



INNOVATING CALIFORNIA
AGRI-MARKETING SUMMIT

VISALIA CONVENTION CENTER

SEPTEMBER 24, 2024

The leading platform for agri-marketing professionals focusing on California agriculture.

TENTATIVE AGENDA

1:00PM: ELEVATE YOUR BRAND WITH CUTTING-EDGE DIGITAL SOLUTIONS

Start the summit with invaluable insights from Charity Huff, CEO of January Springs. Charity will share the latest digital solutions designed to effectively reach your target audience. This session is essential for anyone looking to boost their brand's digital presence and connect with more customers. With extensive experience working with major brands in the agriculture sector, Charity understands the critical need for marketers to diversify through digital advertising.

2:00PM: NATIONAL AGRI-MARKETING ASSOCIATION'S IMPACT ON THE WESTERN PACIFIC REGION

Alyssa Luna, President of National Agri-Marketing Association (NAMA) Western Pacific Region will highlight NAMA's significant impact on the Western Pacific Region, focusing on its tailored initiatives. Attendees will learn about NAMA's educational programs, networking opportunities, and advocacy efforts that support agri-marketers' interests. The session will conclude with insights into future projects and strategic plans to further enhance agri-marketing in the region.

2:30PM: BREAK

3:00PM: 30 MARKETING TOOLS THAT CAN 10X YOUR MARKETING STRATEGIES IN 30 MINUTES

Join Jason Scott, CEO of JCS Marketing Inc., for an exclusive seminar where you'll discover the top 30 tools and strategies to exponentially boost your agri-marketing efforts. Learn about innovative digital tools, data-driven strategies, and effective content marketing techniques designed to optimize your reach and engagement. This session will provide actionable insights and real-world examples to help you stay ahead in the competitive agri-market, making it a must-attend for professionals seeking exceptional results.

3:30PM: INSIGHTS ON CALIFORNIA FARMS AND RANCHES

Join Jodie Cook Redwood, Business Development of Baxter Research who will present exclusive findings from a comprehensive study involving over 50,000 farmers and ranchers. Baxter, a leading third-party marketing research firm, will share crucial data and trends that will inform and shape strategic decisions for 2024 and beyond. **BONUS:** Participants will receive a comprehensive 2024 audience study: **Leading Marketing Channels for California Farms and Ranches in 2024**. This study provides valuable insights into the current landscape, key marketing channels, information usage, and buying decisions, all aiding in strategic decision-making for your marketing initiatives.

4:00PM: NETWORKING SESSION AND MIXER PARTY

Conclude the day with a productive networking session and mixer party. This is your chance to mingle with peers, exchange ideas, and glean insights from their experiences — helping you avoid common pitfalls and accelerate your success.

5:30PM: CLOSING REMARKS AND CONFERENCE WRAP-UP