



# Growers Tell Their Stories to the Media: Why That Matters!

December 9, 2015



# Speakers

Stacey Humble, Almond Board (Moderator)

Joe Del Bosque, Del Bosque Farms

Jenny Holtermann, Holtermann Farms

Daniel Bays, Bays Ranch





**Stacey Humble,  
Almond Board**



# Growers Tell their Stories to the Media: Why That Matters!

Stacey Humble

Almond Conference Dec. 9, 2015



# Why Social Media is Important



Advertising



Public Relations



PRESS & MEDIA



Social Media



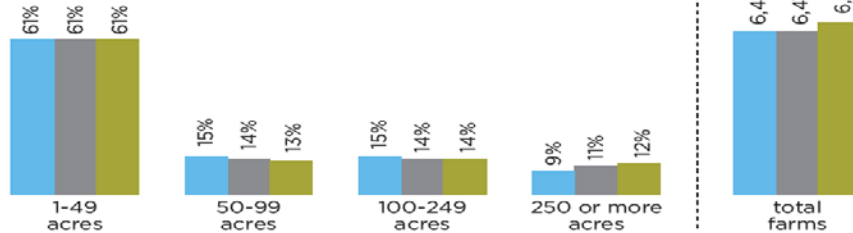
# Your Story is Most Powerful When Shared by You

Almond Farmers are Predominantly Small Family Farmers,

Consumers Want to Interact with You Directly to Understand How their Almonds are Grown

## 73% OF FARMS ARE LESS THAN 100 ACRES\*

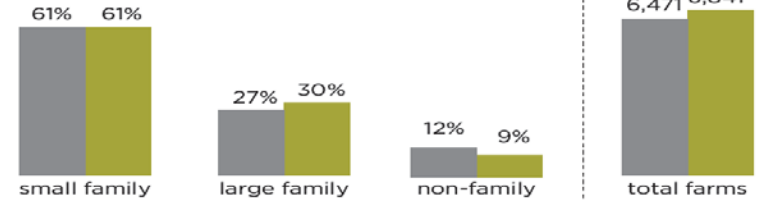
2002 2007 2012



\*Source: 2012 Ag Census, Table 39

## 91% OF FARMS ARE FAMILY FARMS\*

2007 2012



\*Source: 2012 Ag Census, Typology Table (2002 data unavailable)

# Getting Involved

We have several opportunities for you to get involved:

- Digital Truth Team
- Almond Ambassador
- Community Club Speaker's Bureau

# Does Social Media Make an Impact?

- Trust in traditional media is declining while trust in social media is increasing
- Especially true among Millennials, who now are a larger consumer group than Baby Boomers
- Family-owned business are trusted almost twice as often as “big businesses.”
- Most trusted figures are Academic/Industry Experts, Company Experts, “People like me”







## ABC'S DIGITAL TRUTH TEAM

The Truth Team is a group of interested growers, and other industry members who help us distribute accurate information about almond growing practices and correct misinformation within social media channels.

## Digital Truth Team Resources

ABC monitors traditional and social chatter to provide you relevant tools for consumer dialog:

- Weekly e-mails with content ideas and a calendar of upcoming events
- The latest on key topics including water usage, economic impact, bee health, etc.
- Ad hoc e-mails when breaking news warrants
- Lists of people you should follow and potentially engage
- Regular reports on the progress of the Digital Truth squad effort
- Minimal technical support related to accessing social media platforms and comment sections on traditional media websites

## Truth Team in Action



“Almond Girl” Jenny Holtermann, Kern County Grower

- Multi-Channel Almond-Focused Communication



Brent Boersma, San Joaquin County Grower

- Personal Twitter Page with Frequent Lifestyle and Family Posts with Occasional Personal Almond Life Glimpses



Mike Curry, Turlock Area Huller Sheller

- Facebook Page with Almond Content on Subjects of Most Interest to Him



Jacob Harcksen

- Detailed and Ongoing Dialog in Comments Section of Articles Posted Online

**Are any of these styles a fit for you?**

# Almond Ambassadors

Nearly every media request specifies that they'd like to speak to an almond grower. We'll provide you the resources to make the interview productive and to help you prepare:

- Practice interviews
- Resources to share and use during your interview
- Interview coordination and follow up
- When needed, on-site management of the interview

## Good Neighbor Almond video



# Spotlight: Jenny Holtermann

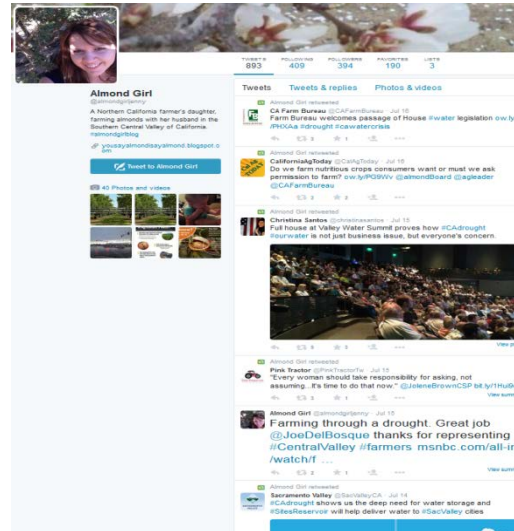
Who: Jenny Holtermann

Active Platform(s): Twitter [@almondgirljenny](#),  
Facebook [@AlmondGirlJenny](#), [Blog](#)

Content: Third-party & Owned content  
surrounding almonds, family life

Frequency: 1x-3x Daily

Noteworthy News: [Interviewed](#) by the Los Angeles Times about almond farmers being a scapegoat during the California drought; ABC Guest Blogger



# Spotlight: Joe Del Bosque

**Who:** Joe Del Bosque of Del Bosque Farms

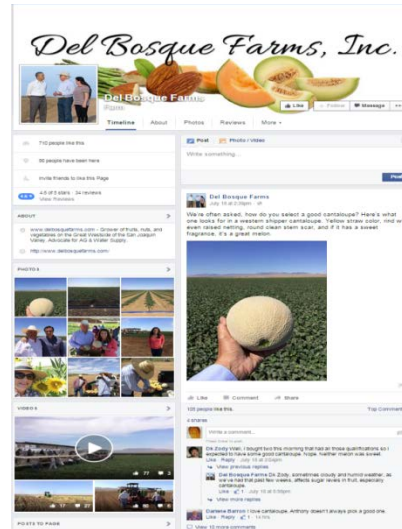
**Active Platform(s):** Twitter [@JoeDelBosque](#),  
Facebook [@DelBosqueFarms](#)

**Content:** Third-party & Owned content about all the crops he grows with a personal touch

**Frequency:** 1x-3x Daily

**Noteworthy News:** [Hosted](#) President Obama, Gov. Brown at his farm after tweeting him an invite to discuss the drought's effect on farms & people.

*Del Bosque Farms, Inc.*



## Spotlight: Daniel Bays

**Who:** Daniel Bays

**Active Platform(s):** National, state and Valley print and electronic media outlets.

**Content:** Almond production practices emphasizing water efficiency.

**Frequency:** On demand.

**Noteworthy News:** Esquire Magazine; National Public Radio; Capitol Public Radio; Salon; KCRA-TV; Sacramento Bee



# Almond Grower Local Stories

- Chuck Dirkse of Denair. Article ran in Turlock Journal June 24, 2014
- This article was named “Best Ag Reporting in 2014” by the California Newspaper Publishers Association



**TURLOCK JOURNAL**  
Serving the Turlock area since 1904

NEWS | OBITUARIES | DINING GUIDE | COMMUNITY | CLASSIFIEDS

NEWS | SPORTS | ARTS/LEISURE | LIVING IN 209 | HOME SCENE | SPECIAL SECTIONS | MOVIES | OBITS | REGIONAL

Subscribe for just 75¢ a week  
Serving the Turlock area since 1904

Home > NEWS > Local > [Farming smarter with less water](#)

PRINT | E-MAIL STORY | NEWSLETTER SIGN UP | Text Size: Smaller Larger Normal

## 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

# Reaching out to Our Neighbors



Using Technology -  
Ripon Grower Brent Boersma  
Demonstrating Soil Moisture  
Monitor App on iPhone



Getting your Hands Dirty -  
Merced Country Grower Justine Pitts  
Checking Soil Moisture the Old-  
Fashioned Way



Opening up Dialog with our Neighbors –  
Kern County Grower Kyle McClintock on  
Bakersfield TV



## ... and Far Beyond



### Canada

Brent Boersma shares the bloom story with Canadian Broadcasting Company



### Germany

Tom Rogers talks bees and almond pollination with German Science show "Galileo"



Fresno County Grower Don Cameron interviewed by National Public Radio

## Interested in Getting Involved ?

Contact Carissa Sauer, Industry Communications Manager

(209) 343-3284

[Csauer@AlmondBoard.com](mailto:Csauer@AlmondBoard.com)