

Food, Beverage & Agribusiness



AT THE CROSSROAD OF 'ROMANCE' AND REALITY

Food is love. It's delightful and delicious, crave-worthy and rave-worthy. We laugh over it, cry over it, take and share photos of it. It is comfort, nourishment and enjoyment. It is gathering around the holiday table and raising a glass, blowing out the birthday candles, and learning how to make that special recipe – just like mom used to make. Food is the centerpiece of tradition, and the staple of any given lunch-packing, snack-making day. Food unites us and brings a smile with the welcome command: “Let’s eat.” Perhaps it should be no surprise that issues related to food and how it gets to our plates are some of the most emotionally charged and passionately debated of our time.

Nutrition. Public health. Hunger. Obesity. Safety. Sustainability. Organics. Biotechnology. Food waste. Water. Navigating these topics – and many more – is often the reality of working in the world of food, beverage and agribusiness today.

Our team works at the crossroad of food “romance” and reality. From inspiration to issues, we partner with our food, beverage and agribusiness clients to make the most of their opportunities and to help address their challenges – from farm to fork – providing:

- *Integrated communications programs*
- *Farmer outreach*
- *Agribusiness-to-agribusiness engagement*
- *Dealer relations*
- *Branded food and beverage promotion*
- *Commodity board marketing*
- *Nutrition education communications*
- *Food and nutrition influencer outreach – chefs, registered dietitians, academics and third-party organizations*
- *Media partnerships and high-profile integrations*
- *Wine promotion*
- *Recipe development and photography*
- *Food and nutrition influencer spokesperson recruitment*
- *Food blogger network and conference integration*
- *Food and wine digital and social media integration*
- *Event management*
- *Key message development and training*
- *Public affairs*
- *Reputation management*
- *Crisis communications*
- *Research and measurement*



HOW WE WORK

FleishmanHillard's food, beverage and agribusiness sector has deep expertise engaging with every link in the food chain. We work with individuals and organizations across the industry – agribusinesses, farmers, retailers, food manufacturers, restaurants, third-party organizations and academic institutions – to navigate trends, standards, regulations, and the expectations of consumers, influencers and industry watchdogs.

Food Starts With the Farmer

Our passion for food starts with respect for the farmers who produce it. We understand the complexities of modern agriculture and what takes place before the grocery store door. We often serve as a link between our agribusiness clients and their constituents. Through integrated communications programs, our team focuses on strategy, business-building results, relevancy, and practicality in tailoring and delivering content to farmers, consumers and the many influencers in between. Additionally, we have a long history of collaborating with farmers and ranchers as part of state and national commodity boards and associations.

Consumers Are in Control

Consumers are more interested than ever before about where their food and beverages come from and how the products are made. They want to know how to pick and prepare and how to serve and savor – while diving deep into the nutritional attributes of their choices. With health and nutrition topics dominating headlines and social media conversation, our sector includes a deep bench of nutrition communications experts and a team of in-house registered dietitians who help deliver nutrition messages that both educate and change behaviors. We consistently manage sponsorships and integrations with food and nutrition organizations such as the Academy of Nutrition and Dietetics, Culinary Institute of America, Produce for Better Health Foundation, Les Dames d'Escoffier International and the International Association of Culinary Professionals.

Additionally, we are skilled at serving up food and beverage ideas and inspirations. We partner with our clients to showcase their products via new recipes, time-saving tips, delectable and demystified food and beverage pairings, mouth watering food and beverage photography, highly engaging social media interaction and more.

Opportunities and Issues are Converging

We represent a global network of deeply experienced, passionate professionals who understand how to “romance” food and beverages for consumer appeal. Yet we recognize there are very real questions and challenges that can create barriers to business success.

The FleishmanHillard food, beverage and agribusiness sector has a pulse on the convergence of opportunities and issues that exist within the food, beverage and agribusiness communities today. *Let's dig in.*

OUR VERTICALS

*Commodity organizations
and co-ops*

*Branded food and
beverage companies*

*Agribusiness companies
and associations*

Culinary schools and chefs

*Regulatory agencies
and NGOs*

