items. Where would we be without even half of the farmers in the country? Farmers prevent people from going hungry while only making nickels and dimes on one loaf of bread even though they raised the crops to make it.

The second concept is that agriculture is a big industry that has impacts on all of us everyday. From tomatoes to toothpaste, agriculture surrounds us. Where would we be without agriculture? Each booth will have handouts with industry professionals. The presenters will talk about the benefits of agriculture in their specified area. The last station will also mention that agriculture is not just about food. It also provides everyday items such as cotton, leather, fuels, crayons, and bioplastics. With your event at the Red River Valley Fair, fairgoers will learn about the impact agriculture has on our planet. Food and everyday items would not be possible without agriculture. We would all be naked and hungry!

## References

AFBFA - American Farm Bureau Foundation for Agriculture. "10 Things That Didn't Make You Think 'Farm' until Now." *American Farm Bureau Foundation for Agriculture - Homepage*, 12 May 2015, [www.agfoundation.org/news/10-thing-that-didnt-make-you-think-farm-until-now](http://www.agfoundation.org/news/10-thing-that-didnt-make-you-think-farm-until-now).

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"Commercial Space." *Red River Valley Fair*, 2017, [redrivervalleyfair.com/commercial-space/](http://redrivervalleyfair.com/commercial-space/).

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- Excellent
- Very Good
- Good
- Fair
- Poor

6. Overall, how would you rate the video?

- Excellent
- Very Good
- Good
- Fair
- Poor

7. Did your views positively change on the importance of agriculture?

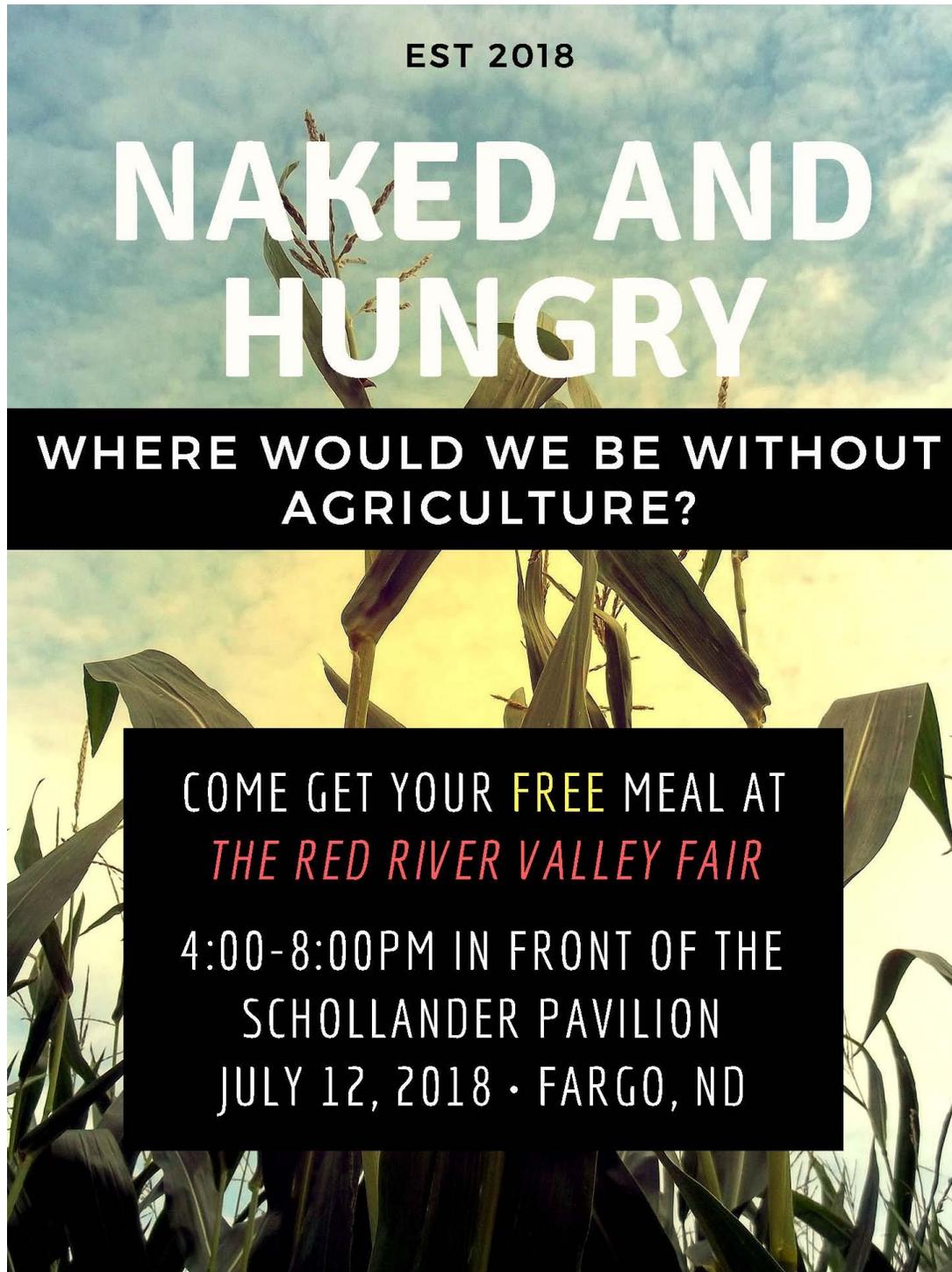
- Yes
- No

8. Comments: \_\_\_\_\_

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## Appendix C - Radio Spot

Naked and hungry! That is what we would be without American agriculture. Agriculture, one of the largest industry in America, not only provides us with food, clothing and many other materials that we need daily, but also employs 23 million people and 17 percent of Americans. We will even give you a free meal to prove it. Come to the Naked and Hungry: Where Would We Be Without Agriculture event during the Red River Valley Fair on July 12th. To learn more, visit [redrivervalleyfair.com](http://redrivervalleyfair.com).

### Appendix D - Social Media







Appendix E – Event Lay-out

