



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.

About Demeter

Demeter Communications marked its official launch in August of 2006 to implement 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. For roughly two decades, each of Demeter's five 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 food processing and marketing chain.

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 for agricultural products
- **Inspiring** progressive ideas among and between channel participants
- **Establishing and enabling** more responsive relationships with stakeholders

Expertise

The team's skill set, based on more than 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



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

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

Contact a Demeter Communications Senior Partner Today:

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