**How to motivate our farmers to embrace the “Farmer-owned” message**

My name is Anja Søholm, and I am heading up the Activation team in Consumer Denmark. The team is part of the Marketing Milk category and located in Viby, and we do events for approximately 250.000 visitors a year. In the Milk-category we all work more or less with the Arla brand communication.

The project we offer you

Arla is a cooperative, which means that we are owned by farmers, who deliver milk to our dairies. We believe that this fact helps increase the consumers' trust in our products, but actually only 38% of the Danes are aware that we are farmer-owned.

We have more than 200.000 visitors a year at our farms, and we want to make use of this potential, and use the farmers as ambassadors telling the consumers that they are the owners of Arla, but this has proven to be a difficult task.

The purpose of the thesis is to find the barriers for sharing our cooperative story amongst our owners and employees, and to come up with specific action points to overcome these barriers. The project will involve cooperation with other departments such as Marketing and

Communication as well as our Member Service department and the global employees working within this area.

Student qualifications

As our thesis student we would ask you to dig into the history of Arla to find our DNA. You will be conducting a lot of interviews with farmers and employees, who will challenge the overall concept of using our owners as ambassadors. Therefore we are looking for an extrovert and robust student who is up for the task of meeting stakeholders with differing opinions and interests. You will also need the ability to convert the theoretical findings into suggestions on direct actions. It is also a requirement that you speak and write Danish fluently, as all communication with our farmers will be in Danish.

How can you apply?

To apply for this thesis topic please send a synopsis and your CV to thesis@arlafoods.com no later than November 1 2015 with the subject name “05 ANSOH”. You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 13 2015.