

Client: Canterbury dairy farm

Project: Write website copy

Objective: Boost recruitment and encourage more people to enter the dairy industry

Sample from Julie Wuthnow's portfolio

Excerpts from website recruitment page

'Agricultural wages [have] jumped massively in the past decade, to a point where good university graduates could expect to start on the same salary as a new lawyer or accountant' —
Cameron Bagrie, Chief Economist, ANZ Bank

Relevant quote to capture attention & lend credibility.

Farming isn't what it used to be—in the best possible way.

While it's always been a respected occupation, farmers have never held the same status—and rarely the same income—as the doctors, lawyers, and accountants of the world.

Conversational tone and short sentences and paragraphs to enhance readability.

Those days are over. Dairy is the single biggest engine of the New Zealand economy, and increasing numbers of farmers are making a very good living as a result.

That trend looks set to continue for the foreseeable future. But it will only happen on one condition—if there's a large enough trained workforce to fuel continued growth

Dairy farming – who is it good for?

Subhead to enable easy scanning.

- Tertiary graduates looking for management or leadership roles in agriculture.
- People who are attracted to the rural lifestyle and working with animals.
- Farmers from other sectors or other countries who want to give New Zealand dairy a go.
- 'Townies' who like the sound of equity in their own business and a family-friendly lifestyle.
- 'Hands-on' learners who have worked in other trades but are ready for better pay and conditions.
- Hard workers straight out of school keen on a good starting wage.
- 'Techy' farmers who dream of creating the next killer smartphone app, enterprise software or sustainable dairy technology.

Visitor-centric, easily scanned bullet points. Common scenarios are featured to heighten engagement & easy identification with the industry.