

FOR IMMEDIATE RELEASE**FLM Harvest Launches Ultimate Collaboration at Pivotal Time for Checkoffs**

Advocates invited to contribute content sharing the value of checkoffs with influential leaders

ANAHEIM, Calif. – February 27, 2018 – A new initiative aims to spark the ultimate expression of cooperation among agricultural leaders in support of producer-funded checkoffs. [Ultimate Collaboration](#) will raise awareness of the positive impact checkoffs have on food and rural communities.

“Difficult economic circumstances facing farmers and ranchers heighten the importance of farmer-funded research and promotions that help farmers achieve common goals,” says Rob McClelland, CEO of [FLM Harvest](#), a strategic consulting, marketing and communications agency spearheading the effort. “Ultimate Collaboration works to remind farmers, program stakeholders and the public that checkoff funds do not come from taxes but rather cooperatively from farmers.”

FLM Harvest is seeking support from other ag businesses and agencies to start a grassroots movement.

“We’re at a pivotal time in history when understanding of checkoffs has eroded,” he continues. “Ultimate Collaboration allows farmers and stakeholders to state directly what these programs have meant to them, their farms and businesses. Please join us in celebrating the value checkoffs deliver to American agriculture and beyond.”

The Ultimate Call to Action

The first phase of Ultimate Collaboration, to be unveiled during the 2018 Commodity Classic, features voice-of-the-farmer content at [UltimateCollaboration.org](#) and a call to action: Submit content reinforcing the value of checkoffs.

“We’re excited to provide the initial spark for this initiative, but we’re even more eager for others to join us in telling the checkoff story,” McClelland says. “It’s important to hear directly from those who rely on ag promotion groups to increase productivity and expand demand for the food they grow and raise.”

National Pork Board CEO Bill Even says, “The Pork Checkoff is pleased to participate in this important initiative, which will increase understanding of the purpose and value of producers banding together to promote their products.”

Adds United Soybean Board CEO Polly Ruhland, “We appreciate the pro bono efforts of advocates like FLM Harvest to demonstrate how important checkoffs are to the future of agriculture. This initiative taps the industry’s cooperative spirit to spread the word about the value of farmer-funded checkoffs, including how they help farmers drive opportunities for a better future.”

To view initial producer videos and learn how to contribute content to Ultimate Collaboration, visit [UltimateCollaboration.org](#).

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About FLM Harvest

[FLM Harvest](#) is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand to deliver far-reaching results for clients in the pet, agriculture, food and lifestyle markets. The company has more than 80 team members located in operating locations including Columbus, Ohio; Indianapolis, Ind.; Kansas City, Mo.; Minneapolis, Minn.; Portland, Ore.; and Washington, D.C.

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