

2011 AgGateway Marketing and Communication Plan Overview

1



**MEMBERSHIP AND COMMUNICATION
COMMITTEE
SEPTEMBER 2011**

Introduction & Background

2



- **GOAL OF THE M&C PLAN**
- **WHY OVERVIEW WITH THE M&C COMMITTEE**
- **AGW M&C HISTORY**

- To build awareness of AgGateway's
 - value to members
 - products (Ag eStandards, AGIIS, Enabling Services)
 - value to the Ag Industry
- Provide an integrated and consistent team approach to
 - developing potential member & member-facing materials such as brochures, press releases, Web sites, and trade show presentations
 - delivering the AgGateway message
- Reinforce AgGateway's message with target audiences and motivate industry players to adopt eBusiness

Why Overview with the M&C Committee?

4

- M& C Committee role in Marketing & Communication
 - The plan must be communicated to the members
 - M&C also has a role in implementation of the plan

- ❑ 2005 – Formation (11)
- ❑ 2006 – Establish the AgGateway organizational structure & begin to create the brand. (24)
- ❑ 2007 – Transition RAPID members into AgGateway, membership drives highest priority (60)
- ❑ 2008 – Continue membership drives, reach out to industry associations, new logo (82)
- ❑ 2009 – Continue outreach, develop strategic plan (92)
- ❑ 2010 – Implement strategic plan, develop formal M&C plan for 2010 & 2011. (119)
- ❑ 2011 – Continue on plan (141 as of 7/1/2011)

Marketing Plan Context

6



- **VISION AND MISSION FOCUS**
- **TARGET MEMBER PROFILE**
- **NEW MEMBER ACQUISITION APPROACHES**
- **COMPETITORS**
- **COLLABORATORS**
- **STRATEGY & ASSUMPTIONS**

- ❑ **AgGateway's Vision:** AgGateway will be the recognized international source for facilitating implementation and collaboration in the use of information and communication technologies for Agriculture
- ❑ **AgGateway's Mission:** is to promote, enable and expand eBusiness in Agriculture.

- ❑ Company doing business with or within the agricultural industry interested in improving business efficiency and processes, delivering excellent customer service, streamlining the supply chain, enhancing food safety, and supporting sustainable agricultural practices throughout the world through the use of electronic information and communication technologies.

- Expand existing Councils
 - Member communication to non-members in their segment
- Create new Councils
 - Priorities of current members
 - New regulations, stresses on business in segment
- AGIIS subscribers not members
 - Using tools but not members
- Implementation Projects
 - Project Teams outreach

- No apparent direct competitors to AgGateway
 - No Ag organization which does what AgGateway does.
- Initiatives and other organizations could negatively impact achievement of the AgGateway Vision through:
 - Development of independent standards and guidelines,
 - May view AgGateway as a competitor regardless of how AgGateway views them.
 - Federal government standards initiatives developed without AgGateway's participation and collaboration could seriously undermine the work of the organization.

- ❑ AgGateway collaborates with other standards organizations such as OAGi and GS1 US providing maintenance and input to both data and transaction standards.
- ❑ Several important industry trade associations collaborate with AgGateway for the benefit of their members.
- ❑ Collaboration within and among councils, within committees and among our members is a core concept to the AgGateway organization and critical for its long term success.
- ❑ Recently USDA has been collaborating with AgGateway in the Precision Ag Council

- Grow the organization quantitatively and qualitatively by:
 - Demonstrating and communicating the benefits of implementing eBusiness within members' organizations through:
 - collaborative industry projects,
 - individual company-to-company connectivity services,
 - tools and standards development
 - innovation.

- Limited marketing and communications budget, therefore marketing promotions and communications should be relatively inexpensive.
- Preference to retain current tagline: “AgGateway - your source for eBusiness innovation”
- Best way to attract new members - referrals, communication/demonstration of value and “Sales” calls, government mandates, and connected members expressing desire to get connected.
- Need to address current awareness gap as a priority
- Responsible Parties are defined based on the current AgGateway structure (staff roles and responsibilities as currently defined)

Marketing & Communication Activities

14



- **INCREASE MEMBERSHIP**
- **PROMOTE THE VALUE OF MEMBERSHIP**
- **EXPAND THE USE OF EBUSINESS
THROUGHOUT AGRICULTURE**

Add New Councils:

Responsible Party: President/CEO (R. Conner)

Timing: throughout 2011

Tactics/steps

Review and confirm prioritized 2011 targets (Q1 2011)

#1 - Grain (marketing, grain handlers, exporters, etc.)

#1 - Specialty (fertilizers, pesticides and seeds; includes the T&O industry for example, deliberately left very broad)

#1 - Animal Health

#2 - Produce

#2 - Energy (producers, those involved in the exchange of petroleum and ethanol industry, major coops involved in these businesses)

Develop and document council acquisition plan

- ❑ Identify top target industry segments and associated companies/organizations and ultimate target candidate list - ongoing
 - ❑ Identify current members and have them identify whom we should target
 - ❑ Target the related associations/activities to these
 - Grain
 - Current Member example - CHS
 - Potential Member examples – ADM, AgXML, Bunge, Cargill
 - Associations/Activities: National Grain and Feed Assn. (NGFA)
 - Specialty
 - Current Member examples - Bayer, Growmark, Nufarm, Syngenta, Makhteshim Agan,
 - Potential Member examples – Drexel, Albaugh, United Phosphorus
 - Associations/Activities: Chemical Producers and Distributors Association (CPDA)

- Animal Health
 - Current Member example – Bayer, MFA, Southern States
 - Potential Member examples – Elanco, Pfizer, Merck, Merial
 - Associations/Activities:
 - AHI - EDI Project
 - APHIS – US Government agency
 - USAHA – United States Animal Health Assn. – September 2011, Buffalo NY, American Veterinary Medical Association, American Veterinary Distributors Association
- Create/implement acquisition plan for top candidates
- Draft Charter, UVP, and Communication Plan
- Present new council charters to AgGateway BOD for approval

Conduct membership drives

- Responsible Party: President/CEO (R. Conner)
- Timing : Q3 or Q4 in 2011
- Tactics/steps
 - Review membership drive approach to date, develop and implement new approach by August 2011 for Fall 2011 implementation
 - Create member advocates and provide tools/collateral to support - ongoing
 - Conduct at least one general membership drive per year starting November/December 2011.
 - Consider implementing a new membership promotion (discount/membership +)

Continue “Sales” Calls to non-affiliated agriculture companies/organizations

- Responsible Party: President/CEO (R. Conner)
- Timing: throughout 2011
- Tactics/steps
 - Identify and prioritize target companies based on target company profile (Q1 2011)
 - Identify key stakeholders/decision makers within each company targeted
 - Develop and implement call plan for each company/organization targeted
- Support: EVP, Council/Member Advocates, M&C

Develop/strengthen relationships w/ industry trade groups

Responsible Party: President/CEO (R. Conner)

Timing: throughout 2011

Tactics/steps

Identify top trade group targets and engage AgGateway members (who are also members of trade groups/associations of interest) (Q1 2011)

Identify target trade group leaders (Q1 2011)

Create & implement communication plan for targeted groups - ongoing

Establish/maintain relationships with trade associations
CEO/Executive directors- ongoing

Consider sponsoring lunch/dinner meeting with affiliate trade groups

Offer informational/educational presentations to target trade groups – ongoing (reference trade show target list- next section)

Develop opportunities to present to target trade group boards and at trade group meetings/conferences – ongoing

Support: Councils AgGateway Board of Directors (BOD), M&C, Education Committee (EC)

- Increase industry presence through participation in industry events and communication
 - Responsible Party: EVP/COO (W. Smith)
 - Timing: throughout 2011

- Tactics/steps:
 - Develop and implement formal industry communication plan including press releases, articles in trade publications, agriculture industry trade show participation, webinar opportunities, etc. (Q2 2011)
 - Attend agriculture industry trade shows and professional association meetings – ongoing – proposed 2011/early 2012 targets
 - Consider evaluating social media opportunities for AgGateway and developing strategy and implementation plans



Increase Membership (8 of 8)

22

- IPSA Annual Meeting – January 18 in STL (Note: can't participate)
- AFIA International Feed Expo Jan 26-28, 2011, Atlanta (Note: can't participate)
- The Pesticide Stewardship Alliance Annual Conference (TPSA) – February 15, 2011, San Antonio – presentation on reusable container labeling scheduled
- PISC (Purchasing and Ingredient Suppliers Conference) – February 28, 2011, Las Vegas
- CLA BOD meeting to present concept for Innovation Award – March 1, 2011 at Ritz Carlton, Washington, D.C.
- CLA and RISE Spring Conference - April 7 – 8, Arlington, VA (Note: can't participate)
- OHIO Floral Association (OFA) Short Course – July 9 -12, Columbus, OH
- CLA Annual Meeting – September 2011 – Report at BOD meeting
- Fertilizer Outlook and Technology Conference – November 12-17, 2011, St. Petersburg
- ARA – December 2011
- ASTA Corn and Sorghum - December 6-9 2011, Chicago
- ASTA Vegetable and Flower Seed Conference, January 21-24, 2012 Tampa
- IPSA – assume January 2012
- AFIA International Feed Expo - January 25-27, 2012, Atlanta



Promote the Value of AgGateway Membership

23

- ❑ Equally important to adding new members is ensuring that new and existing members receive and recognize the value and benefits they derive from membership in AgGateway.
- ❑ Consistent, regular follow-up with new members beyond the initial welcome packet is important. We want to make sure our members can swim, not just throw them into the deep end of the pool. We want to “show them the value” through
 - ❑ communication, follow-up, education and demonstration of the opportunities and benefits of AgGateway membership, establishing eConnectivity, and incorporating eBusiness into their overall business strategy. (*Supports 2010-2012 Strategic Objectives #1 and #2.*)

Improve member experience and customer service

Responsible Party: President/CEO (R. Conner)

Timing: throughout 2011

Tactics/steps

Seek input/feedback from current members, new members, and prospective members - ongoing

Develop new member orientation and revise follow-up process/checklist (Q2/3 2011)

Develop new council development and follow-up process/checklist (Q2/3 2011)

Identify staff member responsible for member follow-up/customer service (Q1 2011)

Assess current AgGateway website (Q2 2011) and consider redesign and re-launch

to provide information from a non-member perspective to promote awareness and membership

to facilitate implementation of eConnectivity from a member perspective

Support: CEO, EVP, M&C, Projects Director, C. Aclin, Web Developer

- Create and publish eBusiness value publications using a variety of media options**
 - Responsible Party: EVP/COO (W. Smith)
 - Timing: throughout 2011
 - Tactics/steps
 - Create/revise and publish AgGateway value collateral piece for Applied Providers, Crop Nutrition, Crop Protection, Feed, and Seed Councils (Q3 2011)
 - Ensure AgGateway value collateral piece is created for each new council as new council charter is developed. - Ongoing
 - Working with the AgCIO Roundtable, provide information on how member companies can integrate eBusiness within their corporate strategy - TBD
 - Identify and prioritize additional value publications needed (such as case studies, executive newsletter/blog, etc.) - TBD
 - Develop and launch new publications - TBD
 - Support: CEO, Councils Chairs and Vice Chairs, M&C, AgCIO Roundtable

Create and publish educational courses demonstrating benefits of eBusiness

- Responsible Party: EVP/COO (W. Smith)
- Timing: Proposed 2011- May be 2012
- Tactics/steps
 - Identify target audience within member companies
 - Determine courses needed
 - Develop, implement and publish new courses
- Support: M&C, EC, Member Advocates



Expand the use of eBusiness throughout Agriculture

27

- ❑ AgGateway's mission is to “promote, enable and expand eBusiness in Agriculture”, so expanding the use of eBusiness is a critical component of what AgGateway is all about.
- ❑ The idea is to “build it, communicate it and let them use it” through:
 - ❑ the creation and communication of tools designed to facilitate eBusiness implementation,
 - ❑ development and support of industry initiatives,
 - ❑ marketing and promotions,
 - ❑ collaboration and exchange of information and ideas that occurs at face-to-face meetings. (
- ❑ *Supports 2010-2012 Strategic Objectives #2, #3 and #4)*

- Development, communicate and support industry & individual member initiatives
 - Responsible Party: Standards Director (M. Hunter)
 - Timing: throughout 2011
 - Tactics/steps
 - Develop and Launch Enabling Services (project development, implementation support, etc. Offer to member companies' – Q1/2 2011
 - Implement New Project Development/Idea Incubator process developed by Council Vice Chairs and communicate new projects list – Q3/Q4
 - Launch Project Documentation Publication Access via website – TBD
 - Communicate to membership in a timely manner as new documentation becomes available - ongoing
 - Develop training modules and provide regular training on key activities essential for eConnectivity success (i.e. synchronization of data) - ongoing
 - Consider creating project promotions for non-members - TBD
 - Support: Council Vice Chairs, M&C, EC, EVP, C. Aclin

Communicate tools and services that facilitate eBusiness implementation

- Responsible Party: EVP/COO (W. Smith)
- Timing: throughout 2011
- Tactics/steps:
 - Create communication plan to promote tools & services – Q2/Q3 2011
 - Create and implement an AGIIS Marketing Plan – Q3/Q4 2011
 - Improve current and develop new tools & services to facilitate implementation and launch to appropriate target audience – ongoing
 - Communicate new tools and services to target audience
 - Assess current AgGateway website (Q2 2011) and consider redesign and re-launch facilitate implementation of eConnectivity - TBD
- Support: Projects Director, Standards Director, M&C, Education, CSC, DOC

- Create and present educational offerings/webinars that promote eBusiness and AgGateway**
 - Responsible Party: EVP/COO (W. Smith)
 - Timing: Q2/Q3 2011
 - Tactics/steps: Working with the Education Committee
 - Identify target audience within (member and non-member companies)
 - determine courses needed
 - Develop, implement and publish new courses
 - Support: M&C, EC, Member Advocates



Expand the use of eBusiness (4 of 5)

31

Market AgGateway and eBusiness through AgGateway Conferences and other Meetings

- Responsible Party: EVP/COO (W. Smith)
- Timing: throughout 2011
- Tactics/steps:
 - Plan/execute 2011 Committees, Councils and Projects Meeting (CCP) – 6/2011
 - Plan and execute 2011 Annual Conference – November 2011
 - Participation in Association Meetings: 2011/early 2012
 - Meetings with Members and Potential Members
 - Consider meeting targeting generic manufacturers – TBD
 - Identify target meetings for 2012 – December 2011
- Support: Conference Committee, COO, M&C



Expand the use of eBusiness (5 of 5)

32

- IPSA Annual Meeting – January 18 in St. Louis (Note: can't participate in 2011)
- AFIA International Feed Expo Jan 26-28, 2011, Atlanta (Note: can't participate in 2011)
- The Pesticide Stewardship Alliance Annual Conference (TPSA) – February 15, 2011, San Antonio – presentation on reusable container labeling scheduled
- PISC (Purchasing and Ingredient Suppliers Conference) – February 28, 2011, Las Vegas (AFIA)
- CLA BOD meeting to present concept for Innovation Award – March 1, 2011 at Ritz Carlton, Washington, D.C.
- CLA and RISE Spring Conference - April 7 – 8, Arlington, VA (Note: can't participate in 2011)
- OHIO Floral Association (OFA) Short Course – July 9 -12, Columbus, OH
- CLA Annual Meeting – September 2011 – RC report at BOD meeting
- Fertilizer Outlook and Technology Conference – November 12-17, 2011, St. Petersburg
- ARA – December 2011
- ASTA Corn and Sorghum - December 6-9 2011, Chicago
- ASTA Vegetable and Flower Seed Conference, January 21-24, 2012 Tampa
- IPSA – assume January 2012
- AFIA International Feed Expo - January 25-27, 2012, Atlanta

Questions?