

Communications Committee Minutes

Opening Comments- Shannon Latham, Communications Committee Chair

Communications Committee Goals and Objectives- Shannon Latham, Communications Committee Chair

- Review of Activities
- Annual Convention Kick off Meeting in Indianapolis
- Messaging Workshop
 - Hosted in Chicago
 - 12 Participants
 - Brainstormed Topline Messages with Global Prairie
- Communications Summit
 - Hosted at Global Prairie offices in Kansas City
 - 25 Participants
 - Discussed project progress thus far
 - Website Review
 - Determined research parameters

Communications and Advocacy Project Research Overview- Lily Maxwell and Ted Belamy, Global Prairie

Quantitative Research

- Fielded November 12-18, 2014- phone and online survey
- Still some room for analysis
- Additional details to be provided soon

Audiences:

Millennials, Moms and Food focused people surveyed nationwide.

Demographics:

- Mostly younger, less education with moms and millennials
- Food focused were older, high incomes

Outcomes:

- More than 75% feel technology in ag is important
- Education key to consumer appreciation of seed and seed improvement
- Access to clean water, renewable energy, access to meds all ranked more important than seeds
- Seed is not on people's radar
- With moms and food focused people - 'seed improvements' verbiage ranked higher

- Explanation of quality of life benefits (see slides)
- Using Messaging Mapping to rank effectiveness versus stickiness – more data to come

Press Conference Outcomes- Janice Walters

- ____ Media Present
- Messages were well-received
- ASTA's Seed Where Life Begins [Video](#)

Timeline and Next Steps- Janice Walters

- Soft Launch set for the Vegetable and Flower Seed Conference
 - Enza Zaden and HM.CLAUSE to sponsor Media Room
- ASTA Website Redesign in progress
- Full rebranding effort to be rolled out at ASTA's Annual Convention in June
- Communications Summit to be held twice a year
 - Next one will be April/May
 - Let Janice know if your company would be interested in hosting