WORKING WITH FARM MEDIA

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What is Hoard’s Dairyman?

- Founded in 1885
- An operational farm is also part of the company
  - Milk 400 Guernsey and Jersey cows
- National dairy publication
  - More than 50,000 print subscribers
  - Online content as well
    - Weekly e-newsletter: Hoard’s Dairyman Intel
    - Social: Facebook, Twitter, Instagram, and LinkedIn
  - International publication
    - Spanish and Chinese editions
    - English version sent to additional countries
Shared mission

- Provide information to farmers
  - Market trends
  - Research
  - Farm stories
  - Help them do their job better
- Worked with AgrAbility over the years
  - Advertising
  - Print articles
A few more examples
Four tips

- Reach out
- Brief but detailed story ideas
- Keep in mind audience
  - *Hoard’s Dairyman*
  - *Hay & Forage Grower*
  - *Journal of Nutrient Management*
- Match news with proper medium
  - *Social*
  - Website “buzz”
  - *Article*
Questions?

Let’s connect:

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