



“Building Your Brand”

**BRET OELKE – UNIVERSITY OF MINNESOTA
AGRICULTURAL BUSINESS MANAGEMENT**

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WELCOME

- Thanks to Farm Journal Media and all of the sponsors of this exciting event
- Take the time to thank the company representative personally
- NETWORK

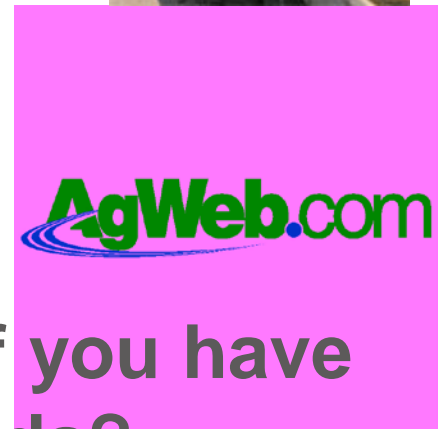
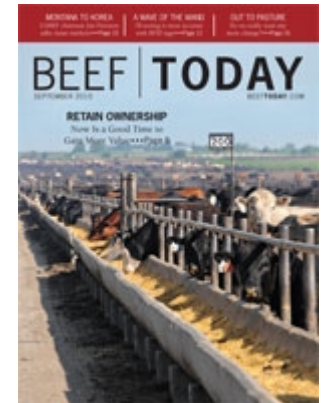
THE FACTS (TTP WEBSITE)

- Median age of U.S. farmer is 58
- 40% of U.S. farms are poised to transition management, operation and/or ownership to the next generation
- 10% of producers account for 85% of output -- that equates to 209,000 farms producing the vast majority of agricultural output.

THE FACTS (TTP WEBSITE)

- Right now, 119,000 of total farms have principal operators under 35 in age – only 5% of farms.
- The numbers quantify the incredible need for educating and developing the next generation of agricultural producers. These times of tremendous opportunity and risk in agriculture make it paramount for farm operations and families to ***plan for future success***

BRANDS



How many of you have business cards?

BUILDING YOUR BRAND

- Should you have business cards?
 - Why or why not?
- Who uses business cards?
- Do you need a logo?
- Do you need a mission statement?
- Brand.com commercials

BUILDING YOUR BRAND

- **Examples of Mission Statements**
- KOCH Industries -Transforming daily life
- Bayer: Science For A Better Life
- Double and Double Again the John Deere Experience of Genuine Value for Employees, Customers, and Shareholders

BUILDING YOUR BRAND

- **Examples of Mission Statements**
- Case IH – Customer driven design, products built by producers for producers
- SFP - We bring revolutionary fertilizer efficiency technology from the lab to the field, to help today's growers get more from their fertilizer investment — and their crops

BUILDING YOUR BRAND

- **Examples of Mission Statements**
- Innovus Agra, LLC. - To search for and develop opportunities that allow our customers to achieve their goals
- NY Farm - Stewards of your land for generations
- Iowa Farm - A growing business
- U of M Extension - Connecting University resources to community needs

WHAT IS YOUR BRAND?

- Your ***brand*** is your ***reputation***
- You have a brand like it or not
- If you value your brand or if you want it to work to your advantage then perhaps you should manage it
- Think of your ***brand as reputational capital***

BUILDING YOUR BRAND

- Everything and everyone is a brand
 - *If you get down to the detail, everything is a brand, because we build our understanding of the world by creating associations about everything. A tree has an implied promise of beauty and shade. Even words are brands. When I say 'speed', you will conjure up images of fast cars, etc.*

BUILDING YOUR BRAND

- Everything and everyone is a brand
 - *People are brands, too. When people see you, or even hear your name, they will recall the image they have of you, (which is something you can actively manage or 'let happen'). In a business where people are visible to customers, such as a farm business, the people are very much a part the brand*

BUILDING YOUR BRAND

- So how do you go about managing your brand?
- Brand management should be a part of your overall business plan
- Start with your mission, vision, business philosophy, and goals
- Build and communicate this plan collectively (partners, spouse, etc.)

BUILDING YOUR BRAND

- The objectives that a good brand will achieve include:
 - Delivers your message clearly
 - Confirms your credibility
 - Motivates customers and prospects
 - Concretes customer Loyalty

BUILDING YOUR BRAND

- OK so what is a “customer” or “prospect”?
I am a farmer I don't have customers.
- Let's come up with a list of customers for your farm.

BUILDING YOUR BRAND

- Two kinds of “customers”, internal and external
- Internal
 - Employees, partners, family members
- External
 - Landlords, suppliers, buyers, contractors, etc.
- Who is not a customer or prospective customer?

BUILDING YOUR BRAND - INTERNALLY

- Create ambassadors
 - Increase employee and partner loyalty as they are among your best ambassadors or can be detrimental to your business
 - Your external customers can also become excellent ambassadors for your business (brand) as well.

BUILDING YOUR BRAND -EXTERNALLY

- Increase awareness of your business
- Build a strong business essence that inspires loyalty and trust with your current customer, suppliers and employees and provides a level of familiarity and comfort to draw in potential customers

BUILDING YOUR BRAND

- Who are these potential customers?
 - land lords
 - custom farming customers
 - complementary business customers
 - contract production opportunities

BUILDING YOUR BRAND

- To succeed in branding you must understand the needs and wants of your customers and prospects
- Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions

BUILDING YOUR BRAND

- What do your internal customers need and want?
- What do your external customers need and want?

BUILDING YOUR BRAND

- Internal customer needs and wants
 - Want to be valued, rewarded, involved, respected, trusted
 - They want to know (information)
 - Need some of your time and understanding, need flexibility when possible, pride in what they do and who they do it for

BUILDING YOUR BRAND

- External customer needs and wants
- Landlords
 - Money, but not always the most important
 - Stewardship
 - Trust
 - Communication

BUILDING YOUR BRAND

- External customer needs and wants
- Suppliers
 - Low transaction cost
 - Some level of loyalty
 - Dependability
 - Organization of management on your part

BUILDING YOUR BRAND

- External customer needs and wants
- Buyers/contractors
 - Low transaction costs
 - Deliver products that fit specifications
 - Dependability
 - You can become the “go to” business when buyers have a need

BUILDING YOUR BRAND

- How do you let your customers know that you can fill their needs and wants?
 - Communication!!!!!!
 - Have a plan to communicate regularly in appropriate ways depending on the needs of the customer or prospective customer

BUILDING YOUR BRAND

- Methods of Brand Communication
 - Advertising
 - Newsletters
 - Web page / Social Networking
 - Text, email, phone call
 - Personal visit
 - Community involvement

BUILDING YOUR BRAND

- Action steps
 - Decide if you are want to differentiate your business from your competitors
 - Identify what your business is and how you would like it to be perceived
 - Begin the business planning process with everyone that is a part of your farming business



Thank You!

Bret Oelke

oelke002@umn.edu

218.770.2428

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