



ELIZABETH WEIDNER
AG. COUNCIL OF CALIFORNIA
SPEC AD

Headline:

(Agri)Culture

Subhead:

Growing is your life; let us be your voice.

Copy:

The Agricultural Council of California advocates for over fifteen-thousand California farmers. Agriculture is California's number-one industry, and we are working together to help farmers keep producing the high quality food that is eaten throughout the state, country and world. We will work for you in the capitol, so you can keep working in the fields.

Join us by calling 916.443.4887 or visiting www.agcouncil.org



Unsplash | Gabriel Jimenez



Agricultural Council
of California

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SPEC COMMERCIAL

Video	Audio and Narration
Dust billows up from behind a tractor. A man takes off his hat and wipes his forehead.	Those that live here long enough that California is a religion.
Sun beats down on an orchard. Bees hover by an almond blossom.	FX: Upbeat rock music.
A sign alongside a road. Reads; “Pray for rain, 1 Thessalonians 5:17” An old truck goes by and it sways in the wind.	It’s that “We’re praying for rain” religion when it’s dry.
A group of kids stand outside in a cloudburst storm, laughing and splashing in the puddles, barefoot.	That “Thank god it’s raining!” religion when it finally rains.
Man’s mouth biting into an apple.	
Woman’s mouth biting into a plum.	
A toddler’s mouth biting into a juicy peach. The juice runs down her chin.	That fresh fruit dripping down the chin religion.
A dining room- day. A plate of steak with a baked potato is set onto a table with a floral table cloth. A glass of California wine next to it.	That beef, potatoes, butter religion.
A different dining room - day. A table with a glowing laptop, a pair of hands typing. A plate of avocado toast and a mug of coffee next to them.	That avocado religion. That almond milk religion.
Hands working on a farm machine in a large warehouse.	
Hands picking fruit in a small indie orchard.	
Hands milking a cow in a barn with old wooden stalls. The outside is painted a traditional red and white.	
Hands washing fruit in a kitchen sink.	That ‘getting your hands dirty’ religion.
Hands holding onto leather reins — a rancher riding a horse, herding a massive steer into a pen.	

Four pairs of hands in a row at an industrial kitchen counter, chopping lettuce, tomatoes, onions, carrots to throw into a restaurant salad.	
Sunset.	
Farmers wrapping up hoses and ropes.	
Ranchers bedding down horses, then flopping in the pile of hay next to them, laughing.	
Evening. A young girl in boots closing a barn door, and latching it.	We are Californians. Agriculture is what we do.
Young girl and her father carrying in a basket of fruit to a house with the lights on.	Religiously.
Ag. Council Logo.	Agricultural Council of California.
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KCRA News



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