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Local Marketing Firm Designs Survey and Logo for State “TeachAg” Program

Verdin Marketing Ink works with five California Universities to promote teaching Ag as a career

(San Luis Obispo) – It began with a group of college Ag professors trying to figure out how to capture the attention of the 16-24 year old market, encouraging them to pursue a career in teaching Agriculture. It ended with a TeachAg identity that was selected by over 450 members of the target audience throughout California.

The plan was created and implemented by Verdin Marketing Ink and iii Design. Opinion Studies, a local research firm, developed a dynamic statewide online survey targeting this younger target audience with the assistance of the California Department of Education. Respondents ranked their favorite TeachAg logo designs and provided information on their level of interest in pursuing a teaching credential in Agriculture.

“There is a shortage of students seeking a career in teaching Agriculture not only in the state of California but nationwide,” says Cal Poly Ag Professor, Dr. Robert Flores. “We want to get the word out to these kids that Ag is more than ‘cows, sows and plows,’ and that it is an exciting field with lots of opportunity.” Flores adds that the salaries offered are very strong and generally includes an extended contract.

Aside from Cal Poly San Luis Obispo, the TeachAg committee consists of representatives from Cal Poly Pomona, Chico State, Fresno State University and UC Davis. California Department of Education representative Bob Heuvel was also involved in the process.

Next up for the VMI and the TeachAg campaign is a “Looking to Make a Difference?” poster and a bumper sticker of the new logo to be distributed at the upcoming California State FFA Leadership Conference to be held at the Fresno Convention Center, April 20-25. A TeachAg website and DVD are also planned.

Verdin Marketing Ink is a member of the Public Relations Society of America (PRSA) and provides marketing communications and sales solutions for local and regional businesses. Their client list ranges from non-profits organizations, retail businesses, to health and service businesses. Call (805) 541-9005 or visit them online at verdinmarketingink.com.

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