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Contact: Christin Kamm
(402) 471-6856

**NEBRASKA DEPARTMENT OF AGRICULTURE UNVEILS NEW MARKETING
VIDEO AS PART OF 26TH ANNUAL GOVERNOR'S AG CONFERENCE**

KEARNEY - The Nebraska Department of Agriculture has released a new video featuring the scope and depth of the agriculture industry in the state. The video, simply called "Nebraska Agriculture," will be used to promote the state's top industry within the domestic and international marketplace.

Nebraska Agriculture Director Greg Ibach unveiled the six-minute video during the 26th annual Governor's Ag Conference in Kearney. The piece is meant to inform while creating a simultaneous emotional connection, Ibach said.

"I think this video will be a source of pride for those involved in the industry, but also touch those outside of agriculture," Ibach said. "It captures the essence of what we do in agriculture in a way that I think the consumer - our customer - will appreciate."

The video also serves a basic and important educational function, Ibach said. It provides viewers with an overview of Nebraska's agricultural landscape and specifically highlights the technological innovations that producers use, the compassion and pride of producers in creating food, fuel and fiber for the world, and the rich heritage and the future of the industry.

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"Whether you are a producer, a consumer, or an agribusiness looking to locate in Nebraska, you'll be able to learn more about how truly diverse and spectacular the agricultural industry across our state is," Ibach said.

The video also will serve a key role in the educational exhibits in the new Nebraska agriculture building that will debut at the 2014 Nebraska State Fair, so there is the potential for some 300,000 views of the video through that venue, Ibach said.

A number of Governor's Ag Conference speakers discussed the importance of sharing the agriculture story with consumers, said NDA Public Information Officer Christin Kamm.

"It is a message we have been repeating to others," Kamm said. "The agriculture industry organizations are doing great work, often specializing in their respective sectors. We wanted to do our part and put a comprehensive piece in front of the public."

Kamm said the video is available through the Department's website, YouTube channel, Facebook and Twitter pages.

Ibach said he encourages all those involved in the agriculture industry in Nebraska to share the video. It can be used for marketing, as well as general educational purposes.

"This is for everyone who wants to help tell the positive story of agriculture in Nebraska," Ibach said. "There is no other industry quite like it."

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Members of the media: The NDA video may be viewed online at:
[youtube.com/user/NeDeptAg](https://www.youtube.com/user/NeDeptAg)