Metro Bus Campaign

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: Meeker County Farm Bureau
State: MN
Membership Category: 0-1,000
Year: 2013
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Program Description:
Being that public transportation is a very popular option for people to get to work in the metropolitan area of Litchfield, Minn., members of the Meeker County Farm Bureau decided to use this to their advantage and promote a positive message about agriculture to as many urban people as possible.

It selected the routes it wanted to advertise on and featured the message: Farmers CARE about Animals • Environment • Food • Families - Committed to Agriculture while Respecting the Earth, on the sides of the buses. Bus routes were selected to maximize urban visibility including popular routes such as to the Major League baseball team's stadium. The 49 buses operated 24 hours a day, with each bus making 11 round trips daily for a period of three months.

This project was developed to target the three million urban consumers who don't necessarily have agricultural background or involvement. Not only did it get the message across, but also encouraged consumers to gather more information as well as getting to know farmers via social network websites.

The ending result of this project was tremendous—more than ten million consumers were reached. It was a great stepping stone for the Meeker County Farm Bureau because it showed its commitment to being a leader in agriculture throughout the state.