

WHAT TO KNOW
ABOUT THE
NEW
VEGETABLE
INDUSTRY
TRIALS



VEGETABLE INDUSTRY TRIALS

PRESENTED BY



Why Did We Create the VEGETABLE INDUSTRY TRIALS?

Until now, seed companies have had to handle everything related to their vegetable trials themselves. This includes the immense tasks of timing, planting, and nurturing their crops, along with recruiting growers and dealers to attend.

The current go-it-alone system creates a burden not only for seed companies, but also for growers and dealers. They receive multiple invitations and schedules, and they can easily miss out on trials they want to see.

VEGETABLE INDUSTRY TRIALS (VIT) is offering a **scalable, systematic way to identify, invite, and coordinate grower and dealer visits to vegetable trials**. It's similar in concept to the ornamental industry's California Spring Trials (CAST), where seed companies collaborate to gain better exposure for their new varieties. Competitors remain competitors, but when it comes to promoting their trials, they work together for mutual gain.

WHAT BENEFITS YOU CAN EXPECT

Meister Media Worldwide, whose brands include *American Vegetable Grower*®, *Florida Grower*®, and *Greenhouse Grower*®, is applying its marketing and website design expertise.

Develop and Maintain the Website

Meister created and launched (on a pro bono basis) a proof-of-concept website and registration system at the request of 12 seed companies in 2019. In 2020, it will build out VegetableIndustryTrials.com further.

The site simplifies scheduling. Here's how:

- Growers and dealers fill out a single questionnaire for all trial visits. They then select which trials they are interested in attending.
- The form automatically generates an email for each trial selected, which is sent to a predetermined point person for each seed company.
- Seed companies vet the application based on the answers to the questionnaire.
- Each seed company then sets up the appointment. Seed companies maintain control of their schedule, meeting only with those growers and dealers they choose.

VegetableIndustryTrials.com will include a webpage for each participating seed company to promote its products so dealers and growers can make informed decisions. Growers will also find a map of trial locations to help them better plan their visit.



Print and Digital Campaign

VIT's goal is to bring greater attention to the trials and throw a spotlight on the seed companies hosting these trials.

Meister will use our marketing expertise to create a targeted advertising campaign, using both print and digital ads in its magazines and on its websites.

Audience

Meister will use its large grower database to conduct email campaigns on behalf of the trials.





WHAT MEISTER WILL DO

1. **DESIGN, build, and manage the VIT website and registration system in WordPress.** Each seed company will have a profile page (one page) on the website.
2. **SEND a discovery document to each seed company** requesting the company's crops, locations, dates, and other pertinent data.
3. **CREATE and publish a full-page ad in *American Vegetable Grower* and *Florida Grower* magazines** and rectangle ads on Growingproduce.com promoting the trials and naming the sponsoring seed companies. The print ads will run prior to each region's trials.
4. **EMAIL thousands of vegetable growers with the VIT message.** After identifying growers by major regions, Meister will design, create, and send the promotional email.



WHAT YOU ARE RESPONSIBLE FOR:



1. **Completing the discovery document** in a timely manner.
2. **Approve Meister using your company name and information** in the print and digital ads and the email campaigns.
3. **Commit to answering grower requests** for trial attendance within 48 hours.
4. **Pay the baseline service fee**, which participating seed companies will share (estimated at \$2,500 each).



TIMETABLE



FEBRUARY 28. Participating seed companies' signed commitments are due to Meister.

FIVE MONTHS PRIOR. Expand website and present concept to the seed companies for feedback.

FOUR MONTHS PRIOR. Populate the site, as well as design the print and digital ads.

THREE MONTHS PRIOR. Create the regional audience grower lists for the email campaigns.

TWO MONTHS PRIOR. Trial registrations are active between seed companies and growers.

TWO TO ONE MONTHS PRIOR. Run ads in *American Vegetable Grower*, *Florida Grower*, and *GrowingProduce.com*.

ONE MONTH PRIOR. Send promotional emails to growers in the trial areas.

MONTH AFTER. Report the site metrics to all sponsoring companies.



SEPARATE SERVICES

Individual seed companies may want to engage Meister to develop other print, digital, and communication services, such as creating custom content, videos, podcasts, and targeted print and digital campaigns for a separate fee.

Companies participating in VIT are not obligated to use Meister for this work.

WANT TO PARTICIPATE?

Sign up at VegetableIndustryTrials.com

QUESTIONS? CONTACT US!

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Confidentiality

Meister will maintain the confidentiality of information it receives from the seed companies. Information provided via the Discovery Document process will be populated onto the site. Meister does not expect to receive grower lists from the seed companies. If a grower list is provided to Meister in connection with providing a Separate Service, such information will not be shared with other sponsoring seed companies.



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VegetableIndustryTrials.com