



Keep a good thing growing.™

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News Release

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“Ohio Agriculture: Keep a good thing growing” Television Commercials Make it Memorable with Humor

REYNOLDSBURG – Ohio Governor Bob Taft today announced the new “Ohio Agriculture: Keep a good thing growing” public information project, which is administered by the Ohio Department of Agriculture to inform consumers about the importance of modern family farming to Ohio’s economy.

“It would be great if more people knew the power of modern agriculture as an engine of social and economic progress,” Taft said in remarks during a kick-off event at the Ohio State Fair. “Ohio has nearly 80,000 farms, more than 99 percent of them family-owned, and the work of their owners benefits us in many ways we often take for granted.”

Two television commercials are the centerpiece of the campaign. One 15-second commercial, entitled “Gold,” features a security truck and guard while the voiceover comments about an industry that contributes \$73 billion to the state’s economy. When the guard opens the door, bushels of golden corn spill to the ground, illustrating that the industry being described is Ohio agriculture.

Another commercial of the same length shows a family pulling up to a drive through window, where their order of “chicken and a side of corn” is being repeated. The family stares in surprise and delight as the “drive-through attendant” hands them three whole stalks of corn. The viewer later learns that the drive through attendant is a farmer handing the produce through the side of a barn.

Also during today’s event, Bryan Black, a grain and swine farmer from Canal Winchester spoke about the importance of moving beyond the too-common assumption that “food comes from the restaurant or the grocery store.”

“There’s so much more to food and agriculture than what the consumer sees,” Black said. “We all need to understand how lucky we are in this country and in this state to have a fresh, abundant, and inexpensive food supply. Not everyone in the world is privy to that.”

The department hopes the 15-second commercials inspire interest in the project’s web site at www.ohioaginfo.com, where consumers will find more detailed and frequently-updated information about agricultural news and opinion, advancements in agriculture, recipes, fascinating farm facts, and agricultural resources. The advertisements will run a total of more than 5,000 times between Aug. 26 and Dec. 15 in every Ohio television market on network television affiliates, cable television, and statewide news and sports networks.

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This project is administered by the Ohio Department of Agriculture using funds established by an act of Congress in August 2001, which provided a grant of \$500,000 from USDA to each state to promote agriculture. (H.R. 2213, PL 107-25, Section 7 of public law #107-25)

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Note to Editor: For more information, see attached fact sheets.