

# CONNECTING FARMS AND FAMILIES TO CREATE 678 MILLION CONVERSATIONS AROUND FOOD

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CommonGround



# CommonGround

## DETAILS



### CHALLENGE

More than ever, consumers want to know where their food comes from and how it is produced. When news programs began running stories about the danger of “Frankenfoods,” the United Soybean Board and National Corn Growers Association knew they had a problem — particularly given genetically modified crops account for such a high percentage of the U.S. corn and soybean crop.

In addition to concerns about GMOs, misconceptions about pesticides, the environment, animal welfare and the death of the family farm were eroding the public’s trust in our food system. Most troubling in this emerging debate was the exclusion of growers from the conversation.

### INSIGHTS

**Science Alone Doesn’t Cut It.** Earning trust takes emotion.

**People Like Growers.** Farming ranks among the most respected occupations.

**Mothers Know Best.** More than 70% of food purchases in the United States are made by women.

### SOLUTION

OBP developed CommonGround, a platform to connect female growers with their urban peers. This grassroots effort fosters conversations among women — on farms and in cities — about where our food comes from.

Developed in 2010 and still running today, the program leverages a digital platform to share content and stories volunteers can use when speaking publicly, interacting with the media and engaging in online conversations. Partners have included the United Soybean Board, National Corn Growers Association and commodity organizations in 20 states.

### KPIs / RESULTS

*Improve Consumer Awareness of Modern Ag Practices*

**- Understanding increased from 47% to 88% following a conversation**

*Increase in Website Traffic*

**- Visits increased 132% YOY among women 25-45 in urban areas**

*Expand the Volunteer Network*

**- Team grew from 14 volunteers to a network of over 200 spokeswomen**

### ADDITIONAL

*Social Engagement*

**- 1.6 million views of videos in the first two weeks**

*Industry Recognition*

**- 2015 NAMA National Grand Champion Award, Best of Show Digital, First Place Social Tactic and Website Directed to Consumers**

### OUR SERVICES

Strategy, Creative, PR, Website Development, Video, Social Media, Content, Experiential

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## HIGHLIGHTS



[FindOurCommonGround.com](http://FindOurCommonGround.com)

