

Frequently Asked Questions & Answers about the Discovery Communications Partnership

What is this new partnership with Discovery Communications?

On November 14, 2011, the U.S. Farmers and Ranchers Alliance will launch the “Learn How Your Food is Grown and Raised” initiative through a partnership with Discovery Communications. USFRA and Discovery Studios created three, 60-second videos and one longer form piece (4-7 minutes), featuring everyday American consumers paired with farmers and ranchers from across the country. In the videos, the farmers/ranchers and the consumers sit down to a meal and discuss where the food came from, how it was raised and how farming is evolving. The videos focus on three primary themes:

- Join the Dialogue
- Continuous Improvement
- Healthy Choices

The videos reinforce farmers’ and ranchers’ commitments to having a conversation with consumers and answering questions about food production. They are meant to reinforce these important messages and stress the themes launched during the Food Dialogues in September. Even more important they reflect USFRA’s overarching strategy and key learnings from our message research.

Where were these videos filmed?

Woolf Farm near Huron, Calif., and Kestler Ranch in Monterey County, Calif., provided backdrops for the filming of these videos.

How were the featured farmers and ranchers selected to participate?

Farmers and ranchers who participated in the videos were nominated by USFRA affiliates and were confirmed based on their availability to participate in the taping. Their bios and enriched content has been included on the site renovations as well.

Who are the featured farmers and ranchers?

- Shana Beattie – Livestock and Grain Farmer in Sumner, NE
- Jeff Fowle –Farmer/Rancher in Etna, CA
- Ken Oneto – Crop and Produce Farmer in Elk Grove, CA
- Dino Giacomazzi – Dairy Farmer in Hanford, CA
- Scott Long – Pork Producer in Manteca, CA
- Jill Benson – Egg Producer in San Joaquin Valley, CA

How were the featured consumers selected to participate?

The consumers participating in the conversations with farmers and ranchers were identified by Discovery and are not actors. These individuals are real consumers, who have real questions and make real decisions about the healthy choices they must make for themselves and their family every day.

Where can I see these videos on TV?

The documentary-style videos will begin airing across the Discovery Communications’ networks (TLC, Discovery, Discovery Science, Discovery Fit & Health, Identification Discovery, Planet Green and Animal Planet) on November 14 through December 25, 2011. The videos will also be available online at www.FoodDialogues.com.

(more)

Frequently Asked Questions & Answers, continued

What else is being done to promote these videos?

The videos will be promoted via a targeted online banner ad campaign on Discovery Communications' online properties. USFRA will own all rights to this content and will leverage for additional public relations/marketing activities, including media and trade outreach.

Why should I tell people about this?

We hope you will share this new information with your consumers to help encourage Americans to learn more about how their food is grown and raised is a continuation of USFRA's commitment to answer Americans' questions about food. We welcome everyone to have a seat at our growing table, and join in on the conversation.

Can my organization use the videos?

USFRA can make the videos available for farmer and rancher communication and events. You can also link to them from our fooddialogues.com site.

How were these videos funded?

Wholly or partially funded by one or more Checkoff programs

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