

Exceptional Marketing and Promotions Nomination:

SEDCOR's "This is a Hop" Animated Video



Oregon's Willamette Valley is one of the most diverse and dynamic growing regions in the world. Agriculture drives our economy and the many products we grow here spur innovation and sustain growth in manufacturing, processing, production, shipping, storage, personal services, graphic design, and more. Visiting the Willamette Valley during hop harvest, one wonders if people enjoying a cold beer ever give a thought to its origins as a value-added agriculture product. A company like Crosby Hop Farm produces hops in the Willamette Valley that find their way to over 3000 customers all around the world. And those hops are harvested by equipment made by companies like DK Fab and GK Machine right here in the Willamette Valley.

SEDCOR believes there is much value in telling the story of agriculture in the region. Not just for potential investors who see opportunity as part of a robust and diversified supply chain, but also for residents who should take pride in knowing the worldwide impacts of what we grow in the Valley. And for visitors, who see agriculture as beautiful scenery and open space, but not as the heart of an economy at the intersection of many industries.

SEDCOR's "This is a Hop" video traces the story of the hop through its journey as it is grown, harvested, stored, processed, bottled, transported, marketed, distributed, sold, and enjoyed, all here in Oregon's Mid-Willamette Valley.

Our goal was to highlight the complex and multifaceted supply chain in the traded sector while also demonstrating that our region is so robust that we contribute to the global supply chain at every step in the process – all while using a crop and product that is familiar and relatable to

almost any viewer. We have tied in the video's graphics to a variety of other marketing materials including SEDCOR's *Enterprise* magazine.

SEDCOR is currently in the process of developing a similar video to promote investment and educate residents and local partners on the far-ranging economic impacts of a bottle of wine.

Please enjoy our video: https://youtu.be/p_rwAShQ9wo

