



A ADFARM 2024 IMPACT REPORT





Growth on the Farm

We are AdFarm, a group of incredible humans and marketers that have come together to further agriculture in every shape and form. Our team is made up of active farmers, grown-up farm kids, experts with ag certifications and lifelong marketers—so we understand the special language that is embedded within agriculture. We know agriculture isn't just a career, it's a foundation for who we are as people.

This book is a look back at our year, a celebration of the good we've done and how far we've come. Thank you for being a part of our journey.

40 **A** Years

1984 to 2024

Cheers to 40 Years!

40 years is a long time for anything, and we can't imagine where we'd be without dedicated AdFarmers. Thank you for your time, your passion and the role you've played in helping us grow.



386

total combined
years of service
across the
AdFarm team

12

our employees live in 8 states
and 3 provinces, plus 1 in Europe

6

our client partnerships extend worldwide:
Colombia, Israel, Japan, Australia, Canada
and the USA

Scan to view video





FARM VOICE

BY ADFARM

The Driving Voice of Agriculture

Our carefully curated Farm Voice community provides real life insights and perspectives that help us craft the strategy, creative and messaging AdFarm is known for. Nurturing and growing our Farm Voice community was a key focus in 2024 and will continue to be a core focus in years to come.

415+ Farm Voice members

4 Farm Voice newsletters sent

10 Community insight surveys

Calgary, Canada

300+ event attendees

16 panelists



This Week In AgriBusiness

One television mention on This Week in Agribusiness



HELLO, FARM VOICE MEMBERS!

SOCIAL MEDIA + YOU

A huge part of marketing to farmers is understanding how each of you stay informed, whether that's videos, radio, social media or chatting with a friend at the coffee shop. As part of our 2024 Annual Community Survey, 114 Farm Voice members participated in the Farmer's Use of Media survey. Thank you to all of those who participated!

Here are some key findings:



Across all social media platforms, YouTube was the most popular amongst both U.S. and Canadian producers.



The least trusted media channel for information outside of agriculture was influencers and social media.



Podcasts are the most underutilized platform, with a majority of respondents not having an opinion and/or are not



Emails, Phone Calls and In-person (farm visits) are the top 3 most preferred methods of communication

Farm Voice is more than an event. It's surveys, interviews and newsletters and our finger on the pulse of the industry.

WE WANT TO FEATURE A FARMER LIKE YOU!

Agriculture is enriched with different backgrounds, operations, people and communities, each of which has a unique story we want to tell. As part of the Farm Voice community, we want to connect our members so you can meet your neighbor!



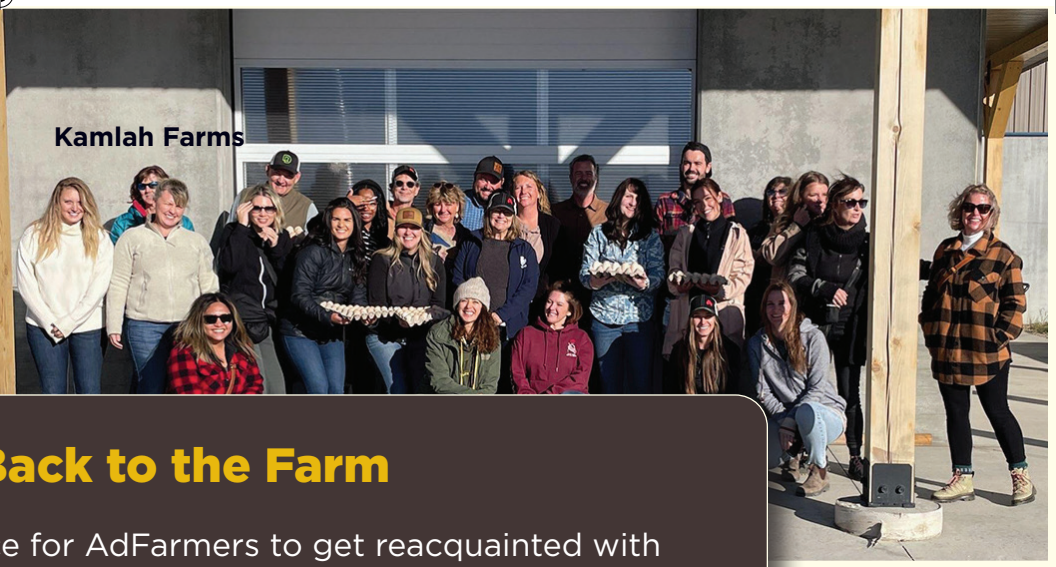
Meet Blake

Blake Chance is a multi-generational producer farming with his family in Buckner, MO. They primarily raise corn and soybeans along with a cow-calf herd. In addition to farming full time, Blake also operates Last Chance Farm & Feed.

Connect with Blake on Instagram and get to know a fellow community member!

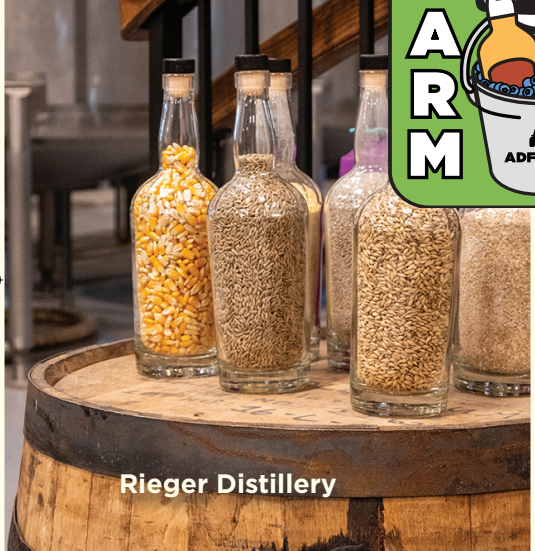
Blake Chance
Buckner, MO
@ih_tractorguy

Want to be featured in our quarterly newsletter? Please fill in your contact information below, and we will reach out to you!



It All Comes Back to the Farm

Farm Daze is a chance for AdFarmers to get reacquainted with farming at the ground level. Each office takes time to explore local farms, producers and other businesses along the food and value chain to gain a deeper understanding of our industry.



Rieger Distillery



12

farm dogs
got scratches



Rieger Distillery



Newsome Farms Ltd.



P&H Milling Group



Christhill Farms



Fallentimber Meadery

10
North American
agriculture
businesses visited



Christhill Farms



Bonfire on Queen

542 farming facts learned

Did you know?

Gin is a vodka that derives its flavor from juniper berries

Client Impact: Going Above and Beyond

AdFarmers have always gone one step further when it comes to our clients, and 2024 was no different. Our teams have answered the call of duty and then some. We've helped our clients grow in ways they never imagined when they first stepped through our doors, while growing AdFarm at the same time.

12%
organic
growth for clients
such as Yara and P&H

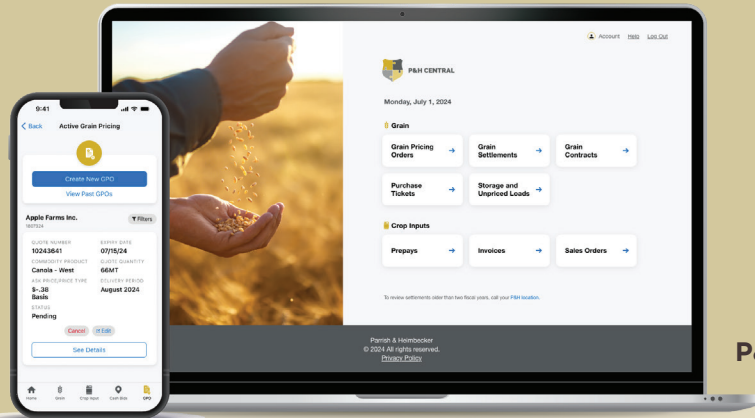
12
brands launched

\$100K
donated to rural
communities by
Growing Home With BASF

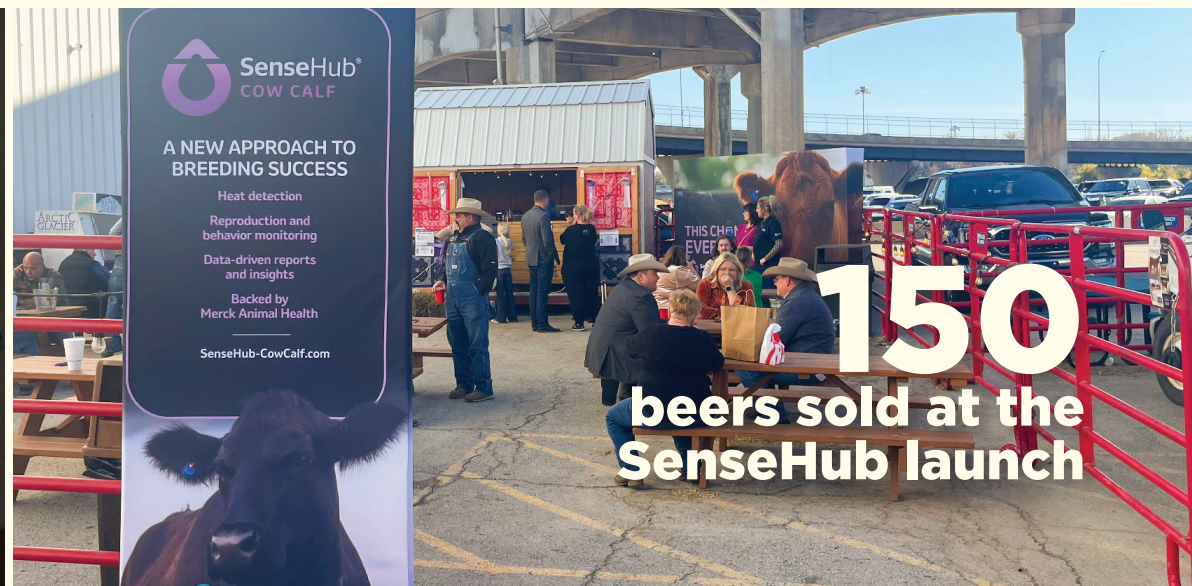
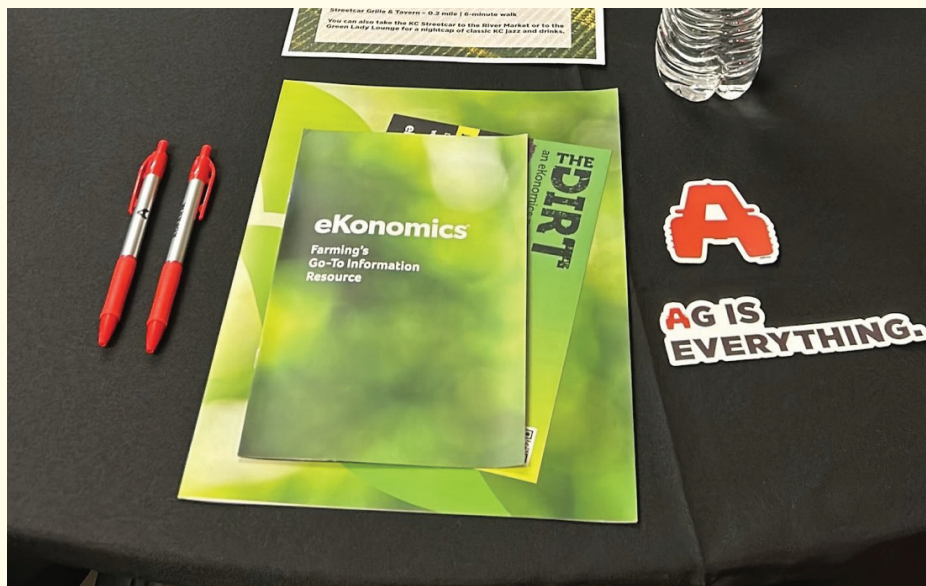
\$5M
in funding raised for CCFI



Meet Sulpho,
the mascot for
Smart Nutrition
MAP+MST



P&H Central





Jessica Laidlaw-Richardson's baby visit, Guelph



Julie Warner's baby shower, Kansas City



Rosie Thoni's baby shower, Kansas City



Alison Rasmusson's baby shower, Kansas City



AdFarm Creative Retreat, Calgary

98%
participation
in peer award
nominations



Guidepost Awards, Kansas City



Calgary Stampede and 40th Anniversary Party



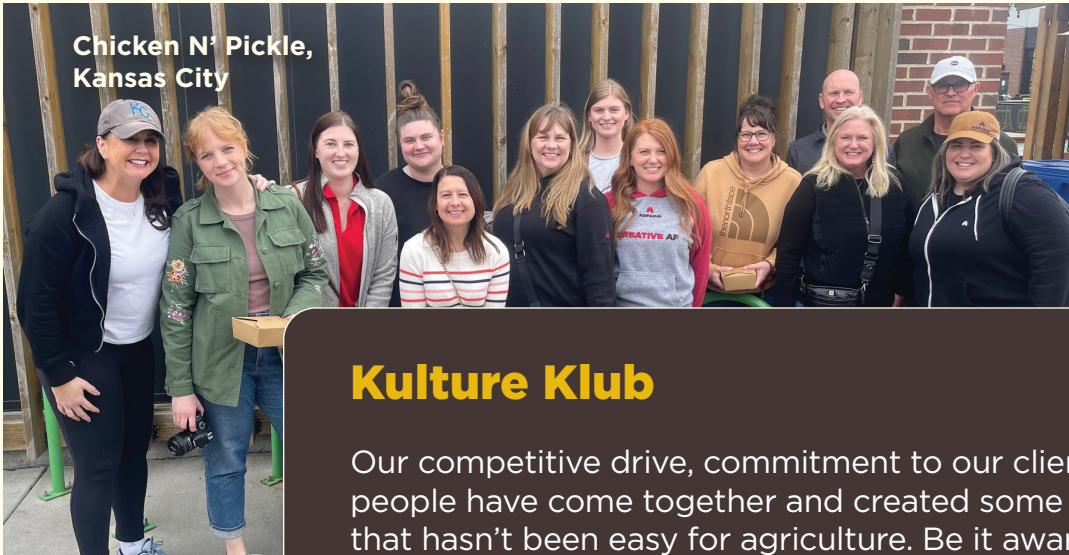
Jenna Peacock's husband and daughter, Calgary



Blue Sky Leadership Program



Glenn Dawes' 30th Anniversary, Calgary

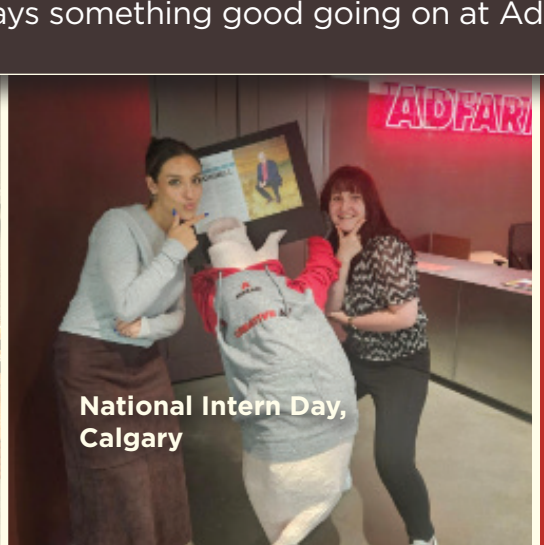


Chicken N' Pickle, Kansas City

Kulture Klub
Our competitive drive, commitment to our clients and unparalleled people have come together and created some big wins in a year that hasn't been easy for agriculture. Be it awards, pitches or events, there's always something good going on at AdFarm.



National Hamburger Day, Kansas City



National Intern Day, Calgary

33 total events

6 global events

5 babies born

AdFarm Making Headlines

When it comes to agriculture, we know how to get our boots dirty. This year we took home more than 20 agrimarketing awards and garnered millions of impressions across the industry. Our hardworking employees continue to be recognized for their ability to go above-and-beyond for our clients.



20
National and regional
NAMA awards won



8 CAMA awards won

Smart Nutrition™
MAP + MST®
9-43-0-16S

**HI, I'M
9-43-0-16S.**

SmartNutritionMST.com

THROUGH A GROWING STORM OF KOCHIA, CLEAVERS, CHICKWEED AND MORE,
THERE'S A CLEAR PATH IN WHEAT AND BARLEY.

Oxbow
POWERED BY DUPLOSAN

Nufarm
Grow a better tomorrow

THE PAST, PRESENT AND FUTURE OF PRE-SEED WEED CONTROL.

BlackHawk® EVO pre-seed herbicide is the evolution of weed control. Powered by Duplosan® Technology, BlackHawk EVO preys on the toughest, broadleaf weeds including herbicide-resistant kochia and cleavers. Enter the fray of the battle with fast, flexible and more complete weed control ahead of cereals.

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11M total media impressions
28 total media mentions



Ben Graham quoted in new fundraising effort to secure future of 4-H.



Kim McConnell honored as the recipient of the 2024 Inspiring Business Leaders Award.



Julie Warner recognized as a young leader in agribusiness.



Rosie Thoni featured in Alberta Beef Magazine.

7 pitches won



New Business

This year was a big one for new business wins. With seven pitches won through hard work, determination, grit and the best damn team in the business, it's easy to get excited about what the coming year will bring.

150+
meetings held

104
lessons learned

52
pitches submitted

AdFarm Social Media

29,236

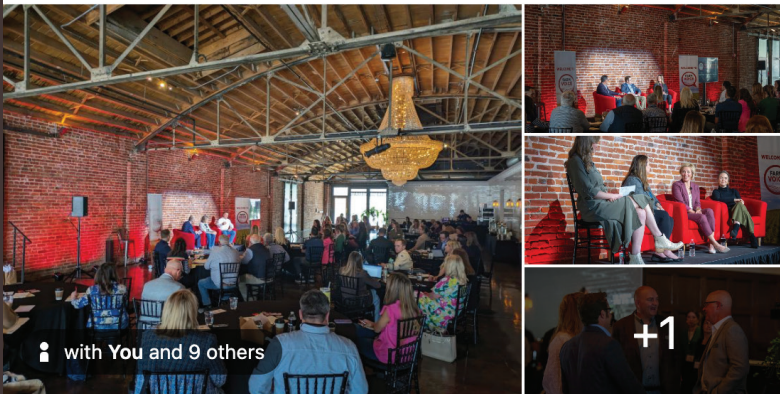
engagements, up **108.9%** compared to 2023

248,478

impressions, up **40%** compared to 2023

A AdFarm
6,450 followers
7mo

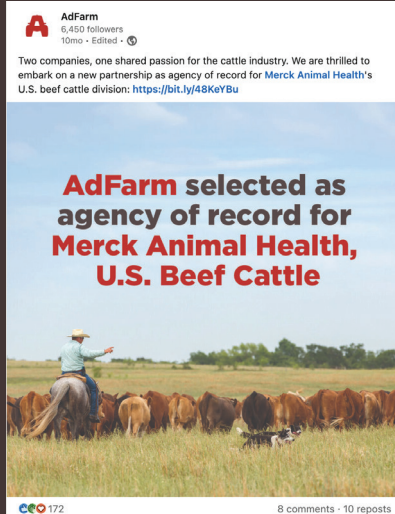
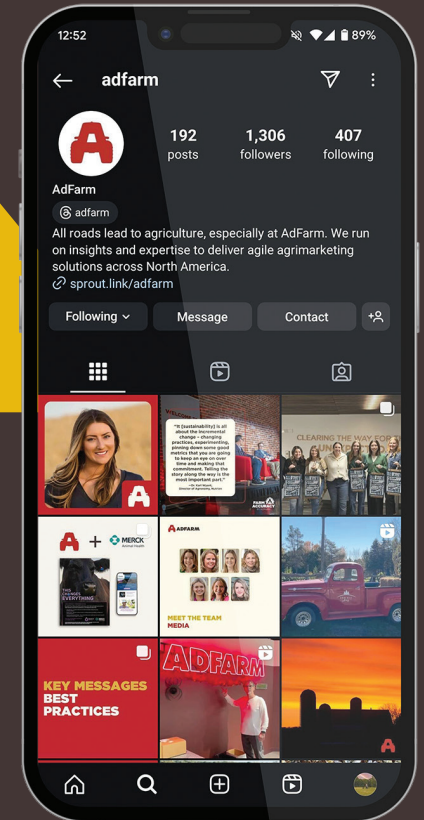
We had an incredible turnout at our Farm Voice: Decoding On-Farm Sustainability event in Kansas City this week! Thank you to each of our panelists and moderators for sharing your insights and to all the attendees for making the event such a success. We're thrilled to have the opportunity to bring together great minds in our industry to collaborate on important issues like sustainability.



with You and 9 others

4 comments

+745 followers



PAID SOCIAL ADVERTISING BEST PRACTICES

AdFarm Social media ads can be an important part of a paid media campaign and a great way to help you reach your goals. Our media team shared their top tips for the best paid social results:

- Optimize creative by placement. While it may be easiest to use the same ad across various placements, ensuring your creative and content fits each platform's or placement's ad specifications will improve user experience and enhance relevance for better results.
- Keep image text to a minimum. While platforms like Meta no longer enforce the "20% Text Rule" (restricting ads with over 20% text on the image), it's still a guideline to follow. Ads that contain too much text in the image may receive lower visibility or engagement and have less visual appeal, which diminishes user experience.
- Focus on strong, eye-catching visuals. Keep most of your copy to the descriptions and headlines and focus on making your ad pop with bold images to catch people's attention. This will lead to better quality scores and, on average, better engagement.
- Utilize your data to improve targeting. Utilizing targeting features such as Lookalike Audiences allows you to target users who share similar characteristics and behaviors with your

Donations

AdFarmers donate their time, money and talent to charitable causes across North America, proving that our values go beyond the office walls and the 9 to 5.

\$195K of time donated to
pro bono clients



\$39K donated to non-profit
agricultural organizations





“The respect we have in the industry and community.”

“I love the kindness, support and fun that AdFarmers have together.”

From AdFarmers

We asked AdFarmers why they love working on The Farm, and we received an incredible amount of inspiring answers.



“Working alongside fun, hardworking and dedicated individuals.”

Employee Satisfaction Insights: According to our Employee Net Promoter score, the top five things people love about working here are:

The People

The Culture

The Atmosphere

The Community

The Communication

“I love the people and the work we do! I think it is such a great culture that allows people to thrive and really supports one another in the work we do.”

"I'm always proud to be an AdFarmer and a representative for the agricultural industry. Sharing about my job with friends and others in my network to help educate those around me about Canadian agriculture makes me feel very proud!"

"I'm so proud to be an AdFarmer. I love working for people who walk the walk and talk the talk. When you spend a great deal of your days in the 'field' with these folks, they have to be people you look up to, you admire, you respect and trust, and hopefully you might even be able to laugh with! The culture here is like nowhere else."



"Agriculture is one of the most complex industries, and the investment AdFarm makes in truly understanding this field excites me."

"I am proud to be on a team that has so many diverse skills and talents."



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