

CENTRAL VALLEY AG



International Year of Cooperatives

BY BELLA BOWEN

TABLE OF CONTENTS

- 3** Face Behind The Campaign
- 4** S.W.O.T. Analysis
- 5** Goals & Position
- 6** Key Public
- 7** Messaging
- 8** Campaign Branding
- 9** Deliverables

Cooperatives Build A Better World.

The Face Behind The Campaign



BELLA BOWEN

↪ Marketing Intern!

SWOT Analysis

- Established as a trustworthy cooperative.
- Good partnerships with colleges and regional businesses.
- Strong support of members and employees.
- Large, loyal member base.

- Cooperatives are not a well known business model.
- Smaller numbers of farms to be expected in the future.
- Increased prices of fuel and fertilizer.
- Half of demographic is aging out (65+).

- Grow into other states (SD, ND, OK, etc).
- Offer internship or apprentice programs for high school students.
- Grow drone spraying program and capitalize on it.
- More in-person tech trainings with members.

- Not the only cooperative operating in KS, NE, and IA.
- Other cooperatives are growing to reach a comparable size.
- Drought affecting crops and market power.
- Inflation affecting rural areas and small towns.



Goals & Position of Campaign

Relationship Management

Maintain Central Valley Ag's position as a trusted, local cooperative that is invested in the community and involved in the well-being of the members.

Reputation Management

Increase brand awareness in rural areas, to bring in more funding and support for charitable efforts.

Strategic Position

Central Valley Ag aims to be recognized as a trustworthy, local cooperative that offers not only products and services, but also access to economies of scale for the farmer.



Key Public: Cooperative Members

Personality Preference

The audience values hard work and honesty. They understand the importance of their communities and have seen the support rallied around themselves or others in times of need.

Demographics

The primary audience is ages 18-75 with an income based on their on- and off-farm income. They are primarily male, but there still remains a significant number of female members. It is likely that members are multi-generation farmers, although still not uncommon for a first generation farmer to be a member. The audience likely lives and farms in a rural area, and is based in Kansas, Nebraska or Iowa. They find value in being a member of a cooperative and marketing their goods in a way that has access to economies of scale.



Key Public: Cooperative Members

Primary Message

At Central Valley Ag, we understand the importance of community. In fact, we are built on it. CVA is here to support our communities every day, and we hope you will join us.

Secondary Message

Community strengthens us all, join us in feeding ours. Supporting our local food banks is how we can give back to the communities that make this cooperative possible.

CAMPAIGN BRANDING

Central Valley Ag Branding

Follow all guidelines set in the brand style guide. Use CVA logo together with the IYOC logo with a .5 weight line between them (more detail in style guide). Use the navy and light blue as the primary colors for the campaign.

International Year of the Cooperative Branding

Use the verbage outlined in the media kit when speaking about IYOC and any events. Use the appropriate logo variation in media as fits in designs. Follow CVA branding primarily.

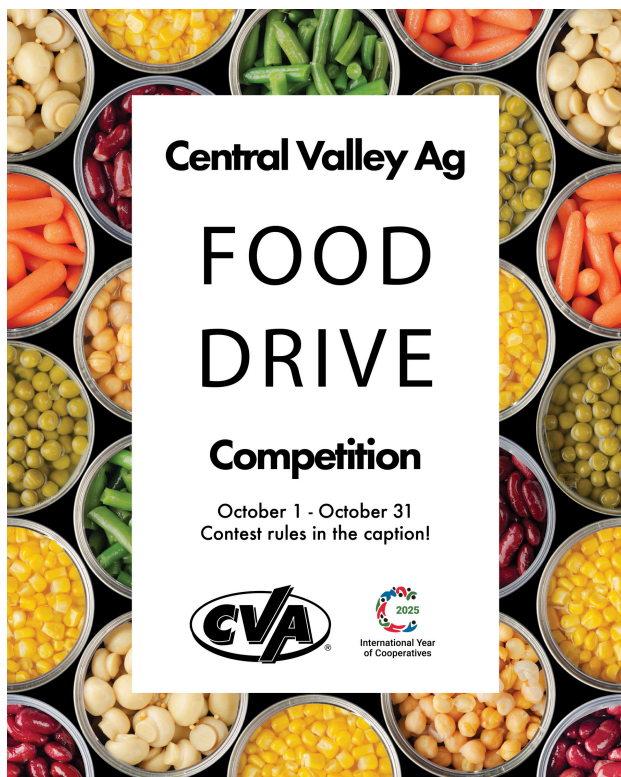
International Year of the Cooperative Branding

Create media for IYOC and Cooperative Month both separately and together (make two versions branded with each). Make sure the message of IYOC/Cooperative Month is highlighted in each post. Schedule to post consistently to ensure message consistency.



CAMPAIGN DELIVERABLES

Social Media Posts



October marks the start of National Co-op Month, and to celebrate, CVA is launching a Food Drive contest!

How it works:

🥫 Bring in canned goods (from the approved donations list) or a monetary donation any day from October 1 to October 31!

🥫 Whichever location brings in the most donations will win a \$250 donation to a foodbank of the location's choosing!

🥫 Contest is open to CVA employees, member-owners, and local community members! Help your location win!

Each location will take donations to their local food pantries. Join us in supporting our communities, together.

CENTRAL VALLEY AG

FOOD DRIVE

SUPPORTING OUR COMMUNITIES, TOGETHER.

Help your CVA location make the biggest donation!
The location that collects the most donations will receive a \$250 donation to give to a local food bank of their choice.



Accepted Donations:

- Canned Goods
- Pasta
- Rice
- Nut Butter (Peanut, Almond, Sun)
- Cereals (hot or cold)
- Dry Mixes (Pancake, etc.)
- Dried Fruit
- Dried Beans
- Boxed dinners
- Most other non-perishables.

CANNED AND MONETARY DONATIONS ACCEPTED.

Donate between **October 1 and October 31!**
1 can = \$1



We are half-way through National Month of the Cooperative, meaning there are only 15 more days to donate to the CVA Food Drive!

How it works:

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Social Media Posts



The CVA Food Drive for National Co-op Month is officially over, and the location with the most donations is _____!

This location had a total of ____ cans and \$____ donated!

The winning location received \$250 to donate to a food pantry of their choosing.

The \$250 donation from this location will be going to _____.

We at CVA are beyond impressed with the involvement and donations to this cause!

Thank you for helping us support our local communities.



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Internal Communications

CENTRAL VALLEY AG

FOOD DRIVE

SUPPORTING FARMERS, FEEDING COMMUNITIES

Each CVA location accepting donations is asked to deliver donations to a local food bank/pantry.

Below are suggested locations by county, but feel free to donate collected goods to a different organization if desired!

Kansas

County	Location	Contact Information
Clay	Lighthouse for Christ & Drive-Thru Pantry	(785) 447-9359
Cloud	Cloud County Community Resource Center	(785) 243-1065
Jewell	Jewell County Helping Hands	(785) 378-3830
Lincoln	Lincoln United Methodist Food Pantry	(785) 531-1211
Mitchell	Mitchell County Food Pantry (Armory Building)	(785) 738-3071
Ottawa	Mobile USDA sites & Hope House Ottawa	(785) 242-4444
Republic	Republic County Food Bank (Belleville)	(785) 955-0086
Riley	Harvesters affiliated Manhattan programs	(785) 447-9359
Washington	Washington County Ministerial & Joseph's Coat	(785) 447-9359

Nebraska

County	Location	Contact Information
Butler	Butler County Food Pantry	(531) 338-9175
Jefferson, Seward, York, Hamilton, Polk	BVCA & Food Bank of Lincoln	(402) 466-8170
Nance, Platte, Holt, Brown, Boone, Knox, Cuming, Antelope, Dixon, Cherry, Keya Paha	Food Bank of Lincoln Food Bank for the Heartland	(402) 466-8170 (402) 331-1213
Dakota, Burt	Food Bank for the Heartland	(402) 331-1213

Iowa

County	Location	Contact Information
Plymouth	Rejoice!/ The Table Food Pantry	(712) 548-4430

This will be posted around each CVA location to share the local food bank programs they can choose to donate their donation check to, should they win. Additionally, this is where each location would bring their canned goods when the drive is over.

Internal Communications

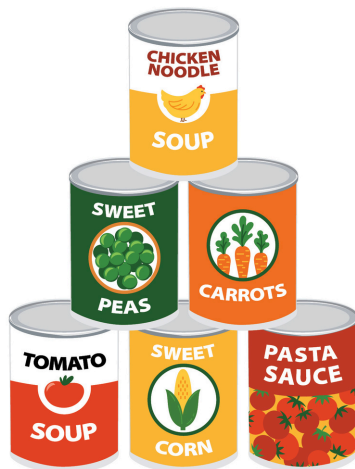


This is the header for the internal communications platform for CVA employees. There is also versions of all social media posts that are designed for this platform.

Flyer (Internal and External)

CENTRAL VALLEY AG **FOOD DRIVE** **SUPPORTING OUR COMMUNITIES, TOGETHER.**

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Stickers



SUPPORTING OUR
communities
TOGETHER



Embracing the Cooperative Spirit



Support
**AMERICAN
FARMERS**
CENTRAL VALLEY AG COOPERATIVE

