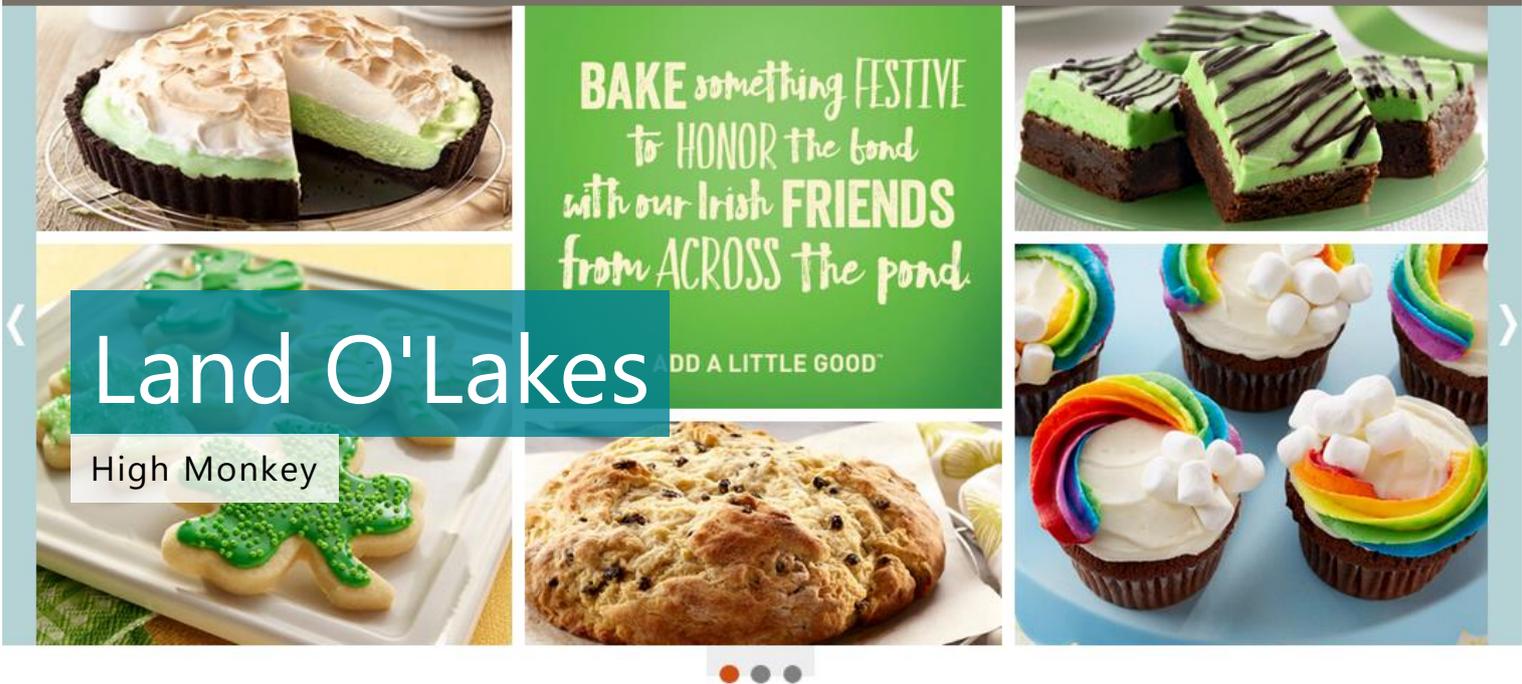


**TOP SEARCHES**[Lucky Cookie Cut-Outs](#), [Slow Cooker Recipes](#), [Crab Cakes with Southwest Aioli](#)

AGRICULTURE
FOOD/BEVERAGES

Land O'Lakes is ranked third on the National Cooperative Bank Co-op 100 list of mutuals and cooperatives. The Co-op is one of the largest producers of butter and cheese in the United States. They needed a new responsive website to be integrated with a search Azure search platform.

Background

Land O'Lakes, Inc. is a member-owned agricultural cooperative based in the Minneapolis-St. Paul suburbs of Arden Hills, Minnesota, focusing on the dairy industry. The co-op states that it has about 3,600 direct producer-members, 1,000 member-cooperatives, and about 10,000 employees who process and distribute products for about 300,000 agricultural producers, handling 12 billion pounds of milk annually. Land O'Lakes is ranked third on the National Cooperative Bank Co-op 100 list of mutuals and cooperatives. The Co-op is one of the largest producers of butter and cheese in the United States.

Goals

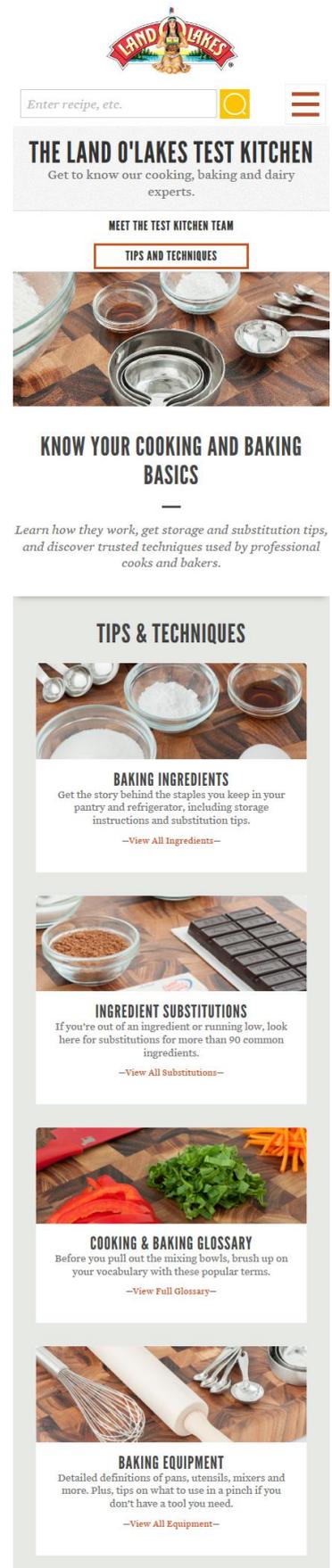
High Monkey worked closely with the Land O'Lakes Inc. team to assist in the migration process of the consumer-facing website for the dairy foods division of Land O'Lakes from their current EMS, into a new Kentico environment. The primary goals of the site development included:

- Combining the current desktop and mobile sites into one site with responsive design
- Integrating a third-party search platform (Azure search) into Kentico with custom web part development
- Tie-in data from a separately developed Recipe Management System (RMS), also developed in Kentico and running as a separate site
- Build the site in a way for Land O'Lakes Inc. to be able to manage the site independently

Challenges

During the duration of this project, there were several challenges that needed to be addressed. They included:

- Helping Land O'Lakes decide on a Content Management System to which they could migrate their original site, and a CMS that made sense from a financial as well as a management perspective
- Redevelopment of the legacy environment HTML and CSS to create the new responsive framework
- Defining the Information Architecture, Page Types, Metadata, and page structure to further aid search functionality and mimic search from the legacy environment
- Pulling data from the Recipe Management System (RMS), a separate Kentico site used to store a large collection of recipes, and presenting that information to the public as grouped collections and individual recipes



The screenshot displays the Land O'Lakes Test Kitchen website. At the top, there is a search bar with the placeholder text "Enter recipe, etc." and a magnifying glass icon. To the right of the search bar is a hamburger menu icon. Below the search bar, the page title "THE LAND O'LAKES TEST KITCHEN" is prominently displayed, followed by the subtitle "Get to know our cooking, baking and dairy experts." Below this, there are two main content sections. The first section is titled "MEET THE TEST KITCHEN TEAM" and "TIPS AND TECHNIQUES", accompanied by an image of various kitchen ingredients and tools. The second section is titled "KNOW YOUR COOKING AND BAKING BASICS" and includes a sub-section "TIPS & TECHNIQUES" with an image of baking ingredients. Below this, there are three more content cards: "BAKING INGREDIENTS" (with an image of ingredients), "INGREDIENT SUBSTITUTIONS" (with an image of a chocolate bar), and "COOKING & BAKING GLOSSARY" (with an image of fresh vegetables). Each card includes a brief description and a link to view all items. The final card is "BAKING EQUIPMENT" (with an image of a whisk and rolling pin), also including a brief description and a link to view all equipment.

- Redevelop the Simple Rewards club section of the website that allows users to log in and bookmark recipes for easy access, rate and comment on recipes, comment on blog postings, and sign up for a recurring newsletter
- Migrating the existing user data for the Simple Rewards™ club section and extend the Kentico login controls to work with the existing hashed passwords



Solution and Results

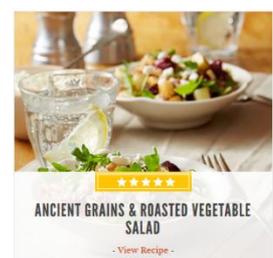
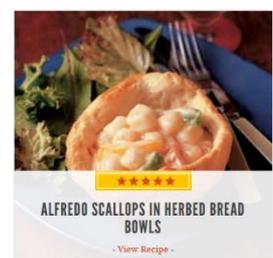
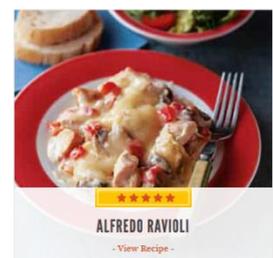
In order to provide the best solution for this project, High Monkey began by having several meetings with the team at Land O'Lakes to assist in selecting a Content Management System that made the most sense to move to from their original environment. There were several steps that needed to take place in order for the migration from the legacy CMS to the Kentico EMS environment to be a smooth and seamless one.

When dealing with the legacy environment's CSS, High Monkey redeveloped the original code to provide a responsive design as well as making adjustments to help fit the new Kentico environment templates, all while refreshing the design to update the look and feel of the site. Doing this helped to provide Land O'Lakes with templates that not only functioned like the original site but also helped in providing a responsive experience that would allow users to visit the site from a variety of devices without losing any site functionality.

When looking at the LandOLakes.com search functionality, it was important to the team at Land O'Lakes that the search looked and functioned as it did in the original environment with improvements to the results. High Monkey helped to make this a reality by developing a custom web part to integrate Azure search, allowing faceted results as well as distinct result item templates. Structured page data was also integrated to assist in better searchability for both internal (Azure) search as well as external, public search engines.

For the recipes section of the website, the Land O'Lakes team still wanted to manage all of this data from an external centralized Recipe Management System (RMS) and surface this data on the website. High Monkey developed the code and structure to allow site editors to easily integrate with the RMS data through custom Page Types where authors could choose from drop-down menus to build out the public site structure.

This project had an extremely tight deadline of four months that began in late 2015 and was complete, with a relaunch of the new site, at the end of March 2016!





Enter recipe, ingredient, meal type, etc.



DESSERTS & SWEETS

Desserts and sweets perfect for coffee and a group of friends, our collection of recipes will satisfy your craving.



Key Criteria for Choosing Kentico

- Ease of use for site administrators
- Simple Content Management interface
- More value for money than the competition
- Full-feature set provided by the EMS platform
- The EMS needed to have robust out-of-the-box functionality but also allow them to customize as needed. They needed a balance of having set templates and layouts for basic pages, with the ability to easily create custom landing pages and forms for marketing efforts.
- The EMS needed to be .NET based with a robust set of APIs
- Land O'Lakes needed a commercial EMS platform that has a high level of support and a solid track history of new feature releases and upgrades that keep pace with the market trends and new features.



High Monkey

We help organizations use existing and new technologies wisely. We design, build, and implement websites that are unique, distinct, and creative. We simplify complex information systems and make them easier to use. We focus on mobile and responsive design for handheld devices. We configure Kentico, SharePoint and other CMS platforms to deliver what YOU need. We deliver the knowledge you need to manage the solutions we create.

Our experience has taught us a lot, here are a few fundamental truths we have discovered along the way . . . We help you stay focused on the people using technology so you don't waste your time and money. We aren't the right fit for everyone - but if you've had enough sugar coating and want results, give us a call. We are serious about our work, but also realize that a healthy sense of humor is essential to success. Choosing the right technology solution requires honesty (from us) and courage (from you). We strive to be your trusted advisor. It's that simple.

High Monkey is proud to be a Kentico Gold Partner providing Kentico CMS and EMS solutions since 2008 and digital workplace solutions since 1998.



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