USDA Northeast Climate Hub
U.S. DEPARTMENT OF AGRICULTURE

Delmarva and the Ground for Change

FY23 Marketing Plan

SEMI-FINALIST
Flickers' Rhode Island International Film Festival
2022

OFFICIAL SELECTION
Monadnock International Film Festival
2022

OFFICIAL SELECTION 2022
NEW HAMPSHIRE FILM FESTIVAL

OFFICIAL SELECTION
Chesapeake Film Festival
2023

Report prepared by Karrah Kwasnik, Filmmaker and Digital Content Manager, USDA Northeast Climate Hub
with insight from Katie Young, Digital Content Specialist, University of Delaware Cooperative Extension

Index

3	Product Overview
4	Mission Statement
5	Target Market
9	Audience Personas
10	Goals
11	Objectives
12	Competitor Analysis
15	SWOT
16	Distribution Plan
17	Digital Marketing Strategy
22	Timeline
23	Budget
24	Project Support
25	Marketing Materials
33	Closing Filmmaker Remark

Product Overview

Delmarva and the Ground for Change is the first feature-length environmental documentary film from the USDA Climate Hubs.

The 89-minute film was directed and produced by the USDA Northeast Climate Hub's Digital Content Manager, Karrah Kwasnik. It premiered virtually through USDA to a limited audience from May 2nd to May 9th, 2022 and garnered 1,200+ unique views from 1,675 individual registrants. The film was then released to the public via USDA's YouTube Channel on June 1, 2022. That same year, it screened at two film festivals (New Hampshire Film Festival, Monadnock International Film Festival), and had select screenings in Delaware through support from University of Delaware's College of Agriculture & Natural Resources and Cooperative Extension, and Sussex Conservation District's Soil Health Partnership.

Delmarva and the Ground for Change follows three family-owned farming operations on the Delmarva Peninsula who all care about and depend on soil.

The featured farms in the film include: Harborview Farms, a 10,000+ acre grain operation based in Rock Hall, Maryland; Fair Hill Farms, an organic dairy operation of 600 milking cows based in Chestertown, Maryland; and Deerfield Farm, a (100,000-bird) poultry, grain and vegetable operation in Lewes, Delaware. Some of the soil health practices discussed include cover cropping, no-till farming, and rotational grazing. Through the visual journey narrated by the farmers, the film connects how soil health practices can be synergistic in nature; promote healthy soils, safeguard working lands against extremes posed by climate change, and provide overall economic benefit.

Mission Statement

Disseminate *Delmarva and the Ground for Change* to national and regional stakeholder audiences to build climate awareness, promote climate smart farming practices, and ignite confidence in the ability of more farmers to cultivate resilient soils.

Target Market

Delmarva and the Ground for Change is a film intended for farmers, agricultural service providers, extension professionals, academic, and conservation audiences.

Target Market: Farmers

DEMOGRAPHICS

The film's primary target audience are family farms. While this audience group represents a wide and varied spectrum of understanding towards climate science (due to time, education, resources, and political bias), they are very knowledgeable on soil and soil health practices.

Based on the last Census of Agriculture in 2017, we know that the average age of the (primary) producer population was 59 (and more likely 60+ in 2023). Less than 10% of farmers are considered 'young producers' or under 35 years of age (as of 2017). However, the share of young producers is highest in the northern half of the United States. It is likely that many of the young producers are from farms sizable enough to support multiple family generations. It is worth noting that the dynamic of multi-generational farms can sometimes create challanges when it comes to adopting new types of farming practices as change can often mean risk.

According to the USDA Economic Research Service, 98% of U.S. farms in 2021 are family farms. Of these, 89% were considered small family farms, or farms with less that $350,000 in gross cash farm income (i.e. commodity cash receipts, farm-related income, and Government payments) before expenses. These farms account for close to 18% of production. In contrast, 3% of family farms are considered large ($1,000,000 or more in gross cash farm income) and account for over 46% of production. So, while most family farms are small, a majority of agricultural production occurs on large family farms. In addition, the number of farms and amount of agricultural land in the U.S. continues on a slow downward trend. In 2022, 893 million acres of farmland were recorded, which is 22 million acres less than the previous year. We also know that nationally, 96% of farms have white producers and that they farm over 94% of all land (acres) in farms (with an average farm size of 446 acres in 2022). These farmers are much more likley to be considered rural farmers, but may still face concerns over land development. In contrast, urban and/or small farms are much more likley to represent the ethnic and racial diversity that is more accurately reflective of the U.S population at large.

BAHAVIOR & PSYCHE

In general, farmers are much more likley to appreciate the film over other audience groups becasue the film is about and narrated by farmers. Operators from medium to large size farms, in particular, are likely to respond positively as the film depicts medium sized farming operations, which is often rare to see in film under a positive lens.

In addition, this audience group represents the "boots on the ground" - or those who can enact change because they are involved in management decisions and/or conservation planning goals on working lands. Because of this, they hold the highest return on value (ROV). However, due to the nature of those with occupations in agriculture, this audience group will also be the hardest to reach due to time constraints. The film itslef is not conducive to those with little time to spare as it requires a time investment of 80+ minutes.

Based on a 2021 USDA report on Farm Computer Usage and Ownership, 87% of farms do have Internet access. This insight is important as the film is freely available (in English) on USDA's YouTube Channel (with closed captions available). While online marketing efforts will target this audience group both nationally and regionally, word of mouth will be a valuable asset from this audience group (that will be hard to measure). Connecting the film in with other key target audience groups (ie. Extension Professionals, Agricultural Service Proviers) that work directly with farming communities will be important.

Target Market: Extension and Agricultural Service Providers

DEMOGRAPHICS

Extension professionals and agricultrual service providers represent a key target audience for *Delmarva and the Ground for Change*. This audience group, like farmers, also represents a spectrum of understanding towards climate science (due to time, education, resources, and political bias), but perhaps not as wide. Extension professionals and agricultrual service providers are likely to be knowledgeable about or familiar with concepts in soil science and/or soil health practices.

According to demographic data collected from a national survey of USDA field staff on climate and weather in 2017, most USDA NRCS respondents were white (75%), non-hispanic (71%), and male (63%). These results are noted as being reflective of demographic data from the agency. The majority of respondents from NRCS held college degrees (89%), and most majored in natural resource management (31%) and agronomy (21%).

In a 2022 report called, Feeding North America through Agricultural Extension from the North American Agricultural Advisory Network, 53% survey respondents from the U.S. (n=55) were 45-64 years of age, and 56% had been involved in 'Agricultural Advisory/Extension' for 15 or more years.

BAHAVIOR & PSYCHE

Extension and technical service providers are likley to appreciate the film since it is about agriculture and narrated by farmers, an audience group with whom they typically work with. This group is much more likely to be receptive to climate change information as it has become more and more integrated into their work and outreach over more recent years.

According to a national survey of USDA field staff on climate and weather by the USDA Northeast Climate Hub in 2017, 70% of NRCS employees (n=1,368) believe it is important for producers to adapt to climate change to ensure the long-term viability of U.S. agriculture. And while there was strong agreement that climate change was occuring (81%), there was disagreement on its causes. Only 27% indicated that climate change was being caused by human activity. In addition, only half of survey respondents (53%) believed that assisting producers to prepare for weather variability was part of their job. Furthermore, only a third of respondents (35%) agreed or agreed strongly that they had the knowledge or technical skill to help producers deal with those threats.

According to 2015 findings from the USDA Northeast Climate Hub's Climate Change Capacity Discovery: Current Activities and Future Priorities at Land-grant Universities in the Northeast, the top five focus areas in which climate change work was incorporated were: Natural Resources (38.8%), Cropping Systems (30.7%), Social Sciences (22.9%), Plants (22.0%), and Environment (20.8%). However, respondents also indicated that they were more likely to participate in trainings and workshops on climate change than they were to lead these trainings. And they perceived field tours, videos, and websites as the most helpful ways to disseminate information on climate change. Some of the barriers identified by these respondents related to conducting climate change work was the attitudes of target audiences (ie. land managers), and the lack of time and funding.

Target Market: Conservation Groups

DEMOGRAPHICS

Conservation advocacy organizations are another key audience to consider, but the film's content may be a bit more of a reach towards connecting with this group. There is also a spectrum of understanding towards climate science (due to time, education, resources, and political bias) in conservation groups. They are likely to be somewhat knowledgeable on soil health practices.

According to the U.S. Bureau of Labor Statistics, the median pay for a 'conservation scientist' - typically with entry level education of a bachelor's degree - is just shy of $64,000 per year in 2021. The median pay for a 'conservation worker' - typically with entry level education of a high school diploma - is just over $30,000 per year in 2021. Both positions are noted as likley being employed by federal, state, or local government, private companies and/or lands, or via social advocacy organizations.

BAHAVIOR & PSYCHE

Conservation advocacy organizations can sometimes be at odds with the agricultural community. Many are likely to be tuned in to climate change and its compounding impacts on the natural environment. However, many also pride themselves on working with farmers. In more recent years, more and more conservation groups have been either partnering to support and/or incentivize climate smart agriculture programs in efforts to further combat climate change.

This bridge between agriculture and conservation groups is important to consider - and foster - towards overall success of on-the-ground adaptation and mitigation efforts across working lands. It also represents a coming together of "sides" through a common goal.

Audience Personas

Name: Farmer Frank
Occupation: Farmer
Age: 35 to 50+ years
Education: (75%) High school, (25%) College degree
Average Farm Size: 430 acres
Location: Rural, Suburban
Geography: Mid-Atlantic, Northeast, National
Advantages: Interest in soils, decision making power for land mangement, knowledge about farming, and trusts fellow farmers and agriculture professionals
Constraints: Time, skepical of climate science and/or content from federal government
Viewer Type: In-person film event likely preferable to meet face-to-face and network

Name: Extension Emily
Occupation: Extension Agent
Age: 35 to 55 years
Education: (94%) College degree
Location: Rural, Suburban
Geography: Mid-Atlantic, Northeast
Advantages: Passionate and knowledgeable about farming, soils, and/or climate adaptation, concerned about climate change, and likley works with "Farmer Frank"
Constraints: Time, funding, farmer attitudes on climate change
Viewer Type: In-person film event likley preferable as it could be counted as a work event

Name: Conservation Chris
Occupation: Conservation Field Tech/Staff to Manager, USDA NRCS, Volunteer
Age: 35 to 55 years
Education: College degree
Location: Rural, Suburban
Geography: Northeast, National
Advantages: Experience working on many conservation practices, interest in soils, support person for small conservation-themed project grant with "Farmer Frank"
Constraints: Time, may not be very concerned about climate change in their job/duties
Viewer Type: In-person film event, online viewing during work

Name: Academic Alison
Occupation: Graduate Student
Age: 20 to 30 years
Education: College degree
Location: Suburban, Urban
Geography: Northeast
Advantages: Passionate about sustainable farming and climate change adaptation/mitigation, likely knows and may work with "Extension Emily" on a research project.
Constraints: Attention, lacks farm/conservation experience
Viewer Type: online viewing

Goals

A. Increase climate awareness and promote climate smart farming practices.

B. Grow online viewership of film by 50% (from 2022) by October 1, 2023.

C. Boost online audience retention of film from 14% to 20% by October 1, 2023.

Objectives

1. Produce a 'film event toolkit' for prospective partners by end of FY23 Q1.
2. Write marketing plan by end of FY23 Q2.
3. Host 8-10 film screening events across the Northeast by end of FY24 Q1.
4. Measure viewer sentiment after all in-person film screening events.
5. Launch digital advertising campaign from FY23 Q2 through FY23 Q4.

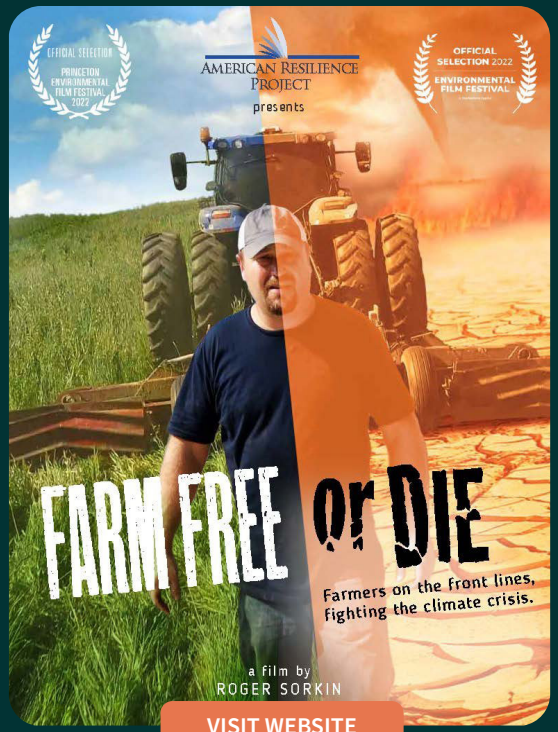
Competitor Analysis

The landscape of documentary film work is both diverse and vast. There are many environmental films focused on the subjects of climate change, farming and food, and even soil health these days. However, there are distinct differences in how farming is presented and the klout behind some films.

Relatively recent documentary films that point to regenerative agriculture or climate smart farming, such as *Kiss the Ground* (2020), *2040* (2019), and *Biggest Little Farm* (2018) have award winning filmmakers and/or celebrity status baked-in along with large budgets and teams for production, post-production, distribution, and marketing. Overall, these films are well-made, beautiful, and have general audience appeal as they speak to how agriculture can become part of the climate solution. However, they do tend to broadbrush agricultural practices/concepts as either good or bad, which can be somewhat misleading to a general audience with no background in agriculture. These films are also available on a mix of top streaming platforms such as Netflix, Amazon, etc.

There are also slightly more niche documentary films about agriculture such as *Farm Free or Die* (2022), *COW* (2021), *Livestock on the Land* (2021), and *To Which We Belong* (2021) - which have all recieved well deserved recognition and awards from highly esteemed foundations and film festivals. Since these films are a bit more focused on specific topics within agriculture (i.e. farm policy and food security, dairy farming through the eyes of a dairy cow, the value of regenerative grazing in rural communities, farmers turning away from conventional practices), they have greater capacity for informational depth and detail. Compared to *Delmarva and the Ground for Change, Farm Free or Die* and *Livestock on the Land* appear to be most similar in production quality, (likely) budget, perceived target audiences, and release dates. Altogether, this positions these two films as either very close competitors or valuable partners in the film landscape.

Competitor Analysis



Release Date: January 24, 2022

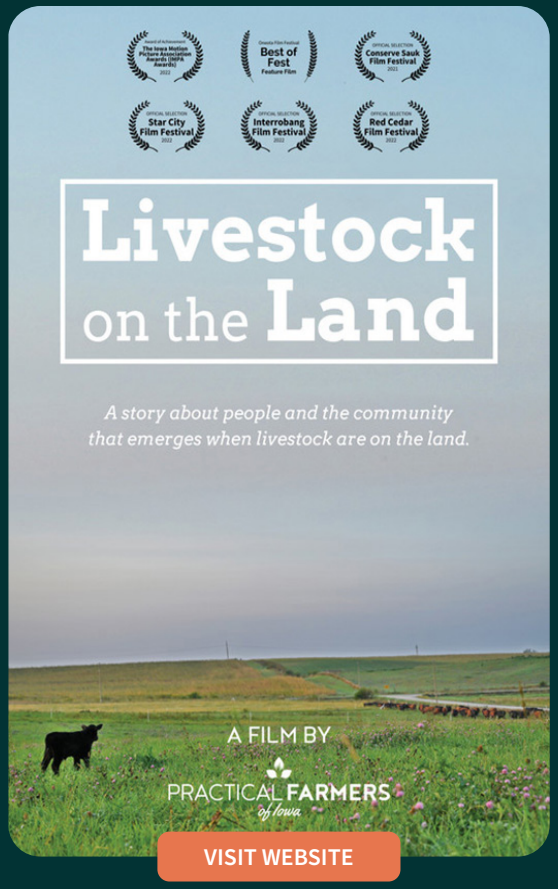
Film Length: 29 Minutes

Streaming Platforms: Vimeo

Streaming Cost: Free

Description: Farm Free or Die is a short documentary film that advocates for transformative agricultural policies that improve farming livelihoods and address the climate crisis. The stories of farmers on the front lines of severe environmental and economic adversity will catalyze support for policies that stabilize rural communities, strengthen food security, and incentivize soil health and carbon removal.

Organization: American Resilience Project



Release Date: January 21, 2021

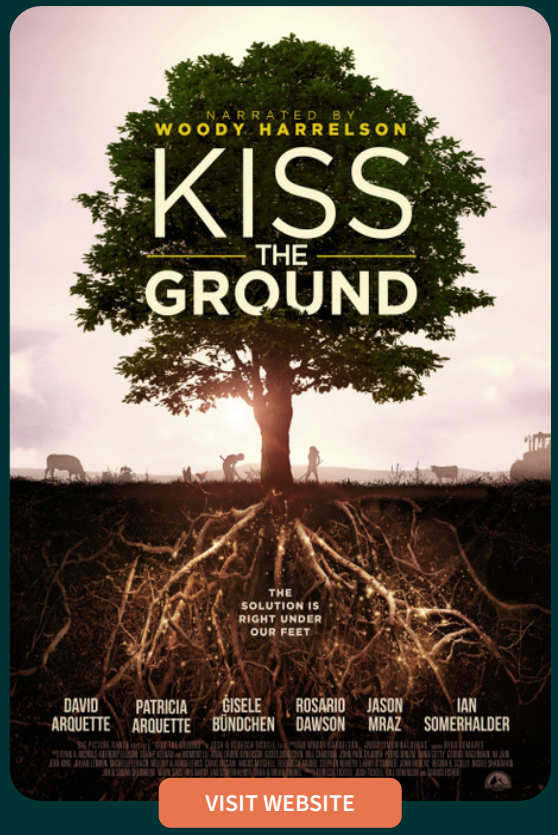
Film Length: 78 Minutes

Streaming Platforms: YouTube

Streaming Cost: Free

Description: Livestock on the Land is a story about regenerative grazing and its promise for the Iowa landscape. Up close, however, it's a story about people – the farmers driven by love of family, land and livestock to seek more resilient solutions, and the community that emerges when livestock are on the land.

Organization: Practical Farmers of Iowa



Release Date: September 22, 2020 [Netflix]

Film Length: 84 Minutes

Streaming Platforms: Netflix, Amazon Prime Video, Google Play, YouTube, Vimeo, Apple TV

Streaming Cost: $3.99 / Subscription

Description: Kiss the Ground is a full-length documentary narrated by Woody Harrelson that sheds light on an "new, old approach" to farming called "regenerative agriculture" that has the potential to balance our climate, replenish our vast water supplies, and feed the world.

Organization: Kiss the Ground

SWOT Analysis

STRENGTHS

- Film is free to watch
- Film is narrated by farmers, farmer perspctive
- Film showcases different types of farming opertations
- Film highlights women in agriculture
- Film has visually pleasing imagery
- Film does not present soil health practices as 'silver bullet'
- Film provides sources with on-screen factoids
- Product of the USDA Climate Hubs
- Established network of partners
- Ability to create promotional media 'in-house'

OPPORTUNITIES

- FY23 USDA OCE funding for film promotion/events
- Partnership with University of Delaware
- Piggyback off existing agriculture and/or conservation events
- Seek film screening event partners within well established agriculture and/or conservation organizations
- Expand film awareness through influencer networks
- Expand film awareness to target markets via online marketing
- Add Spanish closed captions
- Positive media/press (i.e. film being highlighted by high-level farming or conservation organizations)

WEAKNESSES

- Film is long, considerable time investment
- Film content is niche (ie. soil health practices, agriculture)
- Film is only available on YouTube, not big streaming services
- Film does not have any racial diversity
- Low public brand recognition
- Film only available with English closed captions
- Film reflects events from 2019 (i.e. electric tractors exist in 2023)

THREATS

- Tough competition, many films on farming/soil/climate change
- Establishing screening events with partners is time consuming
- Negative media/press (i.e. film being 'called out' by those against animal agriculture/CAFOs)

Distribution Plan

The distribution plan for *Delmarva and the Ground for Change* will focus on 1.) online video on demand, 2.) direct to consumer, and 3.) a hybrid mix of those channels.

ONLINE DISTRIBUTION

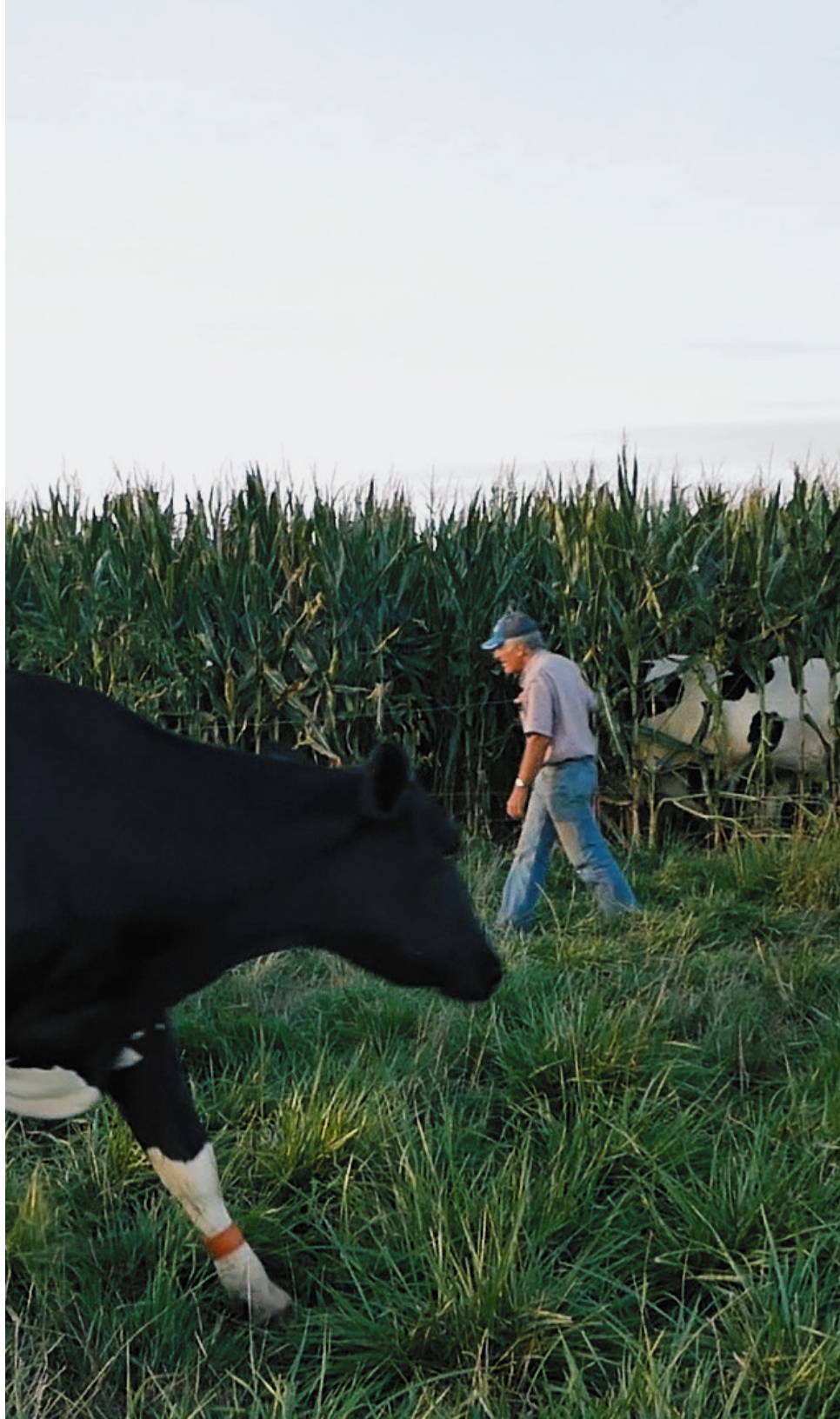
The film is available to stream as video on-demand (VOD) through USDA's YouTube Channel. Viewers can opt for closed captions, and select quality and playback speed options.

DIRECT DISTRIBUTION

In-person screening events will be hosted throughout the Northeast region in 2023. These events will focus on partnering with organizations already actively involved with their agricultural and/or conservation communities so as to best reach target audience groups. These efforts will also include post screening discussion panels with farm, soil, and/or climate experts. Multiple film format options are also available: DCP, Blu-ray, and digital (h.264, .mov).

HYBRID DISTRIBUTION

Through select virtual events, the film can be made available to stream through private channels outside YouTube. Examples of past virtual screening events include the film's virtual premiere in May 2022 and its inclusion in hybrid film festival lineups (i.e. MONIFF, Monadnock Earth Day Festival).



Digital Marketing Strategy

The digital marketing strategy will consist of four methods: 1.) content marketing, 2.) email marketing, 3.) social media advertising, and 4.) event marketing and advertising.

While content marketing aims to attract or pull audiences in through content (i.e. videos, blogs, podcasts), email marketing and social media advertising help push out messaging to select and/or targeted audience groups. Consumers for any product or service often go though a journey with various forms of content or touchpoints across different channels before purchasing a product, signing up for a service, or - in this case - watching a film. The journey or 'sales funnel' always begins with awareness; followed by interest, descision, and retention.

Awareness | Interest | Decision | Retention

Each level of the journey naturally narrows as not everyone will be interested in the content presented and/or may have various pain points (i.e. time) along the way that deter them from that 'final purchase' or -in this case - final decision to watch the feature film. This journey can also be influenced by different forms of marketing and advertising efforts. This section will outline each marketing strategy with respect to content mix, delivery channels, and goals.

CONTENT MARKETING

It's important to consider how different types of content might align under a consumer's journey from film discovery to streaming.

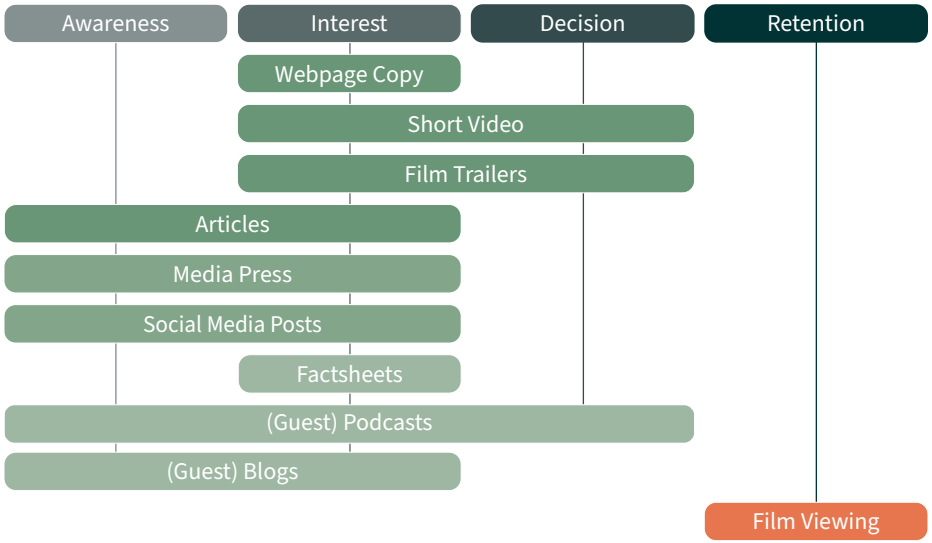
For example, a text-based post on Twitter will likley spread awareness about the film, but is unlikely to directly lead to increased film viewership. Getting the film talked about on a podcast episode, which is more likely to have niche, loyal listeners, *may* prove more helpul in steering audiences closer towards a positive decision to watch the film. Or, watching the film trailer may have great sway over a person's decision to attend an in-person film screening event in their community.

Digital Marketing Strategy

The exisiting content mix for *Delmarva and the Ground for Change* includes: video (film trailers, short video), social media postings, media press, calendar event listings, articles, and a recorded virtual film panel event. To see the full portfolio of existing film content, visit the 'Marketing Materials' section.

While the film's content mix currently lacks in blog and podcast media, it does possess a strong portfolio of promotional video content. Further efforts will be made to pursue guest blog and podcast appearances, as well as the creation of "co-branded" factsheets that highlight topics from the film. Content delivery channels include the USDA Climate Hub website, social media platforms (Twitter, YouTube, and Facebook), and 'partner' websites and platforms.

The goal in producing/publishing ongong film-related content is to entertain and educate viewers in order to persuade new audiences to watch the film (Goal B). Doing so will help drive more website and social media traffic, which will also help to grow brand recognition, increase climate awareness, and promote climate smart farming practices (Goal A). Below is a summary of how the existing and planned content mix structure likely situates under a potential viewer's content journey.



Digital Marketing Strategy

EMAIL MARKETING

Through this marketing strategy, the main objective is to share film specific events, content, and updates with the 1,200+ newsletter subscribers already familiar with the USDA Northeast Climate Hub.

To this end, the goal of piggybacking off of *Quarterly Harvest* readers is not to just generate pageviews to USDA Climate Hub webpages (and other branded platforms), but also to continuously increase overall climate awareness and promote climate smart farming practices (Goal A).

The Quarterly Harvest is a long running digital newsletter. It was started in 2017 with the aim to deliver high level updates and articles with a balanced mix of created and curated content from USDA Northeast Climate Hub staff and partners. Since inception, the newsletter has seen a steady increase in readership and engagement from subscribers. The most recent newsletter (May 2023) recieved a 65% open rate and 51% click rate; one of the highest results to date. Looking closer at the newsletter's subscribers, 15% are .gov email addresses, 33% are .edu email addresses, 8% are .org email addresses, 42% are a mix of .com and .net email addresses, and 2% are international email addresses. 48% of subscribers are either working for a government agency or an academic institution. Messaging about the film is likely reaching the 'Extension Emily', 'Conservation Chris', and 'Academic Alison' Audience Personas. It is also probable that most subscribers are within the Northeast.

Other organizations can also help share information about the film via email marketing. However, this will likely only happen when an organization is hosting an in-person film screening event, and is aiding in event marketing.

Digital Marketing Strategy

SOCIAL MEDIA ADVERTISING

Through the help of University of Delaware Cooperative Extension, a multifaceted digital advertising campaign will promote the film to online audiences.

This marketing strategy will be heavily responsible all three film marketing goals. The campaign will make use of popular social media platforms to target specific audience interests and demographics across national and regional scales from February through September, 2023. Social media advertising efforts to drive persons (of film's target audience) to watch the film on USDA's YouTube Channel will aim to grow online viewership by 50% (from 2022) by October 1, 2023. Through targeted advertising to those interested and/or working in farming and/or the agricultural sector, and conservation and/or natural resources, a second aim is to increase the audience retention rate for the film on USDA's YouTube Channel from 14% (2022) to 20% by October 1, 2023.

Given that *Delmarva and the Ground for Change* is a feature length film, video advertising is important towards product continuity and in attracting viewers. Therefore, 20-second video advertisments will be created to target the different audience groups through Meta (Facebook and Instagram) and Google (YouTube). Advertisments - especially those through Facebook and YouTube - are likely to be most successful with older Audience Personas, like 'Farmer Frank', 'Extension Emily', and 'Conservation Chris'.

Video advertisements will be A/B tested with small budgets and timelines before a 'winning' video advertisment is pushed out with a larger budget and timeline. And campaign efforts will continuously be fine tuned over time. Video advertisments will direct to either the film's landing page on the USDA Climate Hub's website (where the film is embedded) or to YouTube (where the film is hosted). In order to aid in campaign tracking, a redirect domain (groundforchangefilm.info) was purchased through University of Delaware Cooperative Extension.

Digital Marketing Strategy

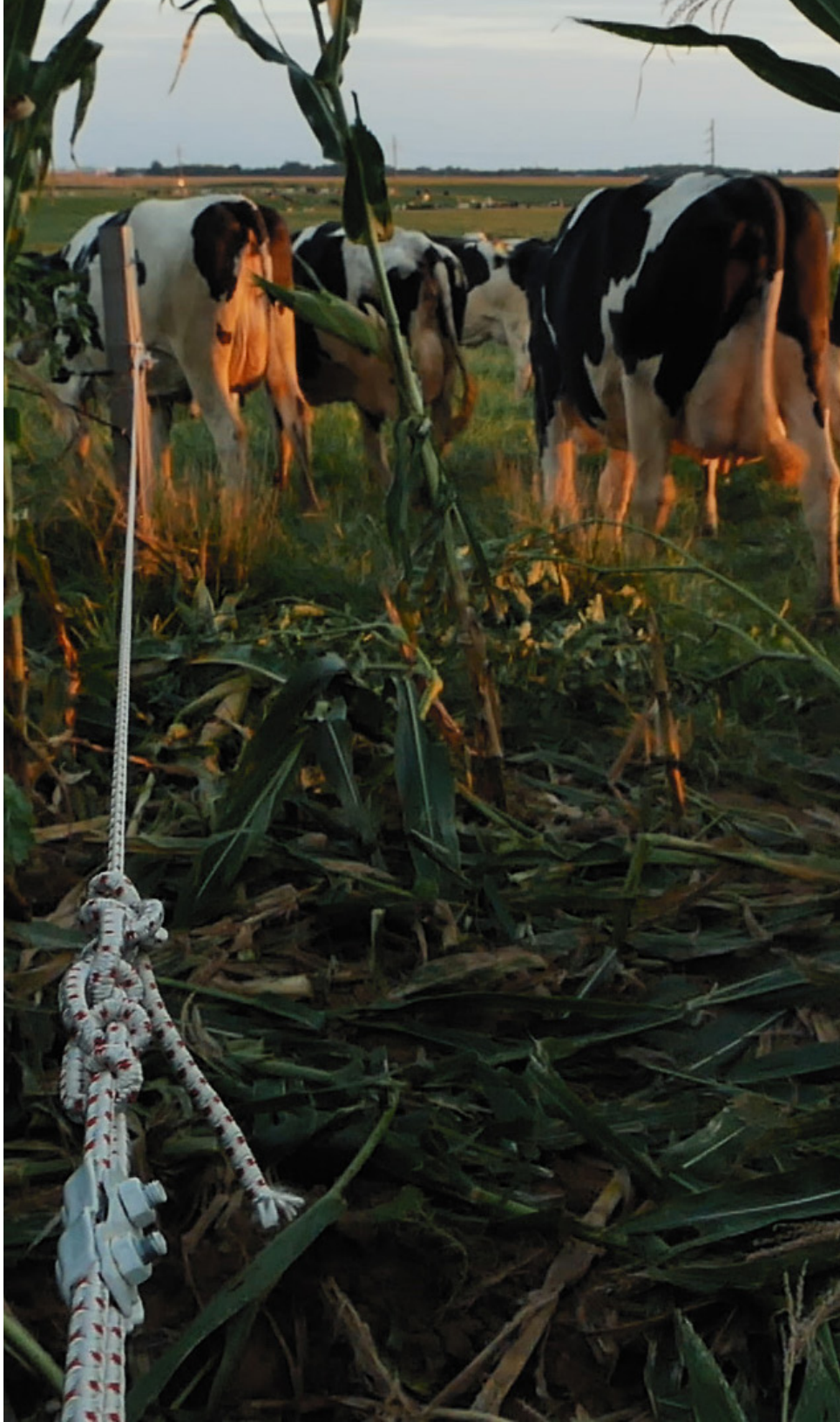
EVENT MARKETING AND ADVERTISING

A leading goal of *Delmarva and the Ground for Change* is to facilitate deeper conversation within communities around soil health practices and climate smart farming.

In order to accomplish this, event marketing efforts will be used to bring people together around the film. A total of 8-10 film screening events are anticipated to take place throughout the Northeast region, with a special focus in Delaware and Maryland. Because of this, University of Delaware Cooperative Extension will be instrumental in connecting with agricultural and conservation organizations about the exciting opportunity to host their own film screening event.

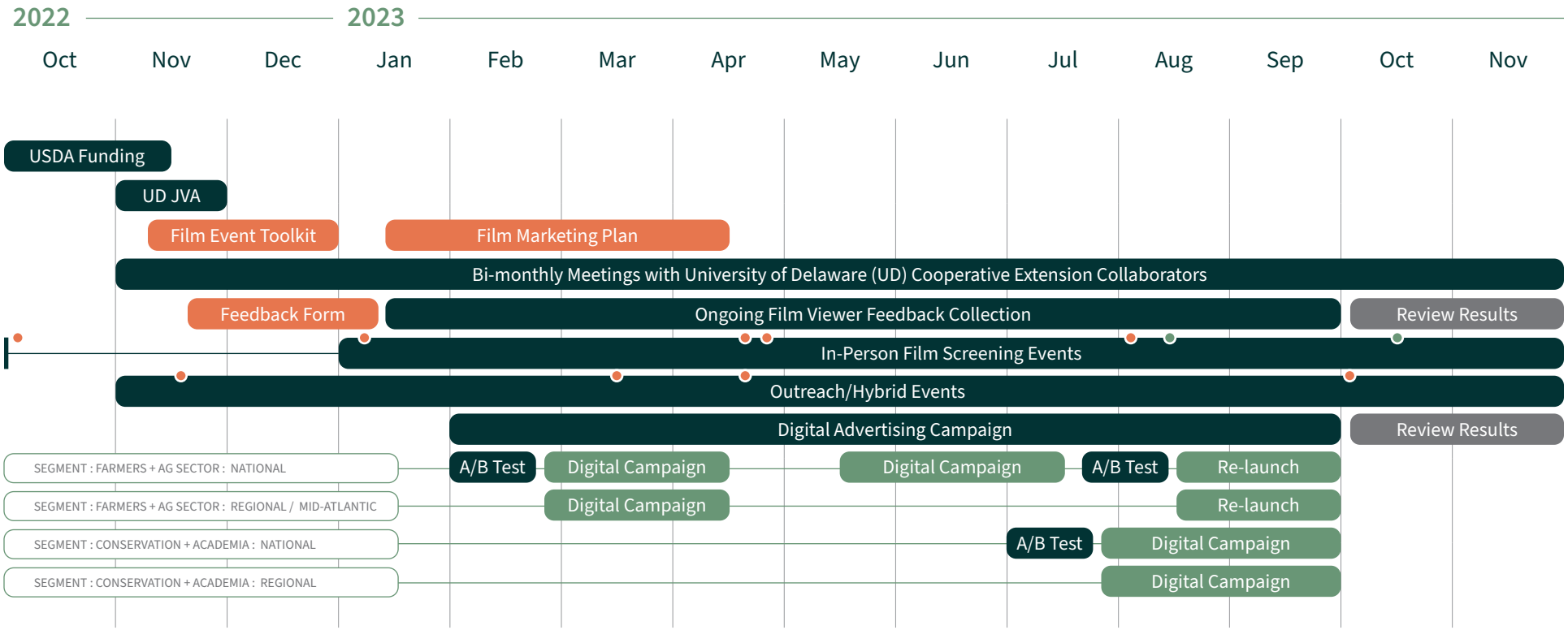
Two cornerstone characteristics that are unique to in-person film screening events include 1.) post-screening panel discussions and 2.) capture of viewer sentiment. While, post-screening discussion panels will aim to feature notable farm, soil, and/or climate experts to address audience questions arising from the film, an anonymous post-screening feedback form will help to capture individual viewer sentiment, thoughts, and percieved changes in knowledge from the film. Feedback form results will help give measure to the film's impact towards increasing climate awareness and promoting climate smart farming practices.

In order to help film screening partners boost their event marketing efforts, event specific advertising across Meta platforms (Facebook, Instagram) can be provided through Delaware Cooperative Extension. These efforts will use small amounts of funding to target audiences within the geographic area of the event's location. While it is more likely that the 'Farmer Frank', 'Extension Emily', and 'Conservation Chris' Audience Personas will be more easily reached by online event advertising, 'Academic Alison' is also likely to attend an in-person film screening if other out-reach tactics are used to communicate the event and the screening venue is on or close to a university/college campus.



Timeline

- EVENT PLANNING IN PROGRESS
- SCHEDULED AND/OR PAST EVENT



IN-PERSON SCREENING EVENTS

- October 2023 | with Center for the Inland Bays | Lewes, DE
- August 2023 | with Nanticoke Watershed Alliance, Delmarva Chicken Association | Vienna, MD
- August 5, 2023 | Blessing of the Combines | Snow Hill, MD
- April, 26 2023 | University of Maine | Orono, ME
- April 20, 2023 | Monadnock Earth Day Film Festival | Keene, NH
- January 10, 2023 | Delaware Agriculture Week | Harrington, DE
- October 6, 2022 | New Hampshire Film Festival | Portsmmouth, NH

OUTREACH / HYBRID EVENTS

- October 2-8, 2023 | Chesapeake Film Festival [Virtual] | Easton, MD
- April 19-22, 2023 | Monadnock Earth Day Film Festival [Virtual] | Keene, NH
- March 17, 2023 | New England Healthy Soils Network Symposium | Durham, NH
- November 21, 2022 | UNH Soils Lab | Durham, NH

Budget

Office	Award	Total Funding
USDA OCE	$20,000	
USDA Northeast Climate Hub	$8,000	
		$28,000

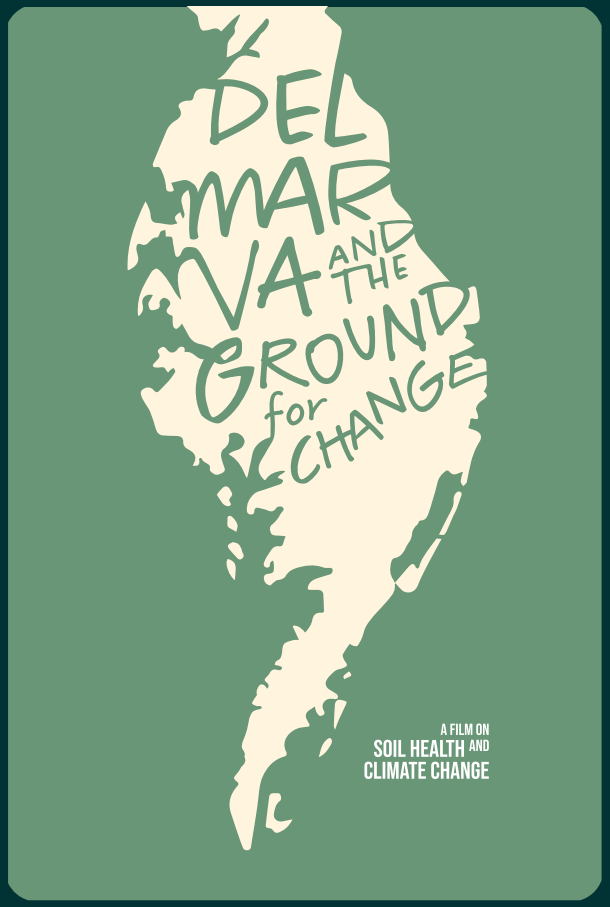
Item	Allocated	Spent June 1, 2023	Additional
In-person Events: Venue/Equipment Rentals	$5,000		
In-person Events: Print and Online Marketing	$2,000	$350	
Digital Advertising Campaign	$4,000	$2,265	$500 (Google)
Travel Support	$3,000		
Salary for Project Support	$14,000	$8,200	

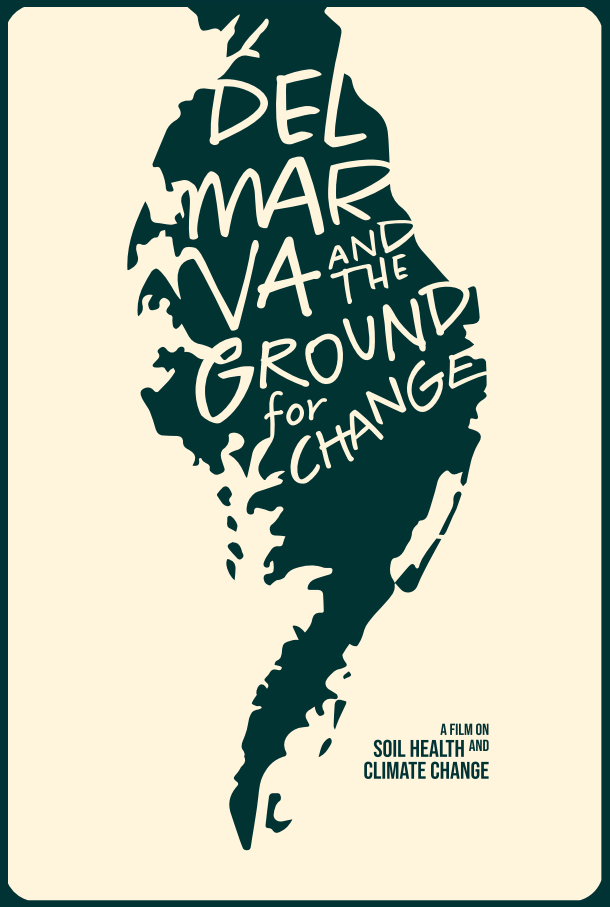
Project Support

Promotional efforts for *Delmarva and the Ground for Change* would not be possible without funding from USDA OCE, support from USDA Northeast Climate Hub, and collaborative partnership with University of Delaware Cooperative Extension.

More specifically, **Dr. Jennifer Volk**, Associate Director of Cooperative Extension and Environmental Quality Extension Specialist at University of Delaware Cooperative Extension acts as the Film's Promotion Coordinator. Volk has been instrumental in film outreach and networking across the Delmarva. **Katie Young**, Digital Content Specialist at University of Delaware Cooperative Extension leads all digial campaign setup, management, and analysis for both national and regional film advertising efforts, as well as for localized film events. Young's savvy and know-how is the backbone of the film's digital outreach strategy.

Marketing Materials: Film Poster

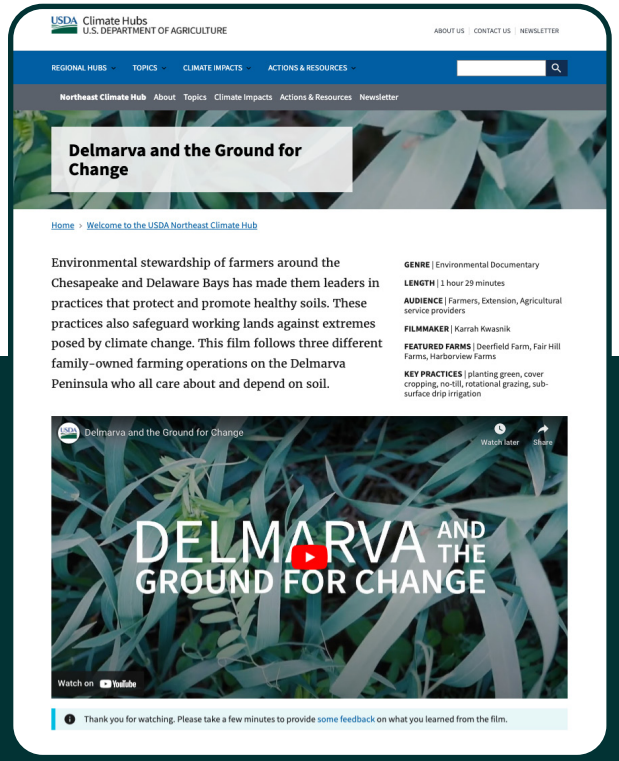


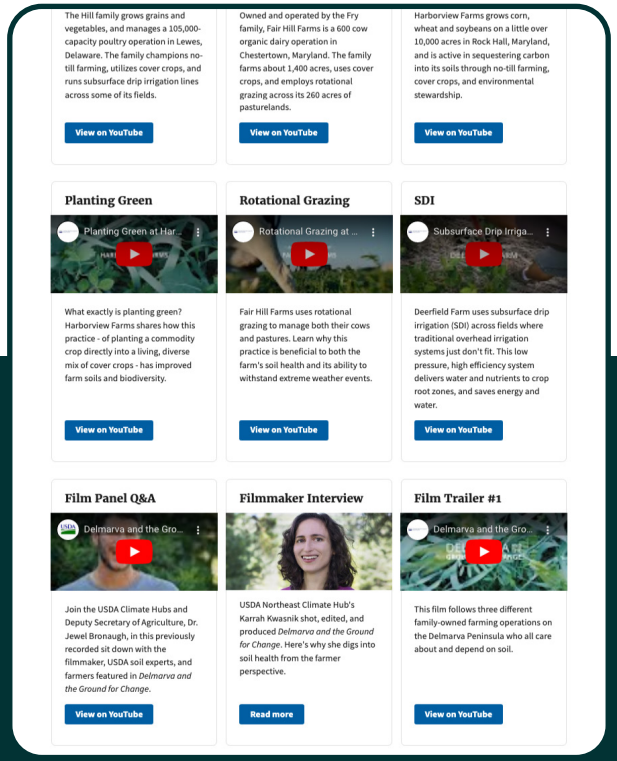


The classic promotional material; the film poster represents the film and is used across print and digital mediums to provide consistent branding.

DOWNLOAD POSTER

Marketing Materials: Website

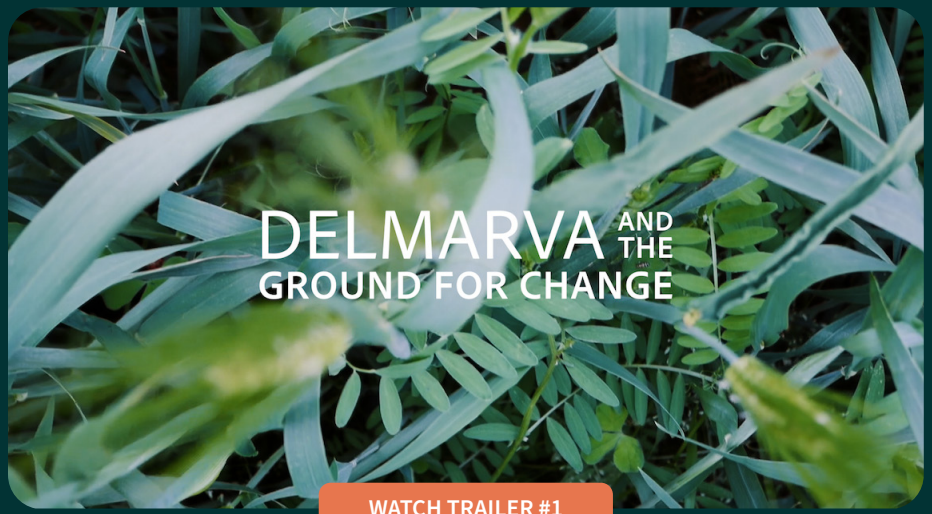


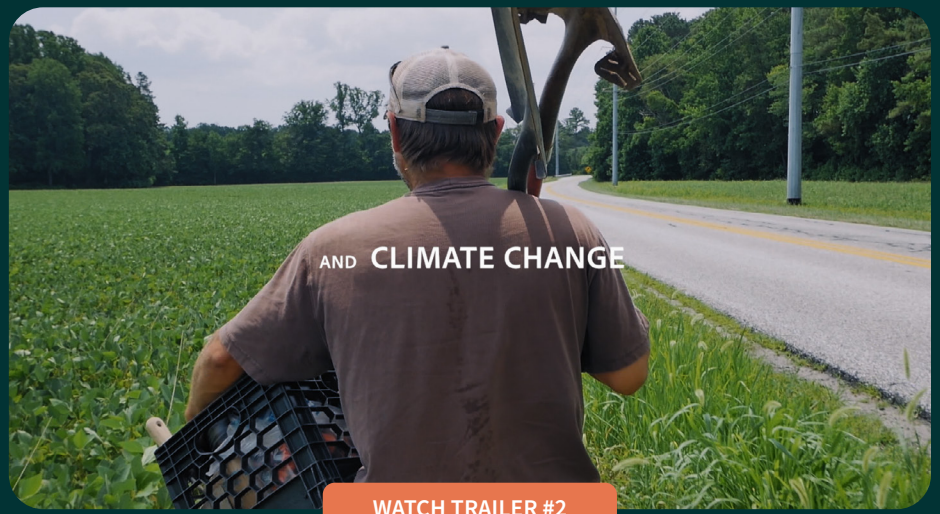


Hosted on the USDA Climate Hub website, the film webpage allows viewers to watch the film, explore content about the film and farms involved, see upcoming events, and notable updates.

VISIT WEBSITE

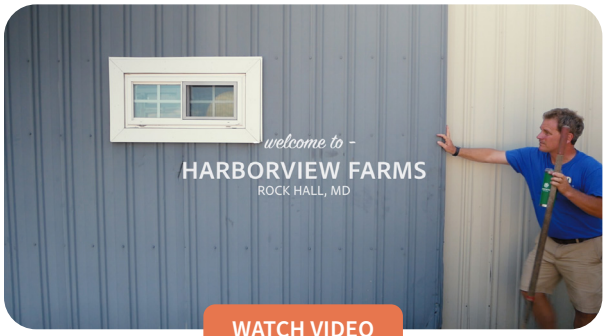
Marketing Materials: Film Trailers

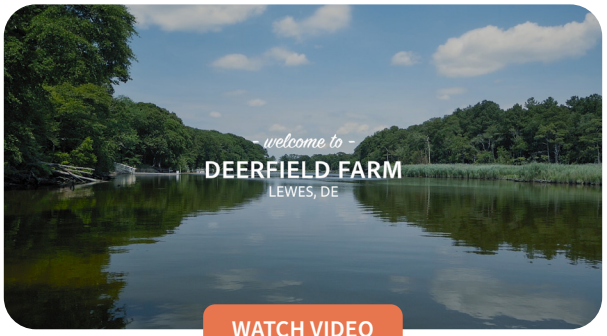


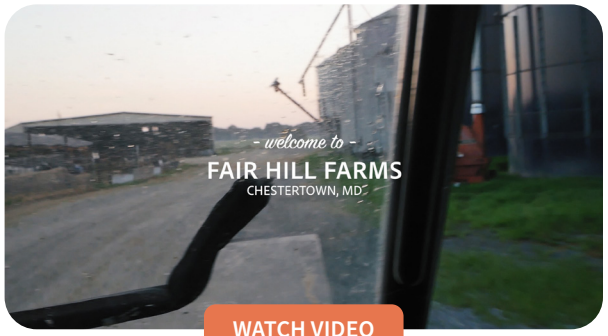


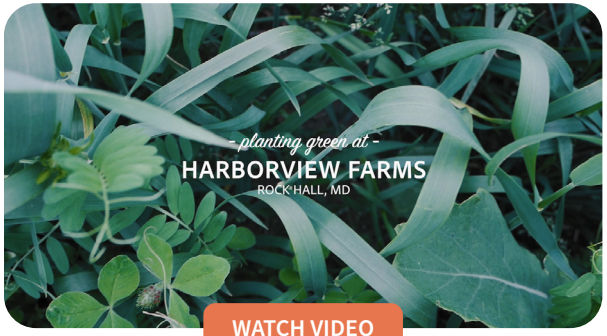
Two film trailers were released January 2022 on YouTube under the USDA Northeast Climate Hub Channel. Trailer #1 (left) is 2:02 minutes in length, and trailer #2 (right) is 53 seconds long.

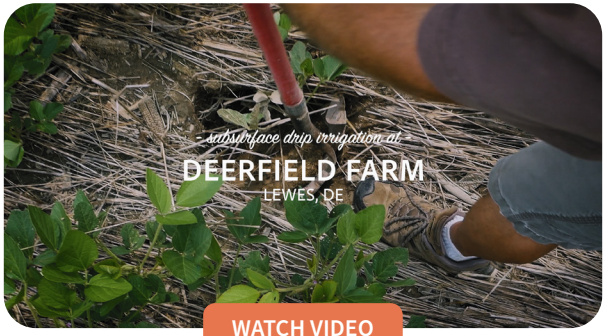
Marketing Materials: Short Videos











Hosted on USDA Northeast Climate Hub's YouTube Channel, short videos ranging from two to four minutes in length highlight each farm and some of the key practices featured in the film. Video shorts about each farm were released in April 2022. Video shorts about farming practices were released in July 2022.

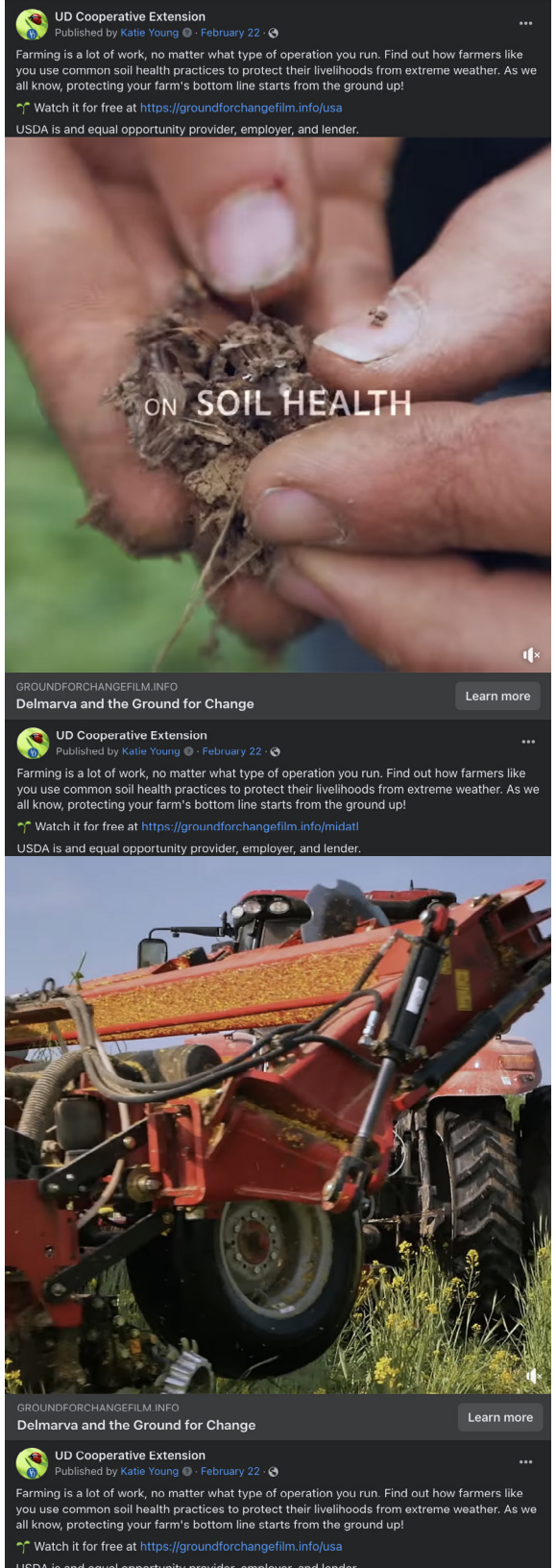
Marketing Materials: Film Stills

IMAGE LIBRARY

Marketing Materials: Video Ads

20 second video ads created for social media advertising campaign targeted to select user segments on Google and Meta platforms at both regional and national scales. To date, along with a general video ad made for all audiences, male and female farmer targeted ads have also been created and A/B tested. A video ad targeted to conservation concerned audiences will be made in FY23 Q3 for the summer. Video ads can also be customized for individual event promotions online. This campaign is being managed through University of Delaware Cooperative Extension.

DOWNLOAD VIDEO ADS



Marketing Materials: Event Flyer

Digital flyer to announce Live Virtual Panel Q&A with filmmaker, USDA soil experts, and farmers featured in film - in tandem with film premiere. Custom layout design for future events is possible depending upon needs.

EVENT FLYER

Marketing Materials: Event Toolkit

This informational PDF document gives overview to film goals, how to partner, and host a film screening event. It is also accompanied by suggested audience/panel discussion questions and quick reference guide to the factoids presented throughout the film.

EVENT TOOLKIT

Closing Filmmaker Remark

"On a basic level, *Delmarva and the Ground for Change* as a film aims to increase general climate awareness around how agriculture is being impacted by climate change from the farmer perspective. But on a deeper level, the film aims to provide hope around the climate crisis by showing what farmers are already doing to protect agricultural soils."

- Karrah Kwasnik, Filmmaker