

Finding Your Brand's **CONTENT PILLARS**

Try to identify around 5 values or storylines that your brand stands for. Then whenever you create content on social media, email, or marketing -- make it a goal to weave in one of these values into your copy. Over time, your brand will begin to be associated with these core pillars.

MY FARM'S VALUE PILLARS:

- New unusual varieties of vegetables -- pushing the envelope
- Knowing your farmer -- the relationship matters
- The story behind your food -- do you know where your food comes from?
- Changing the way people eat.
- Stewards of Mother Earth -- caretakers of the soil and the land
- Food as ART
- Local -- the social food network's strength
- The wise farmer - life lessons through the eyes of a farmer

BRAINSTORM YOUR VALUE PILLARS:

