

NACTA 2023 Ag Sales and Communication Contest

Case Study Scenario

Hosted by Modesto Junior College

Contest Director: Lori Marchy (marchyl@mjc.edu)

Date: Saturday April 15

Contest Orientation: Ag Room 124 @ 7:45 am

Contest Timeframe: 8:00 am - Noon

Location: MJC East campus (Ag Building # 22) 435 College Ave. Modesto, CA

Rooms: Ag 124, 125, & 127

Campus Map: <https://www.mjc.edu/general/images/eastcampusmap.png>

Part 1: Stated in the contest rules (part one: media plan hard copy to be turned in part two: is the power point presentation)

Part 2: Ag Media Plan and Presentation:

The second part of the contest is the practical application portion of the contest worth 500 points. Each contestant is expected to participate in the team sales presentation. The team will receive one team score.

Teams will play the role of communications consultants and will develop a media plan for CA Specialty Nuts (CSN). CA Specialty Nuts (CSN) started in fall 2019 as a partnership between two longtime friends and business associates. One partner is a diversified organic farmer that had been outsourcing her value added nut processing to a number of different businesses throughout California. The other partner had warehouse, personnel and administrative capacity in close proximity to partner's #1 farm and a history in the California almond industry.

CSN was established as a low MOQ (minimum order quantity) co-packer of value-added nuts. Their processing capabilities include roasting and flavoring nuts, nut butter manufacturing and chocolate coating of nuts. They primarily handle California almonds, pistachios and walnuts, but have also processed some cashews, pecans and dried fruits. They do not handle any peanuts, so that they can be a peanut allergen FREE facility.

A Media Plan is a written document that describes the following:

- *Objective's: What the group wants to accomplish with the media plan
- *Target Audience: Description of who the client is trying to reach, including demographic data
- *Strategic Plan and Tactics: Ways in which the objectives can be accomplished
- *Timeline: When the objectives will be accomplished
- *Evaluation: How the results will be measured
- *Budget: How much the plan will cost

Please see the contest rules for additional information, page length, and formatting requirements.

About the Enterprise:

CSN's revenue sources were to be two fold - 1st from its co-packing services to nut growers looking to vertically integrate and sell their own products and 2nd to explore launching its own brand of flavored nuts and nut butters. In the fall of 2019, along with starting to co-pack for the organic partner and a few other customers, CSN launched its own brand of flavored nuts for sale online and in local retail. It named the brand Nutzu as a tribute to the Japanese farming communities' legacy of the Central Valley.

They focused on making unique flavors different from the common ones found in the stores. Capitalizing on two leading local commodities: almonds and cheese; CSN's CheeZo line of flavors was born including - CheeZo; Jalapeno CheeZo; Blazin' Hot CheeZo; Garlic Onion CheeZo; along with some other unique flavors: Dill Pickle; Sweet Sriracha; Snickerdoodle; and Glazed Donut. Just as CSN was getting rolling, COVID-19 shut down a majority of the nation's economy for the better part of 2020. The brand development struggled through COVID with lackluster attempts to gain traction in the local C-Store market. They also tried some other campaigns to local breweries and wineries.

Fall of 2021 as COVID was finally getting behind everyone, CSN worked with a consultant to try to realign its priorities in an attempt to get to a sustainable level. With help of a business consultant and marketing agency, CSN updated its Nutzu label and made a push for an online direct to consumer marketing campaign that was less than successful. By fall of 2022, the organic partner had become Regenerative

****What new flavor can be developed?**

Mission: CSN exists to provide producers of value added nut products a low MOQ opportunity for custom processing.

****Interested in creating new vision statement for company.**

Core Values:

- Quality - We pride ourselves in fresh, great tasting, consistent products that customers LOVE.
- Customer Service - The customer is ALWAYS right and we are prompt to respond to customers' needs/requests.
- Local Community - We LOVE our local community and strive to promote and support it every chance we get.
- Teamwork - Our team is like Family; we appreciate their hard work and dedication to the company goal.
- Innovation - To stay on the cutting edge, we strive for continued improvement and development of uniquely popular, fun flavors.

Advertising Budget: \$15,000

2023 Ag Communication and Sales Contest Rubric

Presentation Title: _____

School: _____

Judge: _____

Criteria	Points possible	Points Earned	Comments
Media Plan Presentation: -All team members took an active role in the presentation. -Speakers were confident and communicated with clarity. -Appropriate tone -Spoke with ease not rehearsed -Strong understanding of the material presented -Dressed appropriate for the presentation	30		
Questions and Answers: -Correct responses to judges questions -Answer show knowledge of the materials presented -Strong knowledge base in the agriculture scenario and with agriculture communications	20		
Media Plan -Media that meets the expectations outlined in the rules -Well written with no grammar, spelling or punctuation mistakes -Examples provided are appropriate and well designed and thought out.	50		
Total	100		