

DEMETER COMMUNICATIONS was formed to deliver distinctive and practical solutions for food and agricultural firms. Uniquely engaged throughout the food production chain, Demeter delivers superior communication results for audiences ranging from producers to consumers. We are pioneers in developing successful image campaigns to communicate on-farm production to consumers and their influencers.

For roughly two decades, each of Demeter's four senior partners has made significant contributions to food and agriculture, serving as public information officers, member liaisons, account executives, strategic counsels, agricultural journalists and public relations directors. Each maintains close ties to production agriculture, as well as contacts and expertise throughout the product processing and marketing chain.

Services

Communications Strategy and Metrics
Communications and Media Training
Marketing Communications
Collateral Materials
Sales
Events and Trade Shows
Alliance Creation
Media Relations
Issues Management
Educational Communications
Leadership Development and Training
DISC Profile Training

Cultivating Success

Today, a truly dynamic ally is ready to help you cultivate success.
DEMETER COMMUNICATIONS unites senior level talent with hands-on knowledge of food and agriculture plus practical, everyday know-how.

Clients

Food Associations
Producer Checkoff-Funded Initiatives
Forestry Firms
Animal Health Companies
Crop Science Businesses
Business Strategic Counselors
Cooperatives
Seed Companies
Horse and Livestock Producers
Land Grant Universities

Competencies

DEMETER COMMUNICATIONS specializes in marketing communications and strategy, leadership development and program implementation. Under Demeter's guidance, companies are gaining ground through:

- Forging mutual understanding between producers and their customers
- Building connections that enhance marketing knowledge and strengthen the sales environment
- Inspiring progressive ideas among and between channel participants
- Establishing and enabling more responsive relationships with stakeholders

Expertise

The team's skill set, based on nearly 100 years of combined experience, runs from public relations and marketing to leadership development, education, strategic planning, issues management, corporate image enhancement and market research. In application, this expertise includes:

- Deciphering production agriculture for a literate and inquisitive consumer audience
- Helping food and agricultural entities maintain leadership that is effective and engaged
- Understanding the attitudes and behaviors of key stakeholders to enhance program implementation
- Increasing the effectiveness of strategic planning by turning goals into results-oriented programs
- Working as a partner to strengthen corporate identity and market position
- Effectively developing and implementing everyday communications

Contact a Demeter Communications Senior Partner Today:

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