

**Main organiser:**

Deutscher
Bauernverband
(German Farmers'
Association)

Contact person:

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Website:

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Objectives:

- To improve awareness about the role agriculture plays in society
- To create a dialogue between farmers and consumers
- To portray agriculture policy as consumer policy with benefits for the broader public.

Target country:

Germany

Target audience:

- Consumers
- Media and decision makers

Communication**tools:**

- Media
- Outdoor advertising
- Direct communication at farm visits
- Topical farm tours
- Online videos
- Topical publications

Budget:

€1,000,000

COMMUNICATION TO THE PUBLIC

Title : "Work with passion"

Quote of the Award Jury:

"The human face of agriculture highlighted through a strategic use of public spaces, in which mass media, social networks and events converge to create a highly engaging dialogue between farmers and consumers."

What is the project about?

In this multiannual and integrated campaign the overall goal is to improve the knowledge about the benefits agriculture provides to society and to reinforce the dialogue between farmers and consumers. The campaign presents the human faces and voices behind our food.

How is the project implemented?

"Work with passion" has been running for three years and will go into its fourth year in 2013. It reaches its target groups by a rich combination of outdoor advertising with farm events, publications and social media activities. Each year, one particular theme is communicated through multiple campaign channels (in 2010 "CAP", in 2011 "Services", in 2012 "Animal welfare"). Through this approach, the German farmers' association targets the broader public as well as decision makers and media on the multiple benefits that German farmers (and the CAP) provide to society.

Why should it get your vote?

This initiative can be considered as a best-practice example through long lasting and wide outreach with a considerable impact across several years.

This is achieved through close co-operation with 18 regional and 350 local farmers associations, and media partnerships with major TV stations to ensure a further dissemination effect. The different campaign target groups are reached through a well-defined mix of communication channels with a common focus on the faces behind our food and services agriculture provides to our society. 14-29 year olds are, for example, targeted on social networks, whereas families are addressed on the "Open farm days". Additional campaign elements, such as the '29-cent offensive' (EU agricultural policy costs EU citizens less than the price of a bread roll per day), have also effectively served as a hook for debate between farmers, consumers and decision takers on the role of agriculture in society.

