

CFI IN ACTION

JANUARY 2013

Farmers Feed US – Nebraska Launch

Led by The Alliance for the Future of Agriculture in Nebraska (A-FAN) and the Nebraska Soybean Board, CFI is working with a coalition of Nebraska commodity groups to develop Nebraska Farmers Feed US. Scheduled to launch on Jan. 7, the program features five farmers (soybean, corn, dairy, hog and turkey), a veterinarian and a grocer.

Using earned media, paid television advertising in key markets, and social media advertising and outreach, consumers across the state are invited to meet the seven featured individuals and register for a chance to win \$5,000 in free groceries for a year. A Lincoln, Neb.-based grocer who supplied the featured grocer will also promote the program in its 15 Nebraska stores to its customers through the use of banners, posters, bag stuffers and on-shelf signage.

The program will run through early April, culminating with the selection of two grand-prize winners and prize presentations hosted by Nebraska farmers.

We'll then work with the group to determine how to continue development of the Farmers Feed US platform, using the tools created through the sweepstakes, including the Facebook and Twitter pages, [Farmers Feed US](#) website and videos, consumer opt-in list and program momentum.

