

INDUSTRY GUIDE · AGRICULTURAL COOPERATIVES · OCTOBER 2026

Communicating with frontline teams in agricultural cooperatives

Technicians, grain silos, farm stores, plants, drivers, seasonal workers: how to connect dispersed jobs and sites, and bring the cooperative project to life every day.

200,000

employees in French agricultural cooperatives

2,100

agricultural cooperatives in France

5 channels

from a single send with We Advocacy

Jobs and sites scattered across an entire region

An agricultural cooperative brings very different jobs under one roof: agronomic advice, collection and storage, supply, processing, retail. Its teams are spread across dozens of rural sites, often far from headquarters.

2,100

agricultural cooperatives in France

La Coopération Agricole, 2024

200,000

employees, subsidiaries included

La Coopération Agricole, 2024

316,000

member farmers

La Coopération Agricole, 2024

Your frontline employees

Technicians and advisors

Silo operators

Store sales staff

Plant operators

Drivers

Harvest seasonal workers

Site managers

Support functions

Why information doesn't get through

1

Isolated sites

Silos, depots and stores are scattered across a vast area. Information from HQ arrives late, or not at all.

2

Very different jobs

A crop technician, a silo operator and a plant operator don't need the same information: one generic message speaks to no one.

3

Seasonal peaks

Harvest, grape picking, collection: seasonal workers arrive in numbers and must know the safety rules from day one.

4

The meaning of the cooperative model

Employees don't always know the cooperative project or the board's decisions. Yet that's what makes their company unique.

IN THIS GUIDE

Four We Advocacy capabilities to connect the frontline to the rest of the company

1. Reach

Mobile app and SMS, even without email · p. 3

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Targeted messages on five channels · p. 4

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Reach every employee, even without email

The phone is the one tool all your employees carry. The We Advocacy mobile app puts the company within everyone's reach, including those without a work email address.

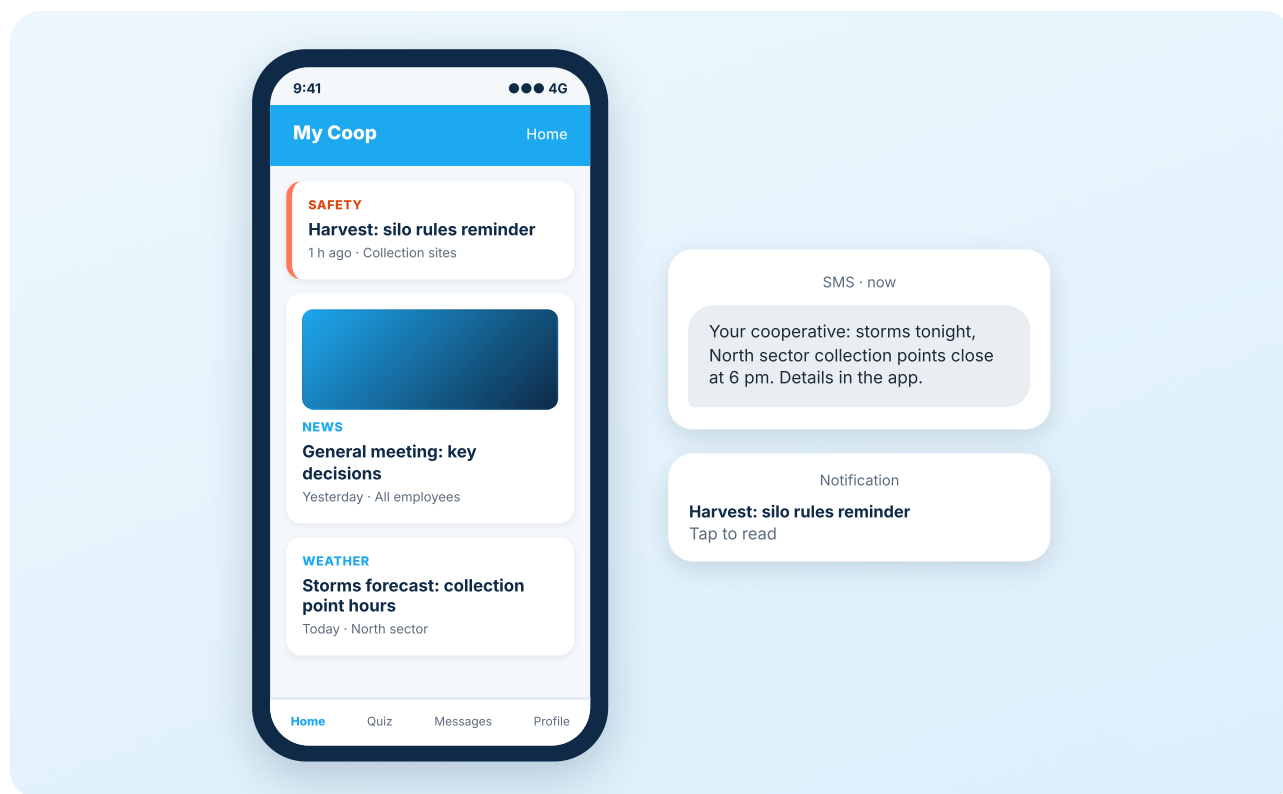


Illustration: the app's news feed, a notification and an SMS sent from the same message.

What your teams receive

- **A news feed** showing only what concerns their site, job and team.
- **Notifications** for important messages, readable in ten seconds.
- **SMS (text message)** for those without the app, or for emergencies.
- **The intranet** on their phone: documents, contacts, procedures.

What you no longer have to manage

- **Lists that update themselves:** sync from Entra ID, Okta, Google Workspace, SAP SuccessFactors or a simple file.
- **Arrivals and departures** are handled automatically.

In your industry: Harvest seasonal workers are added with a simple file a few days before they arrive: they get safety instructions and practical info before day one, and are automatically removed from the list at the end of the season.

The right message, to the right people, on the right channel

You write once, choose the audience and channels, and the platform does the rest. Everyone gets the information that concerns them, where they'll see it.

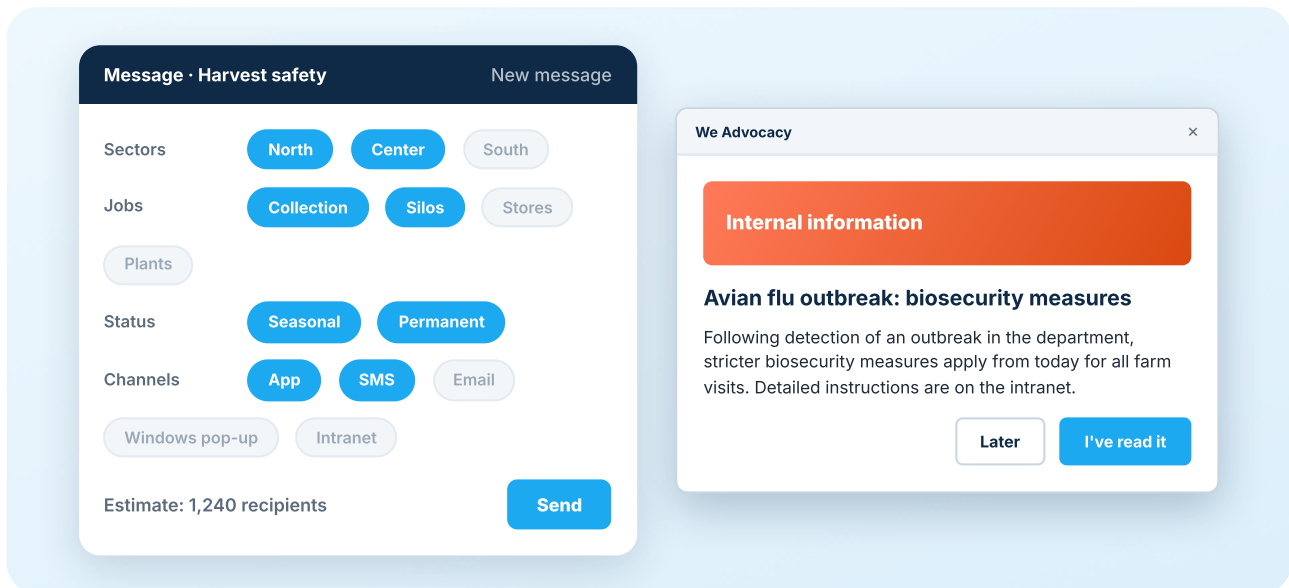


Illustration: targeting in the sending console, and a Windows pop-up displayed on workstations.

One send, five channels

Email, intranet, mobile app, Windows pop-up and SMS, combined by audience.

Precise targeting

By site, job, entity or manager, from your synced directory.

Automatic follow-up

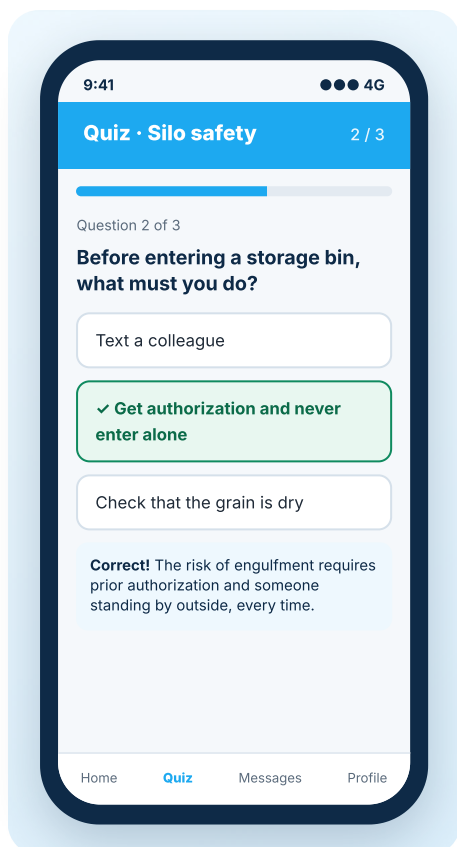
Those who haven't read are followed up on another channel.

Typical situations in your industry

SITUATION	AUDIENCE	RECOMMENDED CHANNELS
Weather alert during harvest	Sites and drivers in the sector	SMS, app
Health or biosecurity measures	Relevant technicians and sites	App, SMS, Windows pop-up
Silo or plant safety reminder	Production teams and seasonal workers	App, SMS
Site hours and closures	Sector teams	SMS, app
Board decisions, general meeting	All employees	App, intranet, email

Check, listen, onboard

Informing isn't enough. You need to make sure the message is understood, give the frontline a voice and properly welcome every newcomer.



Quizzes to check understanding

Before each harvest, a mobile safety quiz checks that permanent and seasonal staff know the rules. Results by site show where to hold a refresher before the first delivery. Questions can be **generated by AI** from your memo or procedure, then fine-tuned in minutes.

Surveys and forms to listen

- **Short mobile surveys** to take the pulse of a team or site.
- **Feedback forms** from the field: an idea, a problem, a request.
- **Results** summarized by question and respondent, to follow up with those who haven't replied.

ONBOARDING JOURNEYS

Every newcomer follows a scheduled journey, automatically.

Onboarding journey for seasonal workers and new hires: the cooperative and its members, site safety rules, useful contacts, safety quiz, end-of-season survey. Managers track progress.

Three questions to ask the frontline regularly

INFORMATION

"This month, did you get the information you needed to do your job?" (1 to 5)

CHANNEL

"How do you prefer to be informed: app, SMS, notice board, your manager?"

IDEA

"Any idea to improve your day-to-day on site?" (open answer)

Bring company life all the way to the frontline

Beyond practical information, frontline teams need to feel involved: hearing about other sites' successes, seeing their work recognized, sharing a common culture.

Newsletters in minutes

With AI-assisted creation, a polished newsletter takes minutes. It is sent by email, featured on the intranet and pushed to the mobile app for those without email. Local editions are possible through targeting.

Frontline managers, your first relays

Sector, site and store managers publish for their scope: collection hours, welcoming a seasonal worker. Unlimited number of publishers. Each publishes within the scope and channels you assign.

The Coop Letter

Week 41 · All sites

Harvest: a record despite the weather

Thanks to the silo teams and drivers...

General meeting decisions

Three decisions for your day-to-day...

Profile: Antoine, crop technician

"I spend more time with members than at the office."

Your messages in every email

For teams dealing with your customers, partners and candidates, We Advocacy **email signatures** are consistent and carry **targeted banners**: recruiting, events, prevention, CSR commitments.

Camille Martin

Site Manager · 06 12 34 56 78

Join our harvest teams

Learn more

INTRANET

A go-to portal, on desktop and mobile.

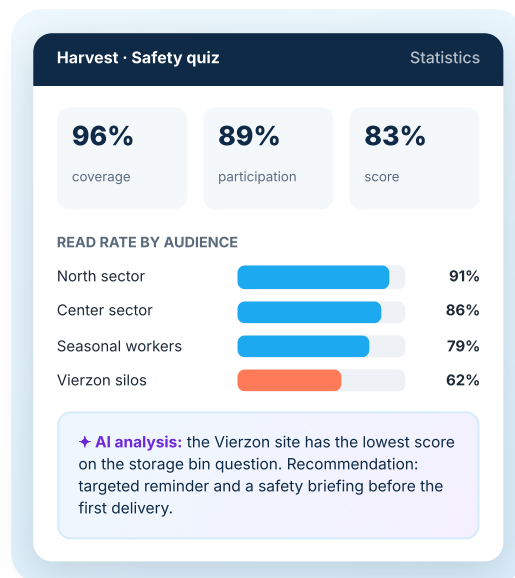
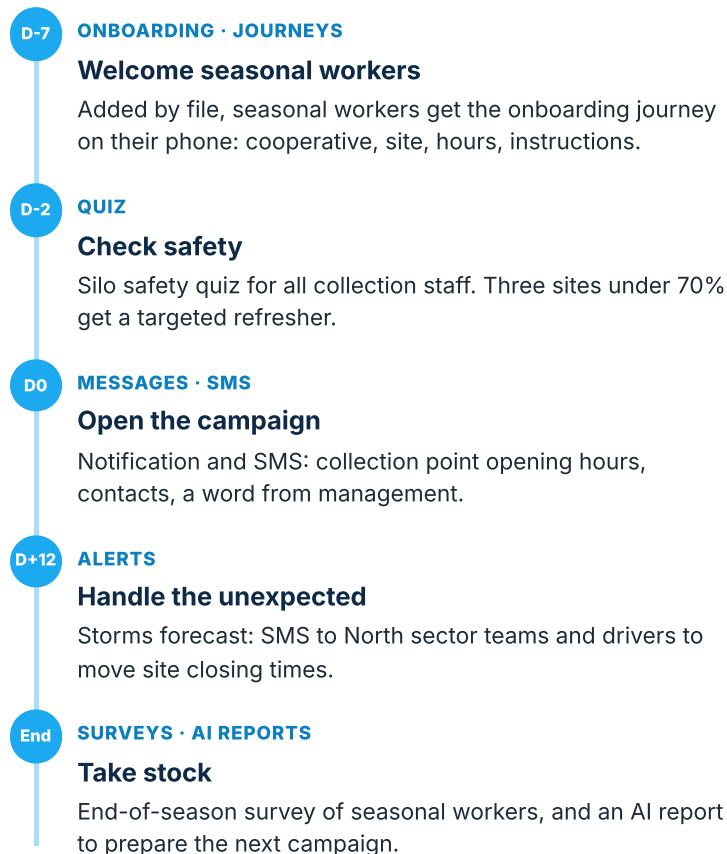
News, documents, procedures and directory in one branded intranet, connected to Google Workspace or Microsoft 365. Already have an intranet? We Advocacy can **complement SharePoint, LumApps or Jalios** with no migration, pushing their content to the frontline via mobile app, pop-up and SMS.

THEY TRUST US IN YOUR INDUSTRY

Auraïa Euralis Ocealia Semae FDSEA 51

Scenario: the summer harvest campaign

A grain cooperative with 900 employees and 40 collection sites welcomes 150 seasonal workers for the harvest.



Statistics and AI report (fictitious data).

STATISTICS AND AI REPORTS

At every step, you see who received, read and replied, by site, job and channel. AI-generated reports show what worked, which audiences you aren't reaching and what to do next, and a follow-up goes out on another channel in one click.

Fast start

Up and running in a few weeks with the Newsletter and Broadcast plans.

Modular

Start with mobile and messages, add other modules with no migration.

Secure

Hosted in Europe, GDPR-compliant, SSO login.

The multichannel internal communication platform. Designed in France, hosted in Europe.

200+

client companies since 2018

100,000

users every day

5 channels

from a single send

- ◉ **Integrated with your environment:** Google Workspace, Microsoft 365, SSO, directory sync from Entra ID, Okta, Google Workspace or SAP SuccessFactors.
- ◉ **Modular:** start with the modules you need today, add others with no migration.
- ◉ **Secure and GDPR-compliant:** Hosted in Europe on Google Cloud, data encrypted in transit and at rest.
- ◉ **Supported:** guided rollout, France-based support, unlimited number of communicators.

"We Advocacy has helped us unify our communications for several years. We particularly appreciate their responsiveness and efficiency."

Mary Pifer, VP Marketing, 3SI

See what the platform can do for you.

In 30 minutes, we start from your audiences and tools to show you the modules that matter, and only those.

Book a demo →

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Sources

La Coopération Agricole, *Overview of cooperative businesses* (2024 figures) · Gallup / Workvivo · Mockups and scenario for illustration only, fictitious data.