



growing

ADVANTAGE

The Almond Conference

Digital and Traditional Media Outreach Techniques

Stacey Humble, ABC (Moderator)





Digital and Traditional Media Outreach Techniques

December 11, 2014





Today's Objectives

- Identifying the reasons and ways that you can join in the conversation about the almond community and our farming practices
- Tips and techniques to get clear on what you hope to accomplish
- Considerations to increase the likelihood that you will be heard above all the noise
- Resources available from the Almond Board
- Perspective from a farmer participating in the dialog about his industry

NOW, MORE THAN EVER, CONSUMERS DEMAND
TRANSPARENCY WHEN IT COMES TO FOOD



OTHER INDUSTRIES ARE MAKING TANGIBLE COMMITMENTS TO IMPROVE SUSTAINABILITY AND ADDRESS CONSUMER CONFIDENCE



In 2009, the U.S. dairy industry announced a commitment to reduce greenhouse gas emissions 25% by 2020 and laid out a plan to reach the goal.



In 2010, the U.S. beef industry formed the Sustainable Beef Resource Center, which provides ranchers with economic rationale and tools to adapt more sustainable practices.

COMPANIES ARE RISING TO THE OCCASION TO CULTIVATE TRUST WITH THEIR CONSUMERS



Sustainability / Environmental Metrics

WATER



Clean water makes great beer

WASTE



We're diverting 99.9% of our waste!

EMISSIONS



Reducing our carbon footprint

STRATEGIC ALIGNMENT



Let's visualize how sustainability is built into our DNA

NEW BELGIUM'S S.M.S.



Keeping on track to meet sustainability goals

NATURAL RESOURCE MGMT



Our multidisciplinary team keeps tabs on our natural resource usage

BRIGHT IDEAS



Fostering innovation and prioritizing efficiency improvements

WATER

Goal: Reduce water use per barrel to 3.5:1 by 2015

Water is the main ingredient in beer, and a healthy & reliable watershed is something that we most certainly care about, as both brewery owners and responsible community members.

Water conservation is a metric which continually challenges us; hoppiest beers in our portfolio, a larger variety of beers overall, and a demand for more bottles than kegs have all resulted in a decrease in our water efficiency in recent years. We are working hard to reverse that trend, however, and are in the midst of installing water submitters throughout our facility so that we can identify and address anywhere that we are wasting water in our production process.

WATER INTENSITY
Hectoliters (HL) of water used to make 1 HL of beer

Year	Water Intensity (HL)
2006 BASE YEAR	3.99 HL
2013	4.31 HL
2015 GOAL	3.50 HL

Glasses of Water to make 1 HL of Beer

A man wearing a white wide-brimmed hat and a blue and white checkered shirt is shown in profile, working in an orchard. He is reaching up to touch or inspect a branch of a tree with green leaves and small, round fruits. The background is filled with more trees and foliage, suggesting a sunny day in a rural setting.

There is no
better
spokesperson
than **you!**

Today's Speakers

Sean Smith, Executive Vice President, Porter Novelli

- US Department of Homeland Security
- Presidential candidate spokesperson

Mark Looker, Owner, Looker Communications Consulting

- Agriculture Media Relations and Communications

Dino Giacomazzi. Fourth Generation Dairy Farmer, Almond Farmer

- Dairy Activist, social media advocate and technology coach
- Author of "Tech Talk" column in Dairy Today Magazine
- Blogger: dinogiacomazzi.com



A close-up photograph of several green almonds on a branch, with vibrant green leaves. The background is softly blurred, showing hints of other people and greenery, suggesting an outdoor setting like a conference or market.

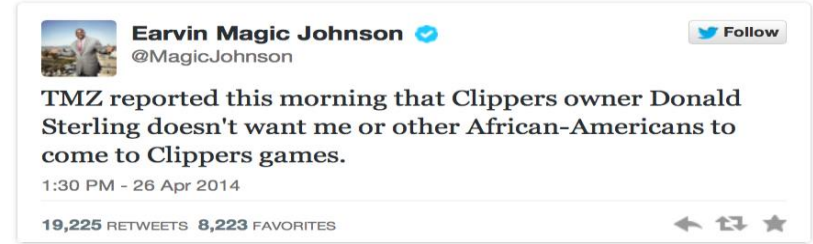
Sean Smith
Porter Novelli



Engaging in the Media

The Media Landscape

- The public's trust of business, industry, the media, and institutions of all kinds is at an all time low.
- The old order of established media companies dictating the news agenda is gone.
- It is easier to channel anger and organize campaigns against entities than ever before.
- There is no containing stories to a local or regional scale.
- Opinion and analysis have replaced news.
- Individual opinions rocket around social media, and in an instant, public judgments are rendered before many organizations have even begun respond.



facebook

The Misperception

Either because of a lack of understanding or in an effort to advance their own agenda, some will paint the California almond industry as **corporate agri-business**, reaping record profits through unsustainable use of land, water, and other natural resources.

NUTS FOR NUTS

Your Almond Consumption Is Killing California's Salmon and Honeybees

By Clint Rainey [Follow @clintrainey](#)

The Atlantic

The Dark Side of Almond Use

People are eating almonds in unprecedented amounts. Is that okay?

JAMES HAMBLIN | AUG 28 2014, 10:00 AM ET

Mother Jones



DOCTORS WI
25¢ a day can help
care to those who need

HOME POLITICS ENVIRONMENT CULTURE PHOTO ESSAYS BLOGS

Must Reads: How Dark Money Is Taking Over Judicial Elections | The Koch 130 | Map: Where Is Weed Legal Now

TOM PHILPOTT
— Food and Ag. Top Stories

Your Almond Habit Is Sucking California Dry

— By Tom Philpott | Mon Jul. 14, 2014 5:00 AM EDT

Like Share 7.6k Tweet 746 Email 480

Make Your Voice Heard

- Get involved in social media
 - Join Facebook and Twitter
 - Follow the Almond Board and share its content
 - Offer “behind the scenes” photos and information
- Write a Letter to the Editor
 - Keep it brief
 - Tell your story
 - Focus on key messages
 - Don’t point fingers
- Call into local radio
- Work through the Almond Board and engage with your local media

Getting Involved: What to do

- Tell your story in an authentic way
- Amplify good news
- Stick to key objectives, don't try to cover all subjects in every interaction
- Politely correct misinformation and bad “facts”
- Consider how every statement you make could be portrayed
 - Does this advance my agenda or the critics' agenda?
 - Could a dishonest broker twist my words to make the almond industry look bad?

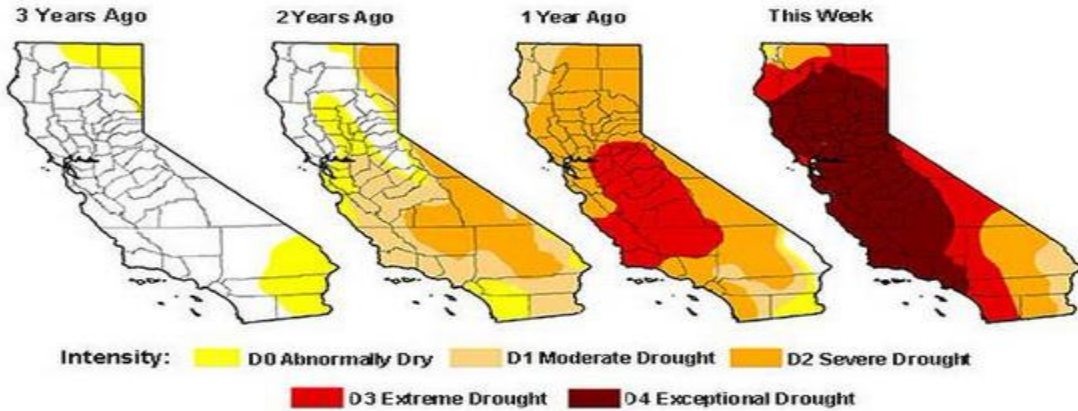
Share relevant news items



Brent Boersma
@BrentJBoersma

+ Follow

RT @BloombergNews: California's current drought is the worst in at least 1,200 years
bloom.bg/1tT3XTu



Tweet developments



Bennett Irrigation @BBIrrigation - Dec 5

Almond Grower from Madera using #DripIrrigation, Honored For #WaterEfficiency. goo.gl/8EaCBY pic.twitter.com/xafDSy68cF



1



What to avoid

- Getting dragged into the mud
 - Engaging in finger pointing or personal attacks will not accomplish your information-sharing goals, and harden the opinions of almond skeptics.
- Sarcasm
 - Never plays well in print
- Speaking for other entities



Heather Spohr
@mamaspohr



Following

Classy. RT: **@KitchenAidUSA**: Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. **#nbcpolitics**



Reply



Retweet



Favorite

Key Messages

We live and depend on the land. Nobody knows the importance of **managing resources responsibly** better than we do.

- *Tell your story:* Has your family been on the land for years? Plan to pass on the farm to your kid? Solar panels on your property?

Over the past two decades we've **reduced the amount of water we use by 33%** per pound of almonds.

- *Tell your story:* Do you use drip irrigation or micro-sprinklers to conserve water? What about soil maps or weather stations?

Almonds and bees have a **mutually beneficial relationship**. No industry has invested more in bee health than ours.

- *Tell your story:* Do you have a relationship with a beekeeper that goes back for years? Do you take special steps during bloom to protect bees in your orchard?

A close-up photograph of several green almonds on a branch, with vibrant green leaves. The background is softly blurred, showing more of the tree and some out-of-focus figures of people, suggesting an outdoor setting like a conference or market.

Mark Looker
Looker Consulting



You Do Have A Story To Tell

December 11, 2014



Do I Have A Story To Tell? Here's a Checklist

- Every member of the CA almond industry has a unique story to tell. But how do I know if I'm the right person to tell the story?
- Do I have a passion for growing almonds?
- Do I want to see my industry continue to thrive?
- Do I care about my local community and want to see it be successful?
- Do I want to pass on my farming way of life to my children and future generations?
- Do I enjoy speaking out in my community?
- Do I have a leadership role within my industry and my community?

How Do I Tell My Story?

- OK. I want to speak out. What do I do?

Engaging the Media

- How
- When
- Where
- Why

- What to talk about?



Almond Grower Success Stories.



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Farming smarter with less water

Chuck Dirkse applies innovative, sustainable farming techniques



By Elizabeth Arakelian
earakelian@turlockjournal.com
209-634-9141
ext. 2015
POSTED June 24, 2014 10:02 p.m.

Ask 10 almond growers how to prune trees or plant new ones and you'll get 10 different answers. While the basic logistics of pruning and planting are the same, farmers develop different styles to maintain their crops. When it comes to water, they are becoming even more resourceful by finding diverse ways to fine tune their irrigation practices during the drought—just ask Chuck Dirkse of La Mancha

- Chuck Dirkse of Denair. Article ran in Turlock Journal June 24, 2014
- Chuck Dirkse is among a group of farmers who are investing in technology to mitigate the loss of excess water through the installation of soil moisture monitoring equipment.
- “Once you start understanding what sustainability means, you think more about it. It encompasses everything in your business — your employees’ well-being, the well-being of the environment—it all revolves around sustainability,” said Dirkse.

Showing Sustainability Program Binder



Using iPad to demonstrate soil monitoring app



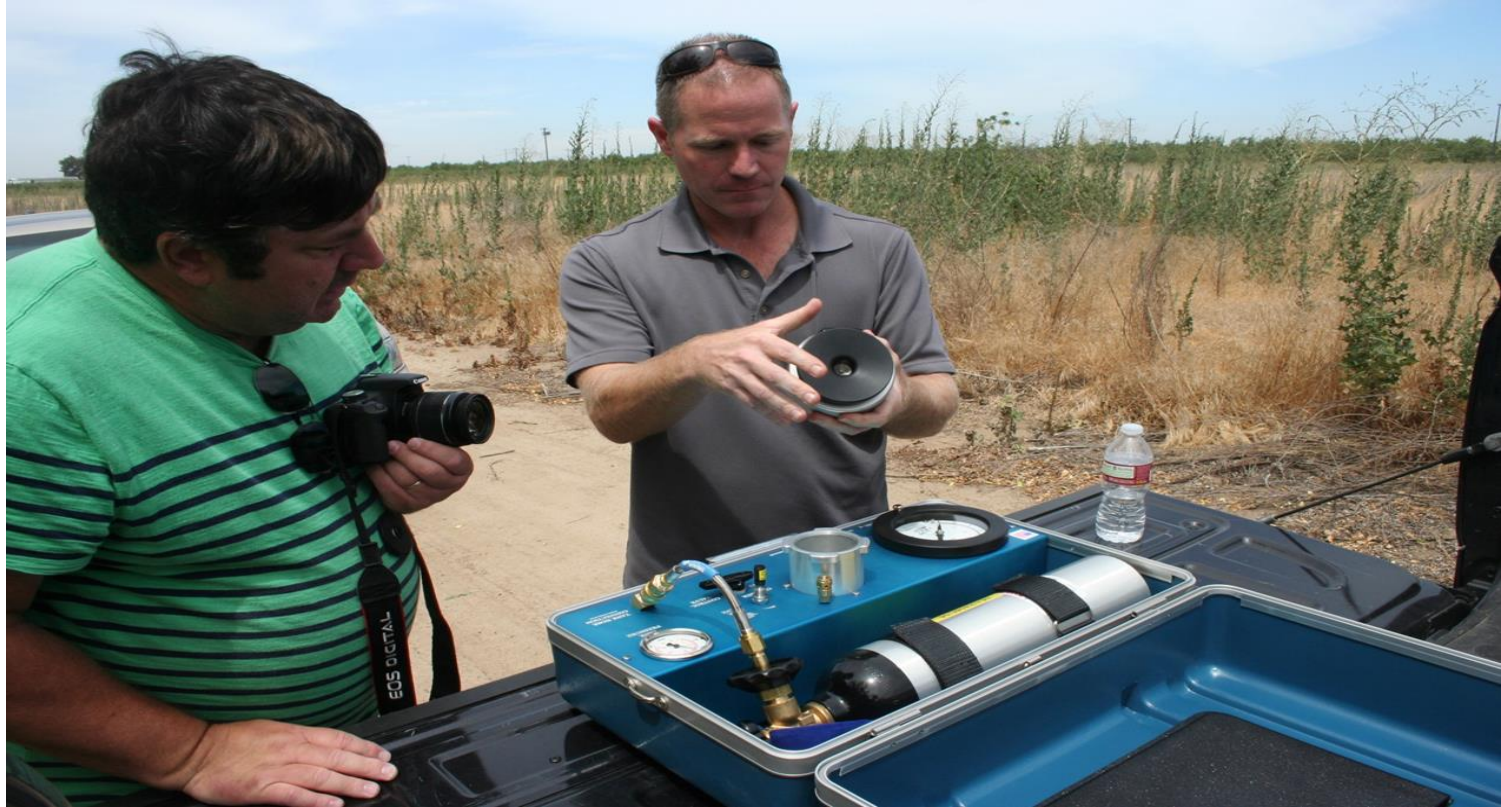
Ripon Record

- Brent Boersma, Ripon. Article ran in Ripon Record on Aug. 6, 2014
- Brent Boersma is a third-generation Ripon almond grower who is invested in his farm and community; his father and grandfather worked the family land for decades, his children attend Ripon schools and he and his wife Brooke were raised here.
- Boersma displayed his cell phone to a visitor, explaining how the system works. “The probe measures the moisture content of the soil; if it falls below a certain level I’ll receive a text notifying me of this,” he said. The tower also measures the temperature and wind speed, all available with a glance at his phone.

Demonstrating Soil Moisture Monitor App on iPhone



Demonstrating Pressure Chamber



Generational Story Theme

MID-VALLEY PUBLICATIONS • THE POWER OF POSITIVE PRESS • SINCE 1964

MERCED COUNTY TIMES

ATWATER-WINTON TIMES HILMAR TIMES DENAIR DISPATCH HUGHSON CHRONICLE WATERFORD NEWS

HOME CLASSIFIEDS FROM SHIP TO SHORE ARCHIVE EVENTS SUBSCRIBE ABOUT US CONTACT US PLACE AN AD PHOTO GALLERY

Sustainability starts with family: Ballico almond growers find solution to future close to home

By Jonathan Whitaker
July 17, 2014



Step inside the family home at JP Ranches in Ballico, and it's just natural to find three generations of farmers sitting around the kitchen table, sipping coffee and chatting about the almond crop, local politics and their beloved San Francisco Giants — whose recent slide in the standings has them shaking their heads in frustration. What's rather surprising, however, is that all the growers in the room — all three of them — are women.

"We're a little bit different from your typical almond operation," Gail Pitts-Thorn says with a sly smile. "Our family is strong on women. Pretty strong, I would say." Pitts-Thorn is the 81-year-old matriarch of JP Ranches, having started it with her husband, the late Jim Pitts, in 1958, with 40 acres, a crop of black-eyed peas and two young children in tow. She's known as the strong-willed and prudent mastermind that kept the family business together through thick and thin.



Sustainability starts with family: Ballico almond growers find solution to future close to home

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Three Generations of Farmers



Demonstrating Soil Moisture Monitor App on iPhone



Checking soil moisture the old-fashioned way



Tom Philpott, Mother Jones Magazine, visits Joe Del Bosque Farms

- What a week! Another special guest on the farm today! Tom Philpott, of Mother Jones, came as a guest of the Almond Board to gain a better understanding of almond production and water use by Central Valley farms. He was very open minded and asked some very good questions. In the picture on the left is Rob Ude, our irrigation consultant, and on the right in the cap is Tom



Jimmy Gardiner, Bakersfield ABC-TV interview

- Bakersfield's ABC affiliate interviewed Kern County almond growers Jimmy Gardiner Oct. 29, 2014 following the Almond Board's release of BMPs for beekeepers and almond growers.
- "The bees and almonds have a unique partnership in that we need the honey bees in order to pollinate and produce the crop," said Jimmy Gardiner.



Tim and Jenny Holtermann, Ag Alert

- Kern County growers Tim and Jenny Holtermann were the subject of an Ag Alert series about different paths young farmers and ranchers take as they build their agricultural careers.
- "I've become more involved in advocacy and communicating to folks that farmers really need to tell our stories more, so that the public knows what actually happens on a farm," said Jenny Holtermann, whose blog, titled "You Say All-mend, I Say Am-end," includes posts about how she and fellow farmers are affected by the drought.



How Can You Get Involved?

- Volunteer!
- Review key message talking points
- Develop your story i.e. Why would this story be of interest?
- Identify local media in your region. Is there an existing relationship?
- We can help you establish a relationship with your local reporter
- Reporter and industry member work out what the story is about, set ground rules and set time and place for interview.
- Interview is held at the farm. Mark will be on hand for the interview to assist as needed and provide background information.
- Reporter may ask follow-up questions via phone or email

What's Next?

- Once story is published, get the word out.
- If you have a blog, Facebook, Twitter, use the url and re-post the article.
- Share story with your friends and colleagues.
- Stay involved with relevant industry topics and be prepared to provide informed comment.
- Once reporters know you are a credible source, they will come back to you on future stories
- Help be part of the industry's "early warning" system. As issues emerge, let Almond Board know of potential issues and their possible media impact.
- Board can work with you to provide relevant research on the topic.

Media Outreach Opportunities

- Drought will continue to be major topic.
- Harvest dust, pesticide use, bees and pollination are other topics that will draw media attention.
- Ultimate Goal: Media train industry spokespersons throughout the growing region for use as a media resource on wide variety of topics.
- Keep spokespersons engaged in dialogue with their local media so they are an ever present voice in their communities.
- Help us identify and recruit spokespersons.
- Contact Mark Looker at (209) 604-9709 or email marklooker@yahoo.com



Dino Giacomazzi

Dino Giacomazzi

Saving the world one cowpie at a time!

Tech Talk

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About



A Dairyman's Blog



Hanford's Worst Blood Moon Video Ever

This morning North America witnessed a spectacular celestial event. An almost "super" blood moon. Unfortunately, when I heard the news on the radio I missed the fact that it would occur at sunrise – On the east coast. So I got up, set up the GoPro camera, and recorded the blood moon 3 hours late....

October 8, 2014 in A Dairyman's Blog.

Dino Giacomazzi

This is the website and blog of Dino Giacomazzi, a 4th generation dairy farmer in California.





Thank You