

# ***Getting Your Message Heard***

**Agriculture in an Urban Media World**

Mike Wade  
California Farm Water Coalition



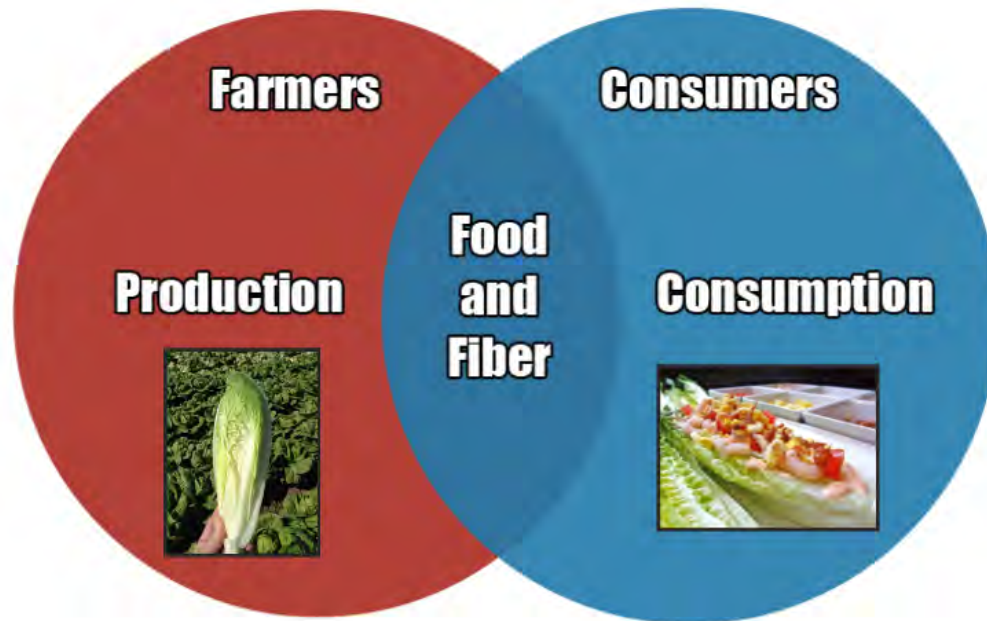


**What do people think  
about agriculture?**

**What do we want  
them to know?**

**Who is the audience?**

**What messages move them?**





[www.CultivateCalifornia.com](http://www.CultivateCalifornia.com)

# METHODOLOGY

We Spoke (Online) With.....



Data collected.....



Margin of error...



# OBJECTIVES & WHAT WE'VE LEARNED SO FAR

## Learnings from the focus groups

- Voters see water for CA farming as essential... because it grows our food
  - Farming provides the food we (need and love to) eat
- Food grabs attention
  - CA-grown food is seen as fresh, local, diverse, and safer
- Low specific awareness of use and innovation, but people assume farming is a business, and water costs money, so not financially sound business practice to waste
- Positive approach, don't fight to correct 80% stat

## Survey objectives

- Test hypotheses and refine messaging
- Identify targets
- Test creative strategies

## Key audience - Efficient targeting/education opportunities

27% of all CA voters become less likely to want to cut water to farms after being exposed to pro-farming info.  
Groups that are more likely than the average voter to be open to such positive messaging include:



# | Top Content- Program Pillars



## FOOD



**Cultivate California** @CultivateCA · Mar 1  
 Since the 1950s, **#CA** has produced more lemons than all of the countries in Europe put together! **#CultivateCA**  
[pic.twitter.com/nloTX2y190](http://pic.twitter.com/nloTX2y190)



**cultivateca**  
 70 likes  
 cultivateca shared a video about...  
 Since the 1950s, #CA has produced more lemons than all of the countries in Europe put together! #CultivateCA  
[pic.twitter.com/nloTX2y190](http://pic.twitter.com/nloTX2y190)

## INNOVATION

**Cultivate California** @CultivateCA · Mar 4  
 Through **#smarthinking** and innovation, **#CAfarmers** are doing everything they can to keep the state on your plate.  
[bit.ly/1QSkPVc](http://bit.ly/1QSkPVc)



**cultivateca**  
 62 likes  
 cultivateca Howling's Tomatoes...  
 Howling's Tomatoes uses innovative...  
 through #smarthinking and innovation, #CAfarmers are doing everything they can to keep the state on your plate.  
[bit.ly/1QSkPVc](http://bit.ly/1QSkPVc)

## PRIDE

**Cultivate California** @CultivateCA · Mar 9  
**#California** farmers are being asked to **#cultivate** more while relying on less. Learn more: [bit.ly/1oNelRf](http://bit.ly/1oNelRf)  
[pic.twitter.com/hkLUqS9lia](http://pic.twitter.com/hkLUqS9lia)



**cultivateca**  
 45 likes  
 cultivateca #California farmers...  
 #California farmers are being asked to #cultivate more while relying on less. Learn more: bit.ly/1oNelRf  
[pic.twitter.com/hkLUqS9lia](http://pic.twitter.com/hkLUqS9lia)





# FOOD



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Since the 1950s, **#CA** has produced more lemons than all of the countries in Europe put together! **#CultivateCA**  
[pic.twitter.com/nloTX2yf90](https://pic.twitter.com/nloTX2yf90)



cultivateca

70 likes

3d

**cultivateca** Blood oranges are **#inseason** now! Their rich taste and unique color make a perfect addition to any **#recipe**. **#CultivateCA** **#citrus** **#orange** **#foodgram** **#foodpic** **#farmfresh** **#eatlocal**

**imahasbean** @jmoorephotoguy cocktail time? ×

**eatgrowlivelove** Love them!!! ×

**khaitismom** my favorite orange! ×

**nolabrunch** Good shot! ×



# INNOVATION



**Cultivate California** @CultivateCA - Mar 4

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cultivateca

62 likes

1w

cultivateca Houweling's Tomatoes (@houwelingstomatoes) uses innovative #tech to generate solar electric power and conserve #cawater in its Camarillo greenhouse facility. Houweling's is also reducing carbon dioxide emissions equal to removing 300 cars from the road each



# PRIDE



**Cultivate California** @CultivateCA · Mar 9

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ers are  
r plate.

Tomatoes  
uses innovative  
electric power  
in its Camarillo  
leveling's is also  
emissions equal  
in the road each

1w



cultivateca

45 likes

2w

**cultivateca** #California has always been a leader in producing fresh high-quality food. It's important farmers have the #cawater they need to grow the food we love! #CultivateCA #FarmFresh #CADrought #EatLocal

**reyna5398** IT'S LOOKING BEUTIFUL GOD BLESS THE LAND♥

California farmers  
and ranchers

Use every drop  
of water with care.

Keep the state  
on your plate.

[Learn More](#)

California farmers  
and ranchers



Keep the state  
on your plate.

[Learn More](#)



California farmers  
and ranchers



Give us the food  
we love to eat.



Keep the state  
on your plate.

[Learn More](#)



Over 50% of American-grown  
fruits, nuts and veggies



come from California.



Keep the state on your plate.  
[Learn More](#)



300 x 250

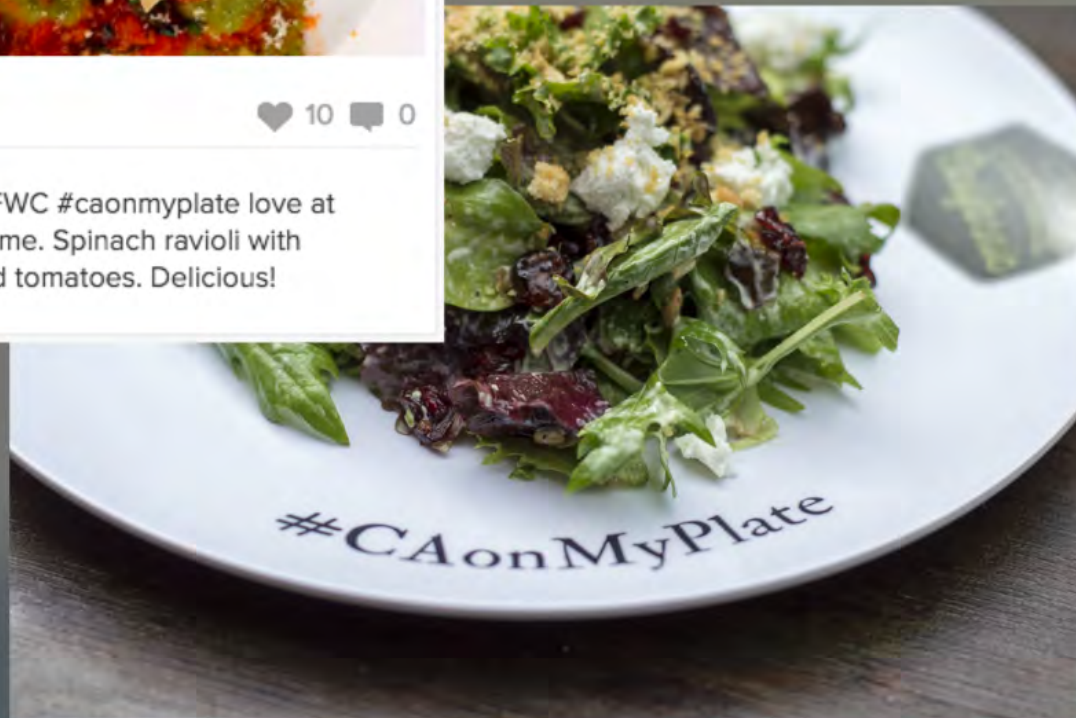


California Farm Water  Thu Feb 25 2016  
farmwater



 10  0

More CFWC #caonmyplate love at dinner time. Spinach ravioli with chopped tomatoes. Delicious!



**Tell your own story.  
Keep it positive.**



**Bloggng**

**Letters and op-eds**

**Online comments**

**Sharing other users' content**



**Be sure to use hash tags  
to help catalog blogs, Tweets and  
other social media posts.**

**#cawater**

**#farmwater**

**#CAonMyPlate**

**#lostCAWater**

# "LIQUID GOLD'S" AGRICULTURE WATER EXHIBITS

## ○ Fresh From California!

Water for California's diverse agricultural commodities sustains our state's economy and supports the global food supply. Safeguarding and growing irrigated farmland is essential to agricultural productivity and food prices.

## ○ What's For Dinner?

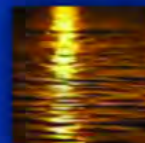
The food we eat has a water footprint based on how much water was used to grow or produce it. By making a meal on a fixed water budget we appreciate our own consumption and how much water it took to produce that meal.

## ○ A Land For All Seasons.

Crops need fertile soil, ample sunlight, and water to grow. Facing dual challenges of location and the seasons, farmers must provide water and nutrients in the right place, in the right amounts, at the right time of year.

## ○ More Crop Per Drop.

Responding to greater demands on the water supply, California's farmers use innovative irrigation technologies and strategies to increase water efficiency and crop yields.





**Those who tell the stories rule society.**

**Plato**