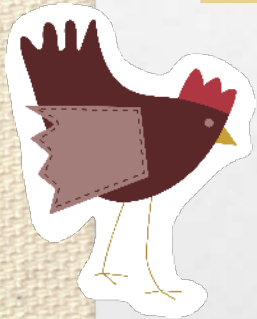


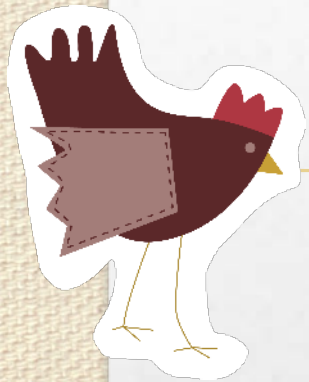
Creating a Farm Marketing Kit



Effectively Engage Your Audience
with Marketing Collateral

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UNIVERSITY OF
MARYLAND
EXTENSION
Solutions in your community

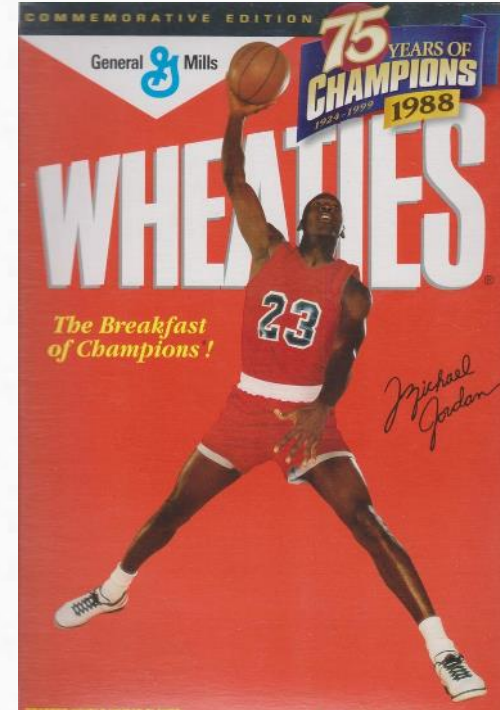


What's Your Niche?

How easy is it to differentiate you from the competition?

Consider Your Image

- What image do you want to portray?
- How does your farm operation align with this image?
- What changes do you need to make to sync up with your desired image?



Develop Your Positioning Statement

- What does your farm business do?
- What need(s) does it meet?
- What problem(s) does it solve?
- How do your customers benefit psychologically?
- How does your farm business differ from the competition?

Consider...

Services

Philosophy

Specialization

Location

Evaluating Your Positioning Statement

- Does it convey a true benefit?
- Does it differentiate you from your competition?
- Is it unique?



*Grass-fed Beef -
The New Old-Fashioned Way*



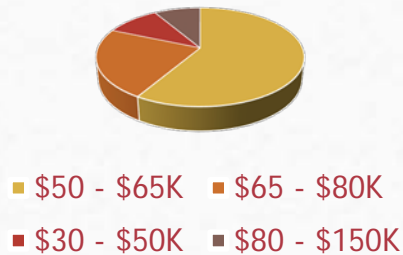
Know your
TARGET
MARKET!

Target Market Analysis

Demographics

- Age
- Income Level
- Occupation
- Gender
- Geographic Location
- Education Level

Income Level



Psychographics

- Special Interest Activities
- Philosophical Beliefs
- Social Factors
- Cultural Involvements
- Other Needs - i.e. food, health/medical



Target Market Exercise

- What is the age range and average age of your customers?
- What percentage of your customer are male? Female?
- What is the average educational level of your customers?
- Where do your customers live?
- What are your customers' occupations?
- Where do your customers work?
- What is the average annual income level of your customers?
- What do your customers like to read?

Adapted from Business Mastery: A Guide for Creating a Fulfilling, Thriving Business & Keeping It Successful (3rd Ed)

Target Market Exercise Cont'd

- Where do your customers like to play? Pray?
- Of which special interest groups are your customers members?
- What attitudes and beliefs about food and farming do your customers hold?
- What are you customers' needs, concerns and goals?
- What is the primary reason your customers use your services?
- What are some of the other reasons your customers use your services?
- What is the average amount of contact you have with your customers?
- Who else serves your customers?



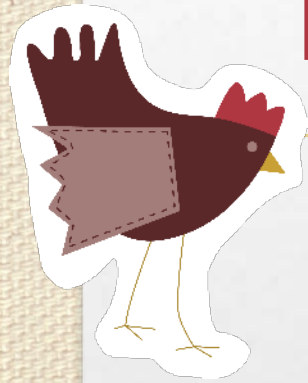
Profile of Your Typical Customer



Galusha
Pennypacker

My typical customer is a 42 year old working mom who is interested in buying quality food for her family. Galusha purchases food with limited chemical inputs because her child has food allergies. According to her holistic pediatrician, they can be exacerbated by too much chemical exposure. While she enjoys patronizing her local farmers market, Galusha is considering becoming a CSA member if she can find one that's a one-stop shop with a wide range of products (veggies, meats and eggs) because she doesn't have time to shop. Galusha reads *Edible DC* and *Eating Well* magazines, *Food 52* blog and enjoys watching *MD Farm & Harvest* and *The Chew* when she has time. She is a serial Facebook poster and loves to share recipes, health articles and memes with cute farm animals. She has a small vegetable and herb garden (mainly full of weeds) and enjoys cooking. Although she enjoys cooking, she dines out once a week and prefers restaurants serving fare with local ingredients. Having said that, the Chipotle restaurant crew knows her by name.

Marketing Channels



Direct & Indirect
Audiences

CSAs, PYOs, Farmers Markets

What's important?

- Customer Experience is Key
- Quality & Taste
- Growing & Production Practices
- Convenience

THE
**Farmers
Market**
AT MARYLAND



PARKER FARMS

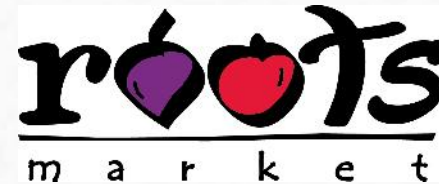


Larriland Farm

Retail Outlets

Who?

- Local Health Food Stores
- Specialty Shops Offering Local
- Gourmet Grocers
- Traditional Grocery Stores
- Restaurants & Caterers



What Are They Looking For?

- Growing & Production Practices (including food safety)
- Quality & Taste
- Health Benefits
- Pricing & Packaging

Keepin' It Local
MADE · GROWN · FOUND



Grower Cooperatives/Groups

What's important?

- Pricing
- Quality (BRIX)
- Consistency
- Packaging/Prepping
- Shipping
- Food Safety (some)



lancaster
farm fresh
cooperative



TUSCARORA ORGANIC GROWERS COOPERATIVE

Wholesale - Distributors, Institutions



What's important?

- Pricing
- Quality
- Delivery & Payment Terms
- Consistency
- Packaging & Processing
- Contract Growing
- Food Safety Certifications

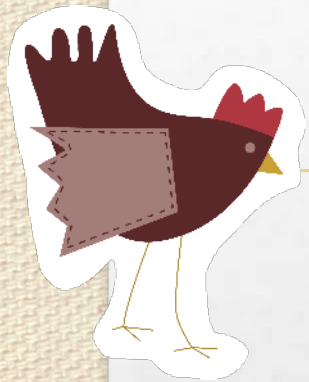
On-line Food Hub Platforms



FRIENDS
& FARMS™

What's important?

- Pricing
- Quality
- Delivery & Payment Terms
- Consistency
- Packaging & Processing
- Contract Growing



The Marketing Kit

Developing Your Unique
Style & Voice

Why Bother Creating a Marketing Kit?

- Credibility (display professionalism)
- Consistent Look & Feel (gives a sense of your farm - association)
- Clear & Consistent Message
- Can Be Tailored to Individual Audiences
- Call to Action
- Demonstrates Why Customers Need You (benefits)
- Saves You Time



Image courtesy tailoredcontent.co.uk

Elements of a Marketing Kit

- Cover Letter
- Business or Postcard
- Fact Sheet(s)
- Farm Profile
- Food Samples (FREE)
- Other Incentives
- Logo
- Product(s) & Price List
- Social Media & Website
- Store Demo Offer
- Recipes
- Testimonials



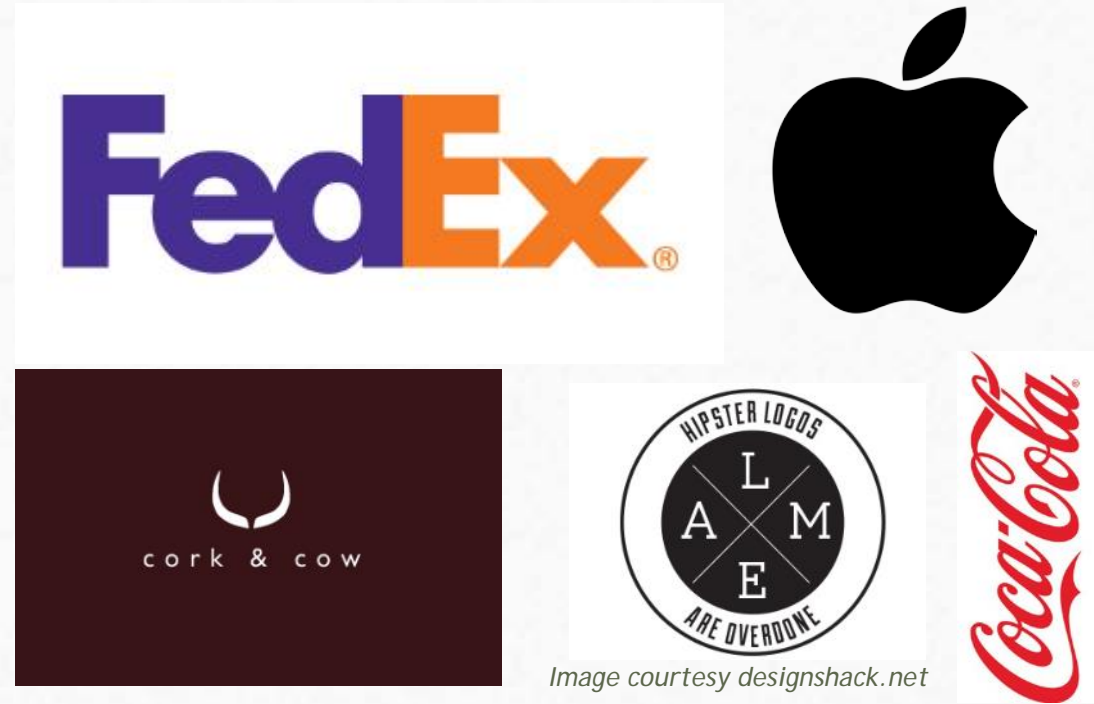
Cover Letter/Pitch Letter

- Your “Ask” (& a quick overview)
- Tailor to Your Audience (what’s in it for them?)
- Logo & Branding
- Contact Information
- Social Media Links
- Website & Email Newsletter Sign-up
- Testimonial or Quote



Logo Considerations

- Keep It Simple, Stupid (KISS)
- Reproducible in Black & White and When Scaled Down
- Reflect Your Product(s) & Service(s)
- Reflect Your Style - Avoid Clichés
- Consider Custom Type
- Use Negative Space Wisely
- Proportionality
- The Double Entendre



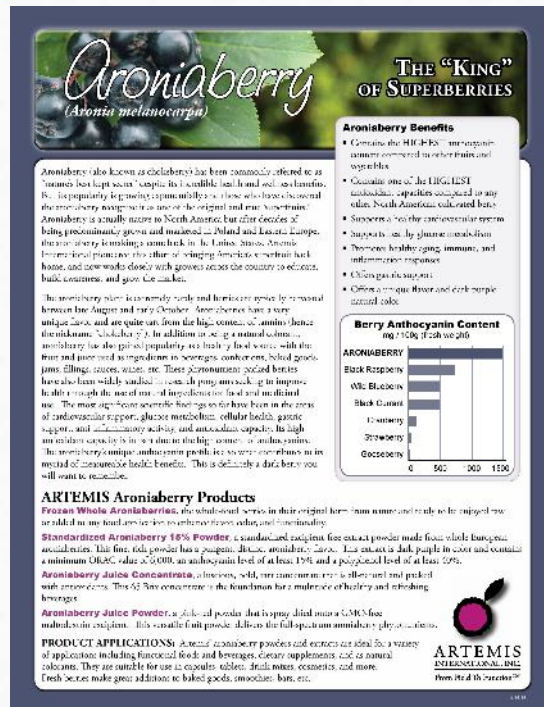
Business Card

- Logo & Branding
- Contact Information (including phone & email)
- Website
- Position Statement or Tagline
- Social Media Links



Image courtesy of Matt Wegerer of Whiskey Design

Product Fact Sheets



AroniBerry
(*Aronia melanocarpa*)

THE "KING" OF SUPERBERRIES

AroniBerry Benefits

- Contains the HIGHEST anthocyanin content compared to other fruits and vegetables
- Contains one of the HIGHEST antioxidant capacities compared to any other North American cultivated berry
- Supports healthy cardiovascular system
- Supports healthy glucose metabolism
- Promotes healthy aging, immune, and anti-inflammatory responses
- Cholesterol management
- Offers a unique flavor and dark purple natural color

Berry Anthocyanin Content
mg/100g fresh wt

Berry	Anthocyanin Content (mg/100g fresh wt)
ARONIBERRY	~1100
Black Raspberry	~900
Wild Blueberry	~800
Black Currant	~600
Strawberry	~400
Gooseberry	~300

ARTEMIS AroniBerry Products

Frozen Whole AroniBerries, the whole-fruit served in their original form, retain maximum nutrients and antioxidants.

Standardized AroniBerry 18% Powder, a standardized, high-potency freeze-dried powder made from whole, organic, antioxidant-rich AroniBerry. This fine, full powder has a minimum 18% anthocyanin level, a minimum ORAC value of 5000, an antioxidant level of at least 19%, and a polyphenol level of at least 10%.

AroniBerry Juice Concentrate, a freeze-dried, solid, natural concentrate that is thick and packed with antioxidants. This 65% concentrate is the foundation for a multitude of healthy and refreshing beverages.

AroniBerry Juice Powder, a global powder that is spray-dried into a GMP-grade, multi-soluble product. This versatile fruit powder delivers the full spectrum antioxidant phytochemicals.

PRODUCT APPLICATIONS: Artemis AroniBerry powder and extracts are ideal for a variety of applications including functional foods and beverages, dietary supplements, and natural colorants. They are suitable for use as capsules, tablets, drink mixes, essences, and more. Fresh Series make great additions to baked goods, smoothies, bars, etc.

ARTEMIS INTERNATIONAL, INC.
From REAL to SUCCESS™

Image courtesy Artemis International

- Health Benefits
- Growing & Processing Info
- How to Use the Product
- Product Trends
- Images (including logo)
- Link to More Info on Website

Farm Profile



Image courtesy ECO City Farms

- Tell your story!
- Make it visual - images of your farm & products
- How do you, your farm, & your product stand out from the competition?
- Include production methods, any licenses & special certifications (i.e. GAP, Organic)
- What will the customer experience?
- Awards & community engagement efforts
- Testimonials

Food Samples

- Offer FREE samples!
- Include any labels/packaging
- Is produce washed? Bagged?
- How does it come? Fresh? Frozen? Dried? Bulk?
- Recipes
- Offer an in-store demo



Incentives

- Coupons & Specials
- Free Product
- Free Shipping/Delivery
- Free Schwag
- Quantity Discounts
- Rewards Programs

Kendall Village Farmers' Market Coupon

Choose any two from a selection of Nani's fresh gourmet pastas
and one jar of handcrafted Marinara sauce for **\$20**



and/or

Choose any three jars of Nani's homemade sauces,
including: Marinara, Vodka and Alfredo for **\$20**




*Don't forget to ask about heart-shaped cheese or Maine Lobster-filled ravioli only
available at Nani's - just in time for Valentine's day!*



Redeemable only at Kendall Village Farmers' Market on Sunday, February 1st, 2015

Product & Price List

- Types of Products
- Description of Products
- Sizes & Packaging
- Price (include date)
- Quantity Discounts
- Payment Terms & Conditions
- Delivery Charges

 **Diamond P Beef**
Price List \$/LB

Allan Pratt
www.diamondpbeef.com
info@diamondpbeef.com
407.744.7238

Steaks		Roasts	
Delmonico (Rib Eye)	20.95	Boneless Brisket	12.95
Filet- Tenderloin	26.95	Bottom Round Roast	11.95
Flank Steak	13.95	Chuck Roast	14.49
Flat Iron Steak	14.49	Eye Round Roast	14.49
London Broil	12.49	Rump Roast	12.95
NY Strip Steak	19.95	Sirloin Tip Roast	13.49
Porterhouse	26.95	Miscellaneous	
Rib Steak	18.95	Ground Beef	8.00
Sirloin Steak	16.95	Ribs – Short/BBQ	9.95
Skirt Steak	17.95	Soup Bone (Osso Bucco)	7.95
T-Bone	23.95	Kabob/Stew Beef	8.95

***Full; ½ or ¼ steer pricing available as well






    

Image courtesy Diamond P Beef

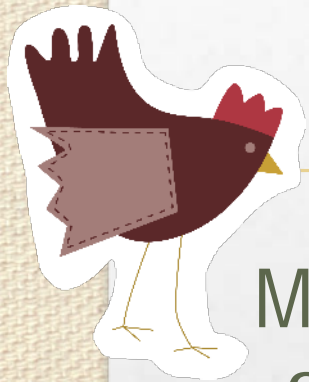
Key Presentation Points



Image courtesy of business2community.com

The art of communicating with your customers and prospects without selling.

- Make Style & Message Consistent
- Reflect Your Voice & Style!
- Transparent & Authentic
- Client Education
- Relationship Building
- Concise - highlight & bullet



Social Media Tools

More than 50% of adult internet users are on 2 or more social media sites.

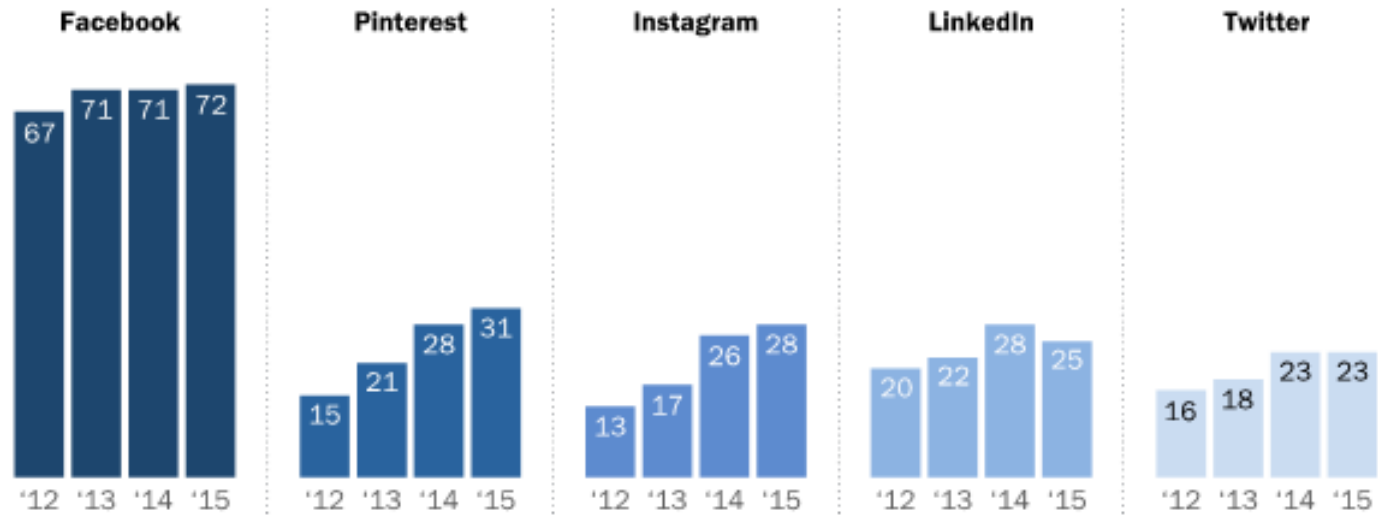
Pew Research Center



Social Media is a tool for providing valuable content to gain the trust of your target market.

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms is Slower

% of online adults who say they use the following social media platform, by year



Pew Research Center Survey, March 17-April 12, 2015.

PEW RESEARCH CENTER





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

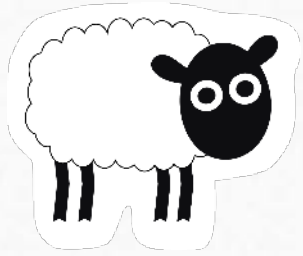


79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Social Media SNAPSHOT





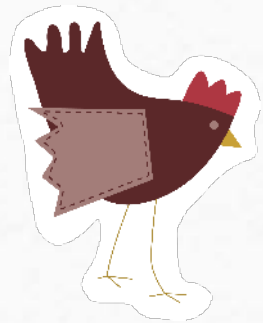
Overall Best Practices

- Know your audience.
- Develop a unique, authentic voice.
- Be an expert. Be transparent.
- Mix-up educational with cultural/just-for-fun posts.
- Use a variety of content including original & user-generated.
- Give credit to authors & sources.
- Make use of hashtags (#) & handles (@).
- Be consistent with posting.
- Post images & videos when possible.
- Make sure images are optimized for both desktop & mobile.
- Respond to fans (& haters) in a timely, positive manner.
- Get a few professional photos taken (headshots, product & farm).
- Use your headshot &/or logo widely.

Example of Your Unique Style



<https://www.facebook.com/video.php?v=10203253890282115&l=6109916523320508132>



Frazzled
already?!

I Don't Have That Much Time, Kim!

Strategies for Social Media Management

- Based on your target market, identify which social media tools your customers use most. This is a good place to start.
- Not sure? Choose 1 or 2 platforms that you find most appealing, focus on those, and do a bang up job!
- Create a Social Media Management Plan.
- Find someone who is a social media whiz to help you. Know a teenager or young 20-something? Maybe one of your customers would volunteer?

Social Media Management Plan

- Put a weekly date in your schedule to create content.
- Create an editorial calendar. Decide what you will post, when & where.
- Set aside 5-10 minutes each day to respond to messages & comments from your fans & followers.
- Use social media apps on your phone! Create posts while you are waiting in line at the grocery store or taking a break in the field during harvest.
- Use a Social Media Management System (i.e. Hootsuite, TweetDeck).



Email Marketing



- Newsletters allow you to deliver valuable content right into someone's email inbox! Automatically post on your social media.
- Include a mix of articles, pics, videos, events, fun facts & coupons/promotions.
- Be as brief as possible. Post longer articles on your blog & include a teaser in the newsletter with a "Read More" link.
- Use a professional email service such as Constant Contact, Mail Chimp (free for up to 2,000 subscribers) or Emma.

Thank you!

Contact Info:

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Prince George's County
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