

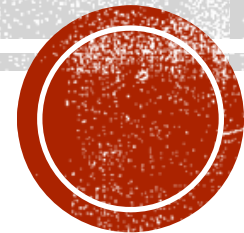
THE FACE OF
MARYLAND
FARMERS

*Meet our Maryland
farmers*

SINGING OUTSIDE THE CHOIR

Laurie Adelhardt | ag@owlcreek.net | 410.705.3700

Susanne Zilberfarb | susanne@hammondmedia.com | 410.430.2613



Faces of Maryland Farming

Maryland is home to more than 12,000 farms, ranging from just a few acres to thousands of acres. From the mountains of Western Maryland to the sandy coastal soils on the Eastern Shore, our farm families run just about any kind of operation you can imagine. What they all have in common is a desire to be the best at what they do: growing the highest quality food, feed and fiber products for their families and yours.

Meet Mike Harrison: A Soybean Farmer from Woodbi...



"I farm because it's in my blood. You get done planting a field and you turn around and the sun's setting over the pattern of the crops that you've just planted and it's a pretty rewarding experience to see all the hard work pan out and know that you're helping to feed families throughout the Mid-Atlantic," says Mike Harrison of Woodbine, Md.

8.25B

Agriculture is Maryland's #1 industry, with an economic impact of \$8.25 billion each year. Farming is an economic powerhouse that fuels our rural communities and the state's economy.

400,000

Cover crops enhance soil health, recover unused nutrients and reduce erosion from wind and water. Maryland farmers plant more than 400,000 acres of cover crops each year.

155

Maryland farmers embrace innovation and technology to help them continually improve. Today each farmer raises enough food to feed 155 other people!

Follow us on Twitter

March 21 seems like a perfect day for this. It's a little too early to actually get your new garden gloves dirty...
fb.me/6O9JWm86W

Yesterday from My Md Farmers's Twitter via Facebook

About

This website is brought to you by Maryland farmers. Farmer checkoffs fund the Maryland Soybean Board and the Maryland Grain Producers Utilization Board. Maryland farmers contribute to the checkoff each time they sell their soybeans and grain to provide funding for research, marketing and education.

Follow Us on Facebook



March 21 seems like a perfect day for this. It's a little too early to actually get your new garden gloves dirty just yet but a perfect time to be thinking hard about what you want to grow!

Contact Us

My Maryland Farmers

Name
First Last

Email

Subject

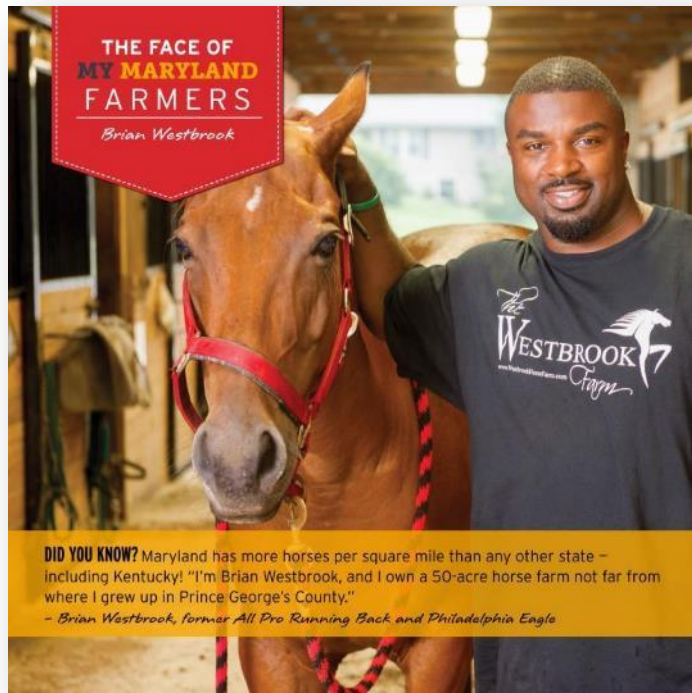
Your Message

GET TO KNOW OUR FARMERS

GOAL:

Introduce the face behind the farm to build consumer trust in Maryland farming.



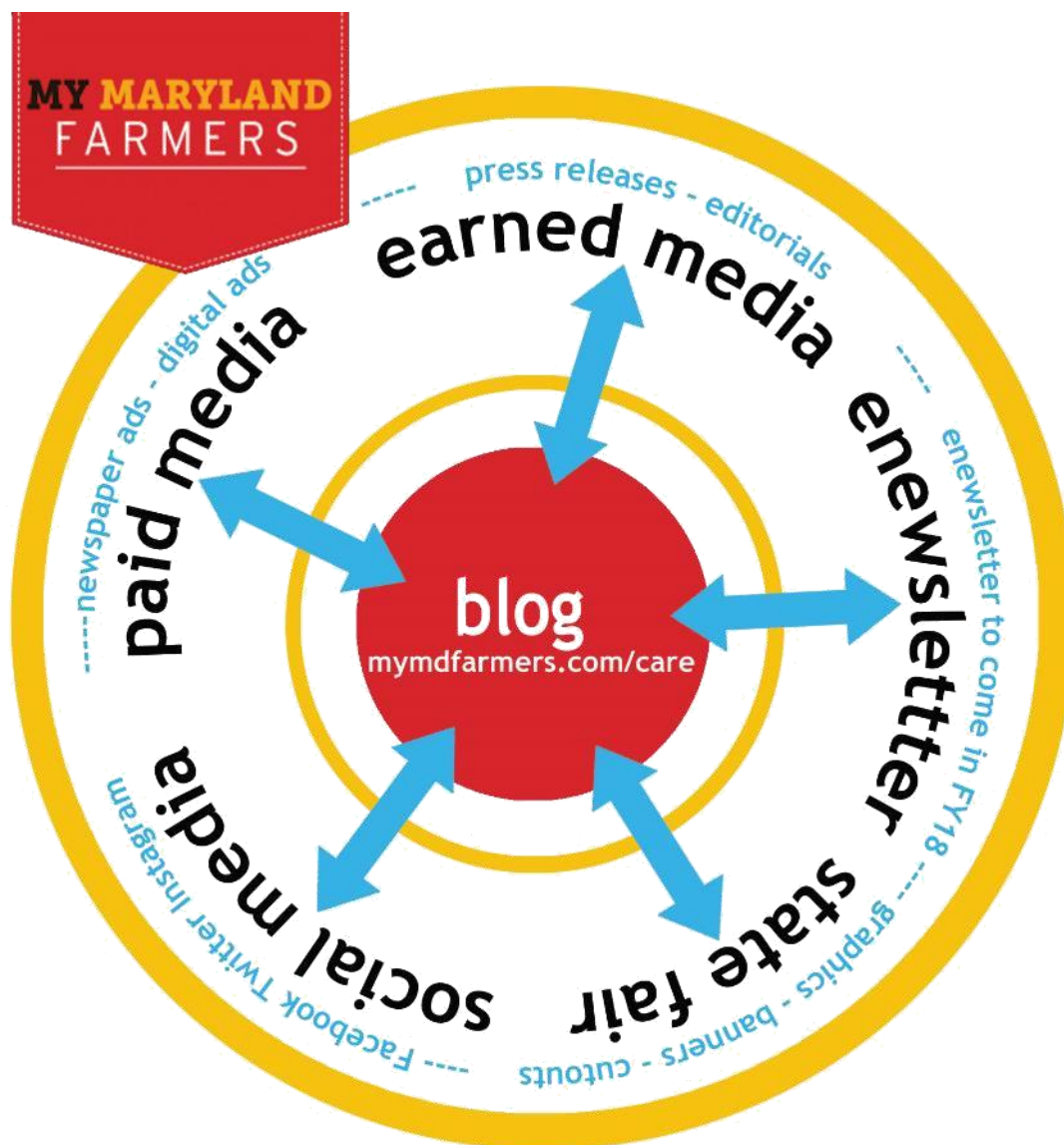


MARYLAND STATE FAIR

SIGNAGE: Fairgrounds

- Fact Posters
- Cutout Stands
- Welcome Building Wrap





CONTENT MARKETING

APPROACH:

- We develop Content about Maryland Ag that informs, entertains, encourages engagement and trust
- The Content is placed on our Blog
- We Market the blog via ads, social media, e-newsletter



THE FACE OF
MY MARYLAND
FARMERS

MY **MARYLAND**
FARMERS

Welcome to My Maryland Farmers Blog

We're glad you're here!

Do You Need A Rooster To Get Eggs?

Feb 1, 2018 | 0 Comments

(VALLEY LEE, MARYLAND) — It's one of those things that you don't really think about. Until you think about it. And then, you can't stop thinking about it until you know. Where do eggs come from? Are they the beginning of baby chicks? If they're not, then what are...

[Read More](#)



What Do Farmers Do in the Winter?

Jan 18, 2018 | 0 Comments

(HOLLYWOOD, MARYLAND) — While most grain farmers are wrapping up harvest and transitioning to "winter mode," one farmer in St. Mary's County spent the day after Thanksgiving putting a new crop in the ground. Priscilla Wentworth of Anchored Roots Farm in Hollywood...

[Read More](#)

THE BLOG

CONTENT - Basics:

- Key Messages
- Things consumers like
- Captivating photos
- Catchy headlines
- Shareable online
- Blend info with entertainment





MY MARYLAND
FARMERS

THE BLOG

CONTENT - Meet our Farmers:

- Multiple features from a farmer to build story
- Bonus: Videos!

• Travis Hutchison

• Jamie Tiralla

• Eric Spates



Videos



How And Why Maryland Farmers Decide To Control Weeds
1 0



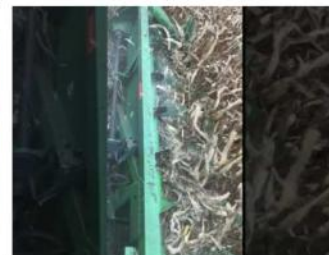
Farming GPS
3 0



Spraying Technology
2 0



Unloading Corn From On-Board Storage In Combine Onto Grain Truck
3 0



The Combine In Action
2 0



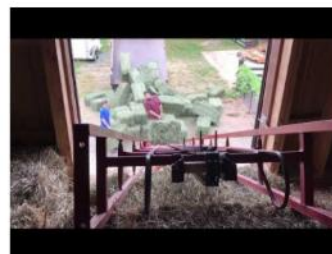
Dumping Hay
3 0



Transferring Corn From Truck To Bin Using An Auger
7 0



Back It Up, Back It Up...
2 0



Hay Takes A Ride To The Loft
3 0



Transferring Corn From Truck To Bin
2 0

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@mymdfarmers #MyMdFarmers



THE SURPRISING LINK BETWEEN GMOS AND THE CHESAPEAKE BAY

OCT 3, 2017 | 4 COMMENTS



Revolution" in agriculture today.

That soybean was among the first GMO plants to hit the U.S. market. GMOs, or genetically modified organisms, are created when one organism is transferred into another, or when a plant breeder merely turns

(QUEENSTOWN, MARYLAND) – Farming practices were discovered. That's where the first glyphosate had been developed using [biotech](#) contained a piece of genetic code from a petunia.

Thanks to that development, no tillage and the corresponding erosion good for the land and good for

3 THINGS OCEAN CITY VACATIONERS SHOULD KNOW ABOUT MARYLAND FARMS

MAY 30, 2017 | 0 COMMENTS

INSIDER'S GUIDE TO MARYLAND FARMER'S MARKETS: EARLY SUMMER EDITION

JUL 12, 2017 | 0 COMMENTS

MANI-PEDIS AND DRUG RESISTANCE: LIVESTOCK NEEDS SPECIAL TREATMENT TO KEEP HEALTHY

AUG 9, 2017 | 0 COMMENTS



and goats have hooves that grow like our finger nails. With soft ground, they can't wear them down like they might in a rocky climate. We have to help them out."

Jamie and Benson routinely trim their goat and sheep's hooves to prevent problems like hoof rot or infections. It also makes it more comfortable for the animals to walk around.

On spa days, as Jamie calls them, they bring the animals into a paddock area. Each animal is brought through a shoot and into a head gate that secures them while the farmers are working on the animals.

There's a lot of special care that goes into raising livestock.

"Everyone is enchanted by the idea of all-natural, but the reality is that domesticated animals need humans to care for them and keep them healthy," said Jamie Tralla, co-owner of [Monkett Farm](#) in Prince Frederick.

On her farm, Jamie and her husband, Benson, raise cattle, pigs, sheep and goats for meat production. The last two, sheep and goats, are the two that require the most care and attention, especially in the summer, Jamie said.

"Our hot humid climate is difficult on animals for a number of reasons," Jamie explained. "Sheep and goats have hooves that grow like our finger nails. With soft ground, they can't wear them down like they might in a rocky climate. We have to help them out."

Reusable grocery totes: Check. Hatful of cash: Check.

basics. Now, are you ready to take it next-level? We asked three Maryland farmers on how to shop like a pro. Ready? Here's their advice:

being first. After the most popular of the first packed boxes, the crowd thins. Tables

best of all, they

see our next tip

ing specific, we

der ahead with

r ahead of sm

reels are typic

ely frozen und

r for preparat

WHAT COSTS \$350,000 AND HAS THE TOP SPEED OF A GOLF CART?

OCT 11, 2017 | 0 COMMENTS



\$350,000, they are a vital part of farming today.

With one machine, the crop is [picked, cleaned and lifted](#) into a hopper to be transferred for storage.

The whole process occurs at the blistering speed of about 3 to 4 mph. In the field, Spates will steer the cones on the corn head through the rows of corn. As the combine works through the row, the corn stalks are pulled down through the head. Deck plates pop the ear off the stalk, and a series

(POOLESVILLE, MARYLAND) – October 2017 – As he turned the key of his combine, the big engine turned over and started to hum. That's when Maryland farmer Eric Spates breathed a sigh of relief. In July, when he was harvesting oats, the combine had gotten clogged. Once cleared, another issue had cropped up — a belt needed replacing — and as time went on, one thing led to another.

"Sometimes the most simple repairs turn out to not be so simple after all," Spates says. "I think that's true of life in general, but certainly true in farming."

With the help of his crew, Josh, Dave and Nick, the combine was not only repaired but [reset with the corn head](#) and proper settings to begin corn harvest in early September.

Combines are huge machines that are used to harvest crops. They [can be configured](#) in different ways to harvest grassy, thin-stemmed crops like oats, barley and wheat, bushy plants like soybeans, and tall, thick stalks of field corn. Weighing more than 25,000 pounds and [starting at](#)

MY MARYLAND FARMERS

THE BLOG

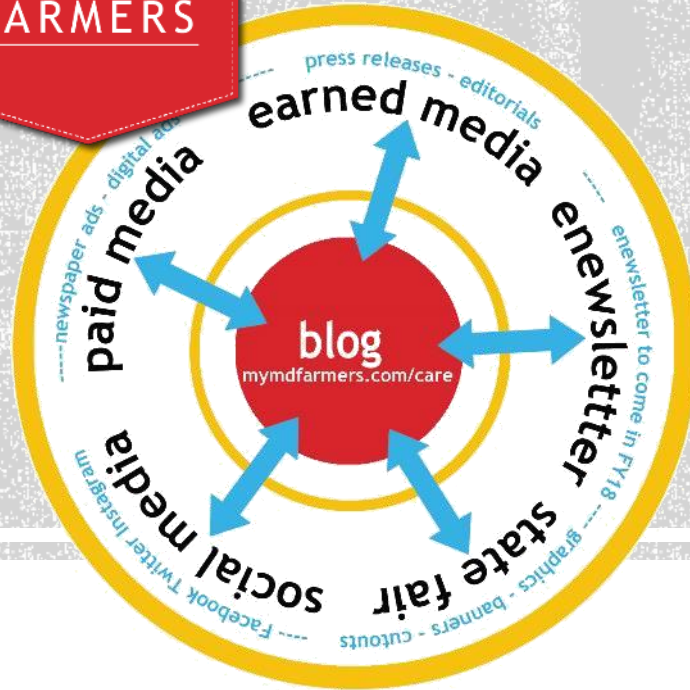
CONTENT – Hot Topics in:

- Environment
- Animal Health
- Sustainability
- Food & Nutrition
- Economics

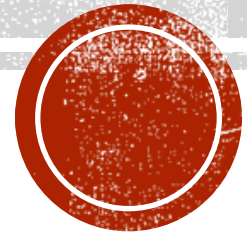
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**MY MARYLAND
FARMERS**



PROMOTE IT



Calendar



- **Monday:** Key messaging, Did you know, Q&A, True/False
- **Tuesday:** Campaign/industry promotion, local stories, economic impact
- **Wednesday:** Agriculture technology, In the news
- **Thursday:** Blogs, meet your farmers
- **Friday:** Farm Fridays, events, recipes

SOCIAL MEDIA



FACEBOOK:

facebook.com/myMDfarmers



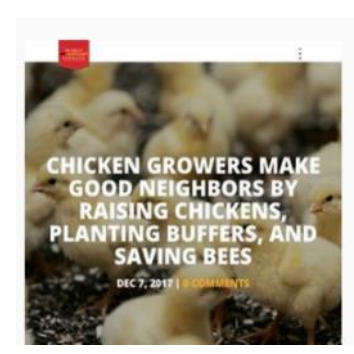
INSTAGRAM:

instagram.com/mymdfarmers



TWITTER:

twitter.com/mymdfarmers



Messages:

- 1) Meet the farmers growing the highest quality food, feed and fiber products.
- 2) Meet the farmers who treasure the Chesapeake Bay and protect our land and water for future generations.
- 3) Discover the men and women behind Maryland's billion-dollar industry that fuels our rural communities and state's economy.



SOCIAL MEDIA

PAGE PROMOTIONS:

- Target Audience:
Ages 25-65+
DE/MD/VA
- Total Spend: \$865
- Total Reach: 54,113
- Total Likes: 3,235



SOCIAL MEDIA

WEBSITE PROMOTION:

- Goal: Drive Facebook users to the Blog page – ad content remained the same, but the images changed based on review of reach and website clicks
- Monthly Budget: \$100
- Total Reach: 8,463
- Website Clicks: 364



Active



My Maryland Farmers
Meet the farmers growing the highest qua...

22 Website Clicks	1,124 People Reached
-----------------------------	--------------------------------

Active



My Maryland Farmers
Meet the farmers growing the highest qua...


25 Website Clicks	1,316 People Reached
-----------------------------	--------------------------------

Active



My Maryland Farmers
Meet the farmers growing the highest qua...

118 Website Clicks	4,482 People Reached
------------------------------	--------------------------------

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares							
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote	
02/06/2018 3:18 pm	 We can't wait for tonight's episode! #MyMdFarmers			534 	14 19 	Boost Post	
02/06/2018 11:15 am	 What is the only vegetable or fruit that is never sold frozen, canned,			1.2K 	161 33 	Boost Post	
02/06/2018 8:35 am	 ...your dream job...?			425 	13 11 	Boost Post	
02/05/2018 3:01 pm	 Congratulations to the Bowling family who recently received the			759 	74 19 	Boost Post	
02/05/2018 1:22 pm	 Be there for the debut of the Legacy Wine Trail, featuring the			1.1K 	27 23 	Boost Event	
02/05/2018 11:19 am	 Exciting news! New Farmers Market will open in			588 	13 16 	Boost Post	
02/04/2018 7:30 am	 David Hancock tells us why this tiny calf needed a bottle of			1.5K 	155 111 	Boost Post	
02/02/2018 9:30 am	 In honor of Super Bowl weekend... We're not sure			5.2K 	646 523 	Boost Post	
02/01/2018 5:20 pm	 Of course you've heard of the Super Bowl, but what about the			520 	8 14 	Boost Post	
02/01/2018 4:45 pm	 Do hens need a rooster to lay eggs? But seriously! We've got			4.2K 	248 88 	View Promotion	

SOCIAL MEDIA

POST PROMOTIONS:

- Goal: Drive Facebook users to the website
- Target Audience: Ages 18-65+, Maryland
- Total Spend: \$355 (\$40-50 per blog)
- Total Reach: 26,411
- Blog Clicks: 734





Half-page advertisement published June – September
Bay Times (3), Record Observer (5), Star Democrat (4), Times-Record (3)

**MY MARYLAND
FARMERS**

PAID MEDIA

PRINT ADS:

- Ads ran a total of 15 times
- Cost: \$2,679
- Circulation: 42,350
 - Bay Times - 6,100
 - Daily Times - 14,852
 - Record Observer - 5,000
 - Star Democrat - 16,398

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@mymdfarmers #MyMdFarmers



MY MARYLAND
FARMERS

You see ...

A MARYLAND
FARM FIELD.

We see ...

FARMERS WHO:

- Cherish the Chesapeake Bay
- Add billions of dollars to the state's economy
- Protect our land and water for future generations
- Create local jobs
- Grow high-quality food, feed, fiber and fuel products

Find out more at MyMdFarmers.com/care

MarylandReporter.com <news@marylandreporter.com>
Reply-To: news@marylandreporter.com
To: susanne@hammondmedia.com

Mon, Aug 21, 2017 at 9:04 AM



The news site for government & politics in the Free State
MarylandReporter.com

Monday, August 21, 2017

County officials flock to Ocean City to snooze, schmooze

As they've done since the 1970s, hundreds of county officials flocked to the Ocean City Convention Center this past week to snooze and schmooze at the annual summer conference of the Maryland Association of Counties (MACo). Snooze is what most of their constituents would be doing at the scores of conference sessions on the nitty-gritty of local government, from planning and appeals to hiring and tourism. Attendance is actually quite good, and some sessions are packed.

Quick Links

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HEADING TO OCEAN CITY FOR VACATION?

HERE'S WHAT YOU SHOULD KNOW ABOUT MARYLAND FARMS BEFORE YOU HIT THE BEACH. [READ MORE](#) www.MyMdFarmers.com/CARE

Rascovar: Hogan and Pugh did the right thing

In this seminal period of American history, it is important for elected officials to display moral courage and leadership rather than more fashionable politics of survival - and a craven pandering to people's baser instincts. Both Maryland Gov. Larry Hogan and Baltimore Mayor Catherine Pugh took the high road last week, doing what was right even if it proved controversial. The two leaders acted quickly to remove Civil War-era statues that inflamed public debate.



MY MARYLAND
FARMERS

PAID MEDIA

MARYLANDREPORTER.COM PRINT & DIGITAL ADS:

- 3 ads in 3 sizes: digital newsletter banner plus medium and half-page print ads
- Cost: \$2,000
- Circulation: 8,600

www.mymdfarmers.com
[@mymdfarmers](#) [#MyMdFarmers](#)



MY MARYLAND FARMERS

Before the beer,
THERE'S THE BARLEY.

Before the burgers,
THERE'S THE BEEF.

*Before the fries, Astroturf™
and the ink for the tickets,*
THERE ARE SOYBEANS.

Maryland's farmers are game-day MVPs. Plus, they've got a winning record of meeting and exceeding Chesapeake Bay environmental goals.

Find out more about Maryland's real Farm Team at MyMdFarmers.com/Football

MY MARYLAND
FARMERS

PAID MEDIA

RAVENS ADS:

- Digital ad online
- Half-page ad published in the 2017 Ravens Program distributed at all home games
- Cost: \$2,500
- Circulation: 710,000 (2 preseason games, 8 regular season games)

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MARYLAND STATE FAIR

SIGNAGE: Exhibits

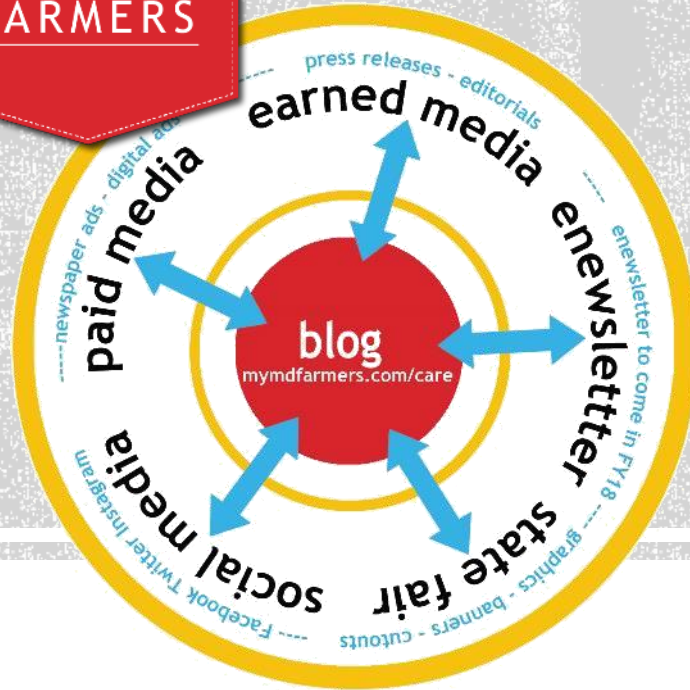
- Innovation, Technology, Sustainability wall banners
- STEM panel display stands
- “Farmers Care” banners

MSF WINS!

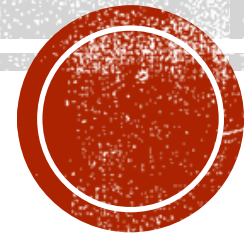
International Association of Fairs and Expositions awarded TWO
1st Place Consumer Education Awards
for **MY MARYLAND FARMERS** exhibits



**MY MARYLAND
FARMERS**



RESULTS



768 on May 30
9,735 on Jan 30

Total Page Followers as of Today: 9,815



BENCHMARK
Compare your average
performance over time.
Total Page Followers

WHAT WE LEARNED

STRONG CONTENT WINS.

People are coming to our homepage, are responding to our paid ads, and are engaging in our social media to get to our Blog posts – then following us.



FACEBOOK RESULTS (MONTH):

- ♦ **110,684 Engaged Users**

People who engaged with our page through a click, share, or comment over the last month

- ♦ **1,533,486 Unique Users**

People who saw any of our posts:

Organic=124,644

Paid=1,098,489

Viral*=310,325

- ♦ **3,589,555 Impressions**

Organic=1,007,754

Paid=1,895,733

Viral*=680,468

- ♦ **261,319 Video Views**

63,000 watched more than once!

WHAT WE LEARNED

USER NUMBERS EXPLODE
EXPONENTIALLY.

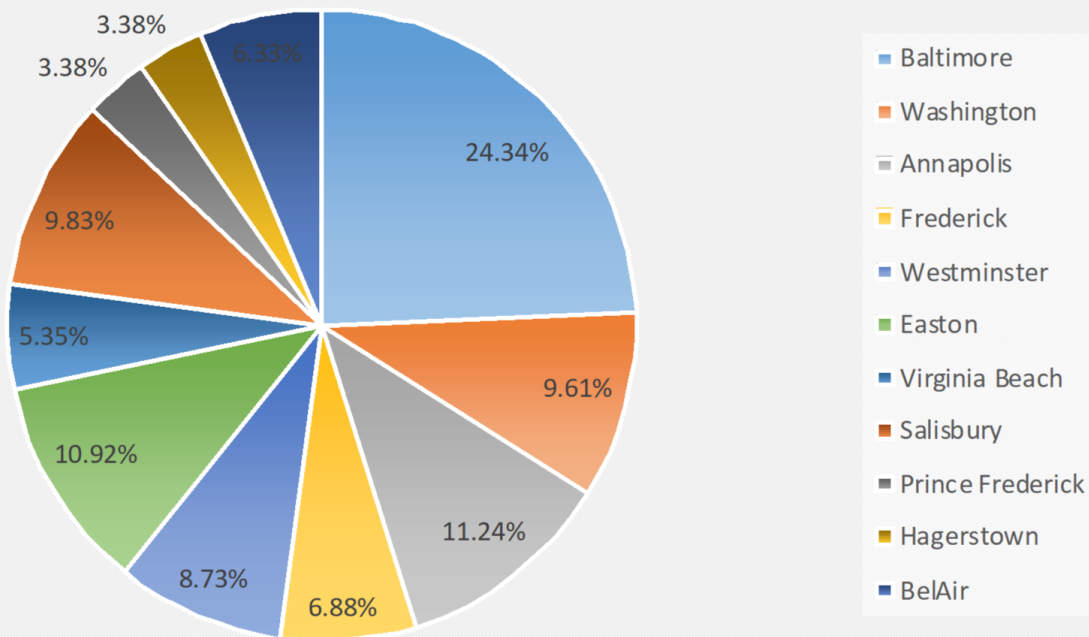
Once on website, people are reading the post that caught their eye and browsing around for more content.



WHAT WE LEARNED

CAMPAIGN REACHES
TARGET URBAN AUDIENCE.

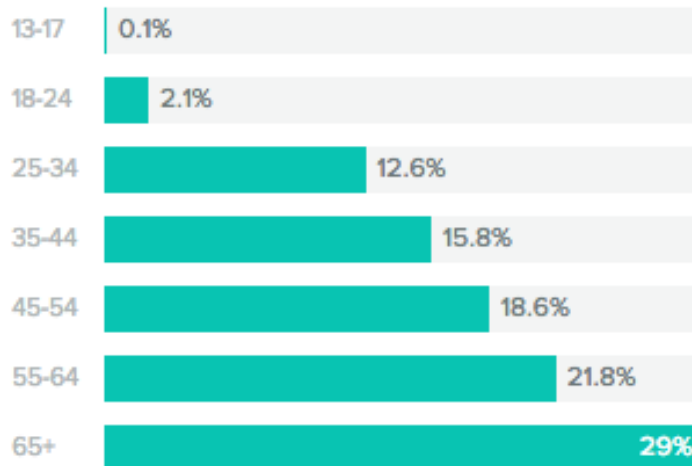
83% are within an hour of
Baltimore/DC 95 corridor.



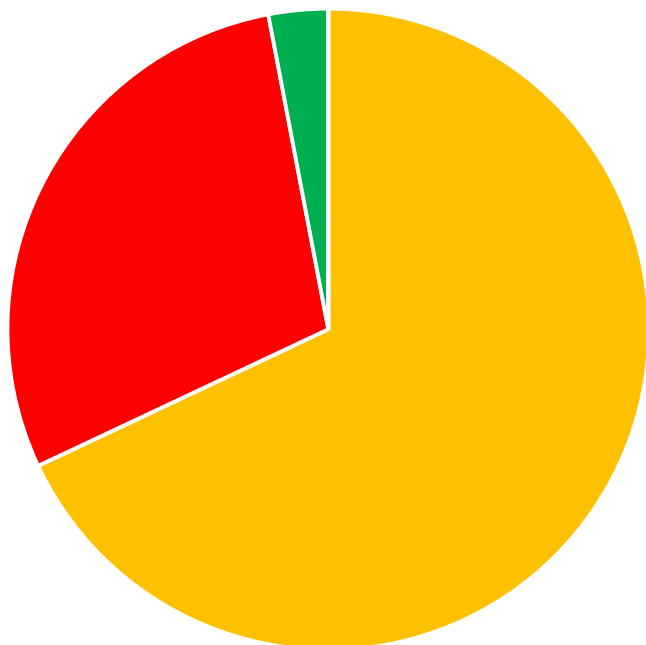
BY GENDER



BY AGE



Website Traffic Source



- Social Media: 68%
- Advertisements: 29%
- Online Search: 3%

	Blog Reach	Paid	Organic
Farming is a 24-7 job...	7,432	5,800	1,632
Livestock gets the spa treatment.	5,841	4,217	1,624
Concerned about the Chesapeake Bay?	3,161	2,222	939
Ready for some football?	4,177	3,744	433
Get the "skinny" on organic.	3,958	3,816	142
Being a part of agriculture means being a part of Maryland's history.	4,260	4,100	160
TOTAL	28,829	23,899	4,930

WHAT WE LEARNED

PAY TO PLAY.

- 83% of total social media reach resulted from boosted posts.
- A spend of \$296 reached nearly 30,000 Facebook users within our targeted audience.



- **Consistency.**
Create brand and stay within its parameters.
- **Collusion.**
Featured farmers and contributors must follow philosophy of brand.
- **Consumer Focus.**
To effectively engage consumers, must step into their shoes to determine how a positive ag message can fit in their world.
- **Commitment.**
Establish editorial calendar and hire a very dedicated agency, or make sure your team has the skills necessary to build the site, create the blogs, constantly promote on social media.
- **Collaboration.**
Allied farm groups/friends are critical to amplify the message by sharing, commenting and liking on social media.

WHAT WE LEARNED

Start in the shallow end and
understand your limitations.





MY MARYLAND
FARMERS

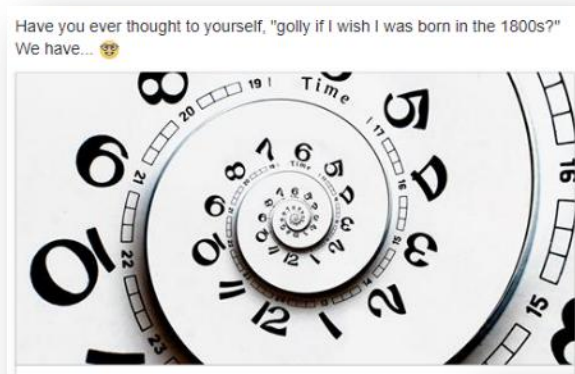
BUDGET

- Blog Posts – original local content and photography
26 posts x \$800/post = \$20,800
- Website Development
\$7,200
- Site Registrations/Updates
\$2,800
- Social Posts – write, photograph, schedule and respond
\$300/week x 52 = \$15,600
- Facebook Page/Post Promotions
\$10/day x 365 = \$3,650
- \$50,050
\$0.04 per user

- Maryland Soybean Board and Maryland Grain Producers Utilization Board committed to the development of the project
- Additional partners will be sought to support maintenance and growth



- Quizzes
- Paid Ads
- Google Adwords
- Expand Instagram
- Expand Twitter
- Events



What Time Period Do You Really Belong In? - Have you ever seen the sunset under the desert sky? Did you ever want to be a cowboy growing up? Do you think you'd look good in chaps? 🤠

Have you ever felt like you just don't fit in? From your clothes to you might seem like the odd man out. However, if you lived in a different could be the coolest kid on the block.

HEYWISE.COM



How Much Do You Know About the American West? -

🍣 Are you a picky eater? Do you have an adventurous palate? What did you say the first time you were offered sushi? 🍣



What Does What You Eat Say About Your Age? - Heywise

It's supposed to take at least 20 tries of a new food before you'll develop a taste for it. We've all got our own unique culinary preferences. Plus, it's not always about...

HEYWISE.COM

first things that may come to mind are and in short, the Wild West. There's...

WHAT'S NEXT

BUILD ON THE 1.5 MILLION AUDIENCE





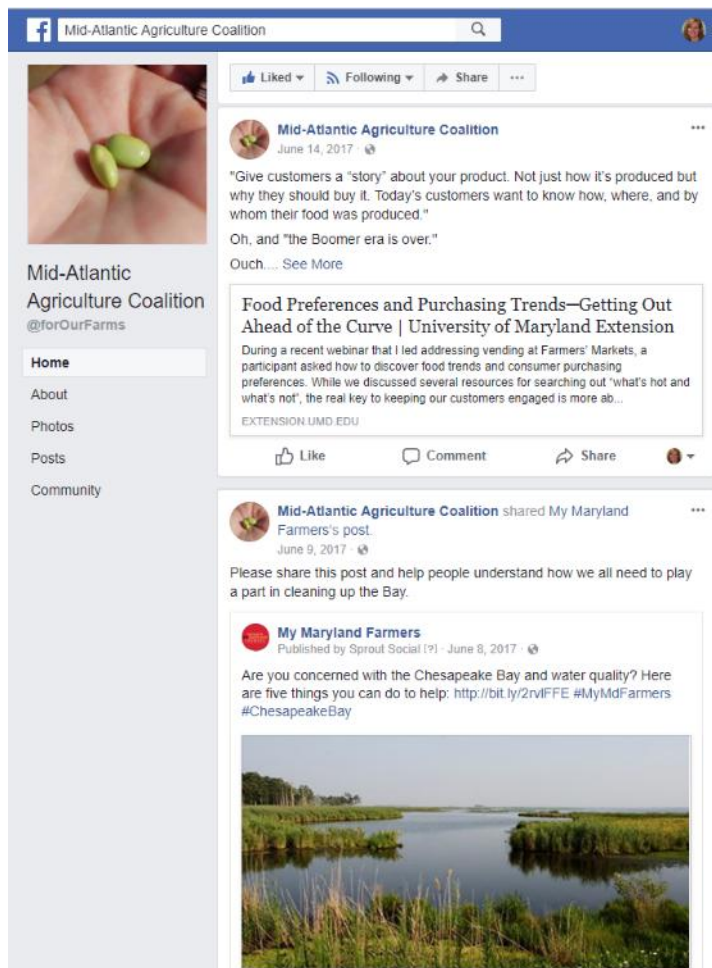
facebook.com/myMDfarmers



instagram.com/mymdfarmers



twitter.com/mymdfarmers



- Like MyMdFarmers – Facebook, Twitter, Instagram
- Share posts
- Provide stories and photos
- Invite us to your farm
- Sponsor MyMdFarmers campaign
- Sign up for Ag Coalition email newsletter
- Join our Mid-Atlantic Ag Coalition page on Facebook: <https://www.facebook.com/forOurFarms/>

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AMP IT UP

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