



Farm Credit

Farm Credit of Central Florida

Windham, Rothering, Raburn & Earl Associates



What is Farm Credit?

Farm Credit of Central Florida is a agricultural and rural lending institution serving 13 central Florida counties.



Farm Credit's primary function is to provide agricultural loans.



Farm Credit Background

Farm Credit Story

Farm Credit of Central Florida is part of the nationwide Farm Credit System, a financial cooperative owned by its member-borrowers since 1917. We have one primary function-to provide agricultural loans.

Cooperative Advantage

As an agricultural credit cooperative, Farm Credit of Central Florida is owned by the member-borrowers who purchase stock/participation certificates in the cooperative.

Patronage

One of the most important financial benefits of being a Farm Credit member-borrower is having the opportunity to share in the association's profits.



Mission of Farm Credit?



Farm Credit strives to be the Lender of Choice to the agricultural and rural communities of central Florida.

Current Communications

Hope for the best,
prepare for the worst.



Planting crops is a risky proposition. You invest in seed, fertilizer and crop protectants. You work long hours planting... and then just hope for the best. Unfortunately, no one can predict the weather.

Now is the time to talk to your crop insurance specialist at Farm Credit. It can mean the difference between financial success and disaster. Call today for complete details.

FARM CREDIT
of Central Florida
866-245-3637 toll-free
www.FarmCreditCFL.com

Another satisfied customer.



"We like doing"

- Whether it's business knowledge or staff, we've been successful and we'll give you the same.
- OUR LOAN PROGRAMS**
- 100% financing
 - Interest only
 - Stated income, with no-doc or low-doc programs available
 - 40-year mortgage
 - Lender paid PMI
 - Investment loans
 - Construction-to-permanent loans with single closing

WHAT WE FINANCE

- Homes and lots, in town and in the country
- Part-time farm loans
- Home construction
- Home improvements
- Home equity or refinancing
- Recreational property
- Modular or mobile homes (double-wide or larger)
- Second homes and investment property
- Land - no acreage limitation

Business Card Due out



Is financing all you need to have the sale in the palm of your hands?

Call us

Country Mortgages
FARM CREDIT
(800) 713-7550

WANT MONEY?



Country Mortgages
FARM CREDIT

Financing your dream home from start to finish.



Your first call should be to Farm Credit and local decision makers.

FARM CREDIT
of Central Florida

You see more in us than Cash or Credit. You see, or you may remember us as the Federal Land Bank or Production Credit Association. Whatever name you recall, Country Mortgage is part of the leading organization that is the leader in servicing U.S. farmers and agribusiness. We've been making loans for real estate purchases and farm operating needs since 1917.

Created specifically for home lending, Country Mortgage is staffed by people with know-how and experience in financing land purchases, large and small. We help our clients understand the issues, give them tips and assist with practical information that can speed the process and avoid problems.

Our group has decades of experience in Construction to Permanent lending and our programs provide extraordinary service and care to our builders. Our Construction Department takes exceptional care of the builder throughout the entire construction process.



Country Mortgages
Farm Credit
(800) 713-7550
www.FarmCreditCFL.com

The home mortgage division of Farm Credit of Central Florida



COUNTRY MORTGAGES

The foundation of your business.



Country Mortgages

OR ny.

Close to your money, of the things that you can be done online. payment due date and

by the added central day. It's your loan www.farmcreditcfl.com

Up your phone and 46) to get your fastest the phone, it's easy and

FARM CREDIT
Central Florida
866-245-3637 toll-free
www.FarmCreditCFL.com



Problem statement

- Farm Credit's largest problem is reaching the new target audience of "Lifestyle" farmers.
- The term lifestyle farmer has also been referred to as a hobby farmer – both definitions are essentially the same.



A look at two definitions for lifestyle farmers:

- Canada's agriculture census defines a lifestyle farmer as one on which "the main operator reported 190 days or more of off-farm work and whose farm did not employ any year round paid labor."
- Dan Glickman, the U.S. Secretary of Agriculture under Bill Clinton, defined lifestyle farmers as "men and women who farm on the side while earning their living doing something else."





Reasons for Problems

- Branding issues within Farm Credit of Central Florida
- People associate Farm Credit with lending to individuals whose sole source of income is derived from agricultural production
- Individuals engaged in lifestyle farming do not consider themselves farmers.
- Farm Credit of Central Florida has to recognize the ever changing face of agriculture.



Solutions

Resolution for problem can be resolved by persuading and informing the target audience

Examples:

- 1) Setting up booths at home improvement stores, instead of focusing only on feed stores
- 2) Using radio news releases on various stations, not just country stations
- 3) Newspaper ads in specialty magazines that promote small livestock or gardening operations.



Clientele & Target Audiences

We believe that Farm Credit of Central Florida's continued success at serving all three categories, "young," "beginning," and "small" farmers is crucial to a future generation of farmers, ranchers and a strong agricultural economy.



Our statement goal is to contact "young," "beginning," and "small" farmers. Agricultural property is an emerging market and with lower interest rates, everyone, including YBS farmers, is able to afford some sort of land.



Targeting Different Farm Lifestyles

Farm Credit of Central Florida targets many different lifestyles; here are some of the segments of lifestyles:

For Country



Farm Credit can lend money for the purchase, construction, improvement or refinancing of single family dwellings located in the country. You may also borrow for the purchase or refinancing of unimproved residential lots.



Targeting Different Farm Lifestyles

For Full Time



For individuals whose primary business (over 50% of assets and income) is the production of agricultural products, Farm Credit can lend for all agricultural and family needs as well as non-agricultural needs. This could include, but is not limited to, automobiles and trucks, educational expenses, home improvements, vacation expenses, and much more.



Targeting Different Farm Lifestyles

For Part Time



Part Time Farmers

For individuals who own agricultural land or produce agricultural products and whose income from agricultural products is less than 50% of their total income, Farm Credit can lend for all agricultural and family needs. Non-agricultural needs are limited relative to the agricultural income.



Targeting Different Farm Lifestyles

For Businesses



Farm Credit can lend money to businesses which process and/or market agricultural products provided that more than 50% of the business is owned by farmers who provide at least some of the "throughput." Farm Credit can also lend money to businesses that provide services to farmers, such as crop spraying, seed cleaning, cotton ginning and more. The extent to which financing can be provided is based on the amount of the business's total income from farm-related services.

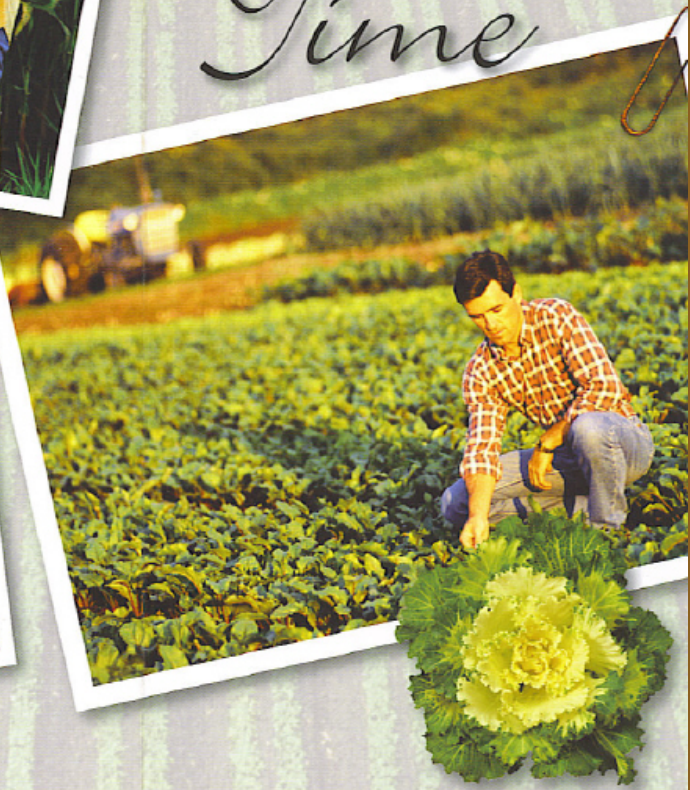
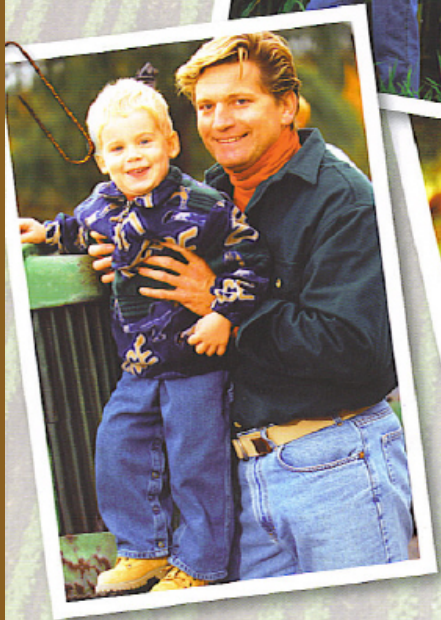



Positioning

In the Past...

Farm Credit of Central Florida
has utilized User Positioning for
reaching its audience.

In Your Own
Time



 FARM CREDIT

Financing for the Part-Time Farmer

 FARM CREDIT
FINANCING FOR YOUR LIFESTYLE



In the future...



The “Lifestyle” Farmer Campaign with Farm Credit of Central Florida would focus on using more benefit positioning to reach their target audience.



Expect the

Most people are unaware that Farm Credit of Central Florida offers many different loan programs to fit their life.

Unexpected



Farm Credit is not just for Large Scale Farmers





S.W.O.T Analysis

Strengths

Weaknesses

Opportunities

Threats





Strengths / Weaknesses

-Established and Reliable Name

-Strong Brand Reputation

-Strong Financial Foundation

-Strong Clientele Base

-Satisfied, Happy clientele

-Patronage Program

-Associated with only commercial farming.

-Advertising primarily done by word of mouth

-The ability to identify a target public

-Patronage program has little understanding



Opportunities / Threats

- Refocusing on a new target public
- Potential clientele base is growing
- Cooperative benefit for customers

- Any financial lending institution
 - The decline of interest rates
 - An emerging suburban market
- Decline on the amount of available land
 - Price per acre of land is high





Often, at times, many people believe that FCCF is only available to those who are large, industrious farms throughout the region; is this true?







No, FCCF is dedicated towards serving YBS (young, beginning and small) farmers and ranchers. This outreach is to promote the further prosperity of the agricultural economy.

Primary & Secondary Audiences



Primary	Secondary
<p data-bbox="542 478 795 564">Audience</p> <ul data-bbox="409 478 1075 1385" style="list-style-type: none">• Age: 25-35• Gender: male• Marital Status: married• Income: 40K-60K /year• Education: High school, some college• Occupations: works within state/government industries, self-employed• Geography: rural central florida• Opinions: politically conservative, general interest in agriculture• Interests: news, family, working hard, lifestyle farming• Activities: outdoors, fishing, hunting 	<p data-bbox="1266 478 1570 564">Audience</p> <ul data-bbox="1142 478 1808 1385" style="list-style-type: none">• Age: 40-60• Gender: male• Marital Status: married• Income: 40K-80K /year• Education: high school – post graduate• Occupations: self-employed, ready to retire• Geography: urban, city area• Opinions: ready to get out of the city, concerned with world/current issues• Interests: Family, general welfare, concern with financial security• Activities: family events, outdoor activities 



Evaluation

Past Advertisements

- Need a variety of advertisements to reach your total target audience
- Advertisements are only directed at people interested in farming, need to inform people about the variety of opportunities offered from Farm Credit of Central Florida.



Survey Results

According to the people surveyed...

- 54% are interested in buying or owning land
- 10% are familiar with the Patronage Program offered by Farm Credit
- 70% would be more responsive to television advertisements





Questions & Comments