



# Helping Farms and Food Processors Avoid Common Marketing Mistakes

National Farm Viability Conference, September, 2013

Rosalie J. Wilson  
Business Development Services

Myrna Greenfield  
Good Egg Marketing

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# Agenda

- Marketing functions & principles – recap
- Common challenges:
  - No marketing plan
  - Inconsistent branding
  - Unattractive displays
  - Poor customer service
  - Ineffective online presence
  - Q&A

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# Purpose of Marketing

Marketing has three core functions:

1. Brand awareness/Customer connection
2. Increase and expedite sales
3. Generate revenue from marketing

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# Principles of Marketing

## 5 P's and 1 C:

1. Product
2. Price
3. Promotion
4. Packaging and Presentation
5. Placement
6. Customer

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# #1: No Marketing Plan

A marketing plan:

- Researches need for/interest in product
- Clarifies what you know about your target market
- Identifies opportunities
- Sets measurable objectives
- Provides a step-by-step guide to implementation.

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# #2: Inconsistent Branding

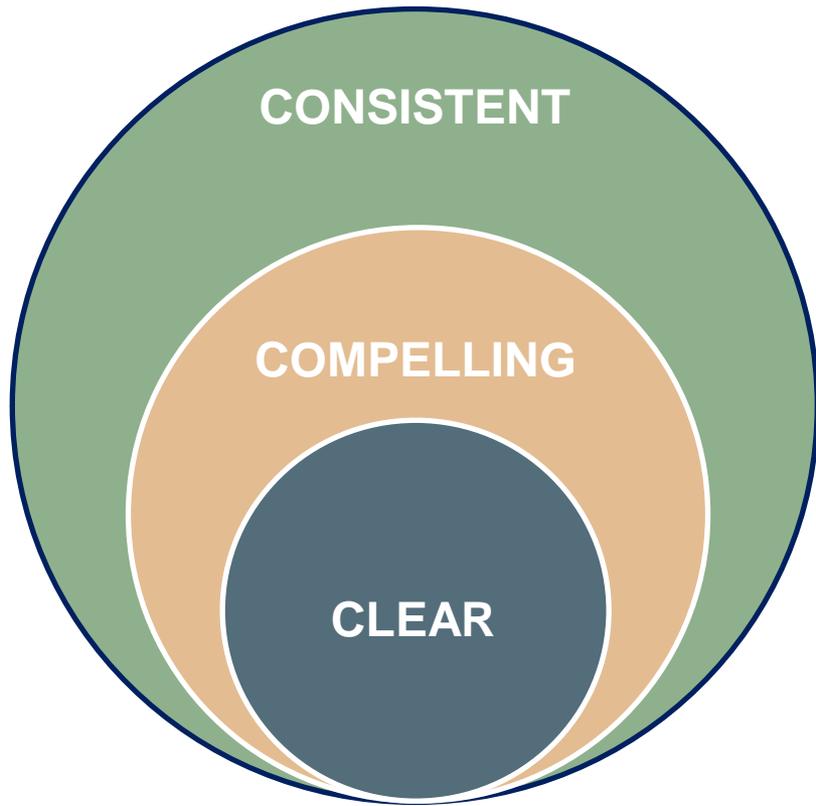


**A strong brand is a promise...**

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# A Strong Brand is:



- **CONSISTENT**
  - Fulfills expectations every time
- **COMPELLING**
  - Provides reasons to choose you over others
- **CLEAR**
  - People “get” you in a glance

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# Build a “Brand Blueprint”



Who  
What  
Where  
When  
Why

STORY



Customers  
Needs  
Value  
Peers  
Positioning

NICHE



Logo  
Tagline  
Personality  
Atmosphere  
Ethics  
Customer  
Service

IMAGE

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# What's Your Story?



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# What's Your Niche?



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# Who Are Your Customers?



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# Define Your Niche

- [Your business]
- Is the [best, only, a leading, etc.] place for
- [Type of customer] with
- [specific need] because...

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# What's Your Image?



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# What's Your Personality?



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# #3: Poor Presentation



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# Make It Eye-Catching

Farmer Dave's



www.farmerdaves.net



  
**Farmer Dave's**  
Community Supported Agriculture

**IN THIS ISSUE**

- [Field Notes](#)
- [In Your Share](#)
- [Recipe of the Week](#)

**Dracut Pick-up Details**

Tuesdays  
3:00 p.m. - 7:00 p.m.

**Brox Farm Stand**  
1276 Broadway Road  
Dracut, MA

**Produce ID Guide**

Can't name that vegetable? Visit our [Produce ID Guide](#).

**Farm Notes:**



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# Get Creative



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# Abundance Sells



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# Do More With Less



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# Make It Authentic



Parlee Farms creates a fresh, homemade feel with a whiteboard.

# Share Product Info



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# Grab and Go



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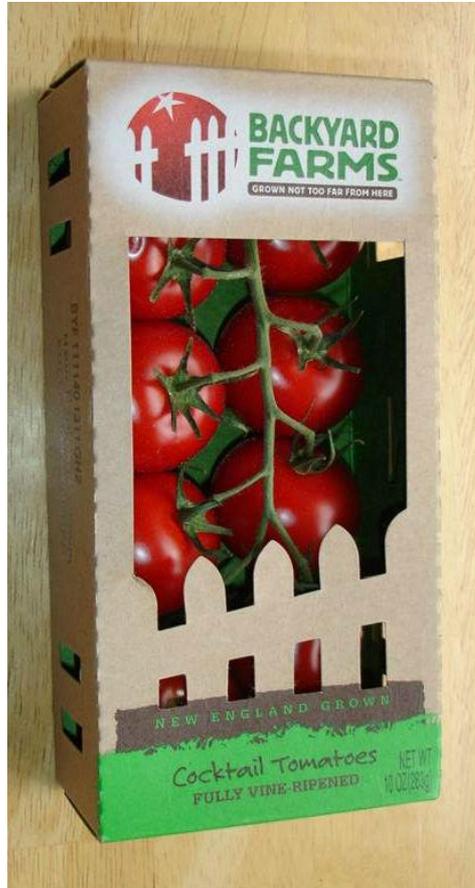
# Offer Bulk & Packaged



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# Add Value with Packaging



- Branded product
- Tagline: Grown not too far from here
- Cocktail tomatoes
- Fully vine-ripened

# Share Your Story

Questions or comments please call 802-427-6700

U.S. Food and Drug Administration  
We've not found a significant difference between milk derived from rBST-treated and non-rBST-treated cows.

3611 VT RT 16  
East Hardwick, VT  
05836  
Plant #50-167

Nutrition Facts	
Serving Size 1 cup (100g)	
Servings Per Container 8	
Amount Per Serving	
Calories 230	
Calories from Fat 130	
	% Daily Value*
Total Fat 14g	28%
Saturated Fat 9g	45%
Trans Fat 0g	
Cholesterol 40mg	20%
Sodium 5mg	9%
Total Carbohydrate 21g	7%
Dietary Fiber 0g	
Sugars 21g	42%
Protein 4g	8%
Vitamin A 0%	Vitamin C 0%
Calcium 15%	Iron 0%

\*Percent Daily Values are based on a diet of other people's secret recipes.

A flavor of summer and our Vermont Milk

**KINGDOM CREAMERY of Vermont**

Blueberry Blush ICE CREAM

Our Farm Does Not Use rBST

REAL

One Quart (780ml)

**Fresh From Our Kingdom To Your Castle!**

For three generations the Mixed family has produced the highest quality milk on our own Northeast Kingdom of Vermont. Our farm is nestled in the rolling hills and pastures, magical forests of majestic maples and sparkling blue lakes and rivers. This peaceful haven is the inspiration behind Kingdom Creamery of Vermont in Hardwick, and our third generation owned and operated family farm. The Queens of our land—our elite cows, of course—are pleased to share with you their 100% Vermont made ice cream. Now you too can enjoy a delicious spoonful of our Kingdom's fairytale... anytime you crave it!

Ingredients: Milk, Cream, Sugar, Non-Fat Milk Powder, Natural Blueberry Flavor, Egg Yolks, Elderberry Juice, Guar Gum

KingdomCreameryOfVermont.com

Twitter Facebook

**KINGDOM CREAMERY**

FARMSTATIC FACTOR  
It takes 12 pounds of milk to make a gallon of ice cream.

Our farm does not use Artificial Growth Hormone.

**Vermont**

STATELY STRAWBERRY ICE CREAM

One Pint (473ml) Made with sweet and flavorful strawberries like you picked them yourself!

Nutrition Facts	
Serving Size 1 tsp. (0.5g)	
Servings Per Container 550	
Amount Per Serving	
Calories 0	
Calories from Fat 0	
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate less than 1g	0%
Protein 0g	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugars, vitamin A, vitamin C or calcium are not.

\*Percent Daily Values are based on a diet of other people's secret recipes.

**Fresh from our Kingdom to your Castle!**

COME WITH US to the Northeast Kingdom of Vermont! In this fairytale land you will find rolling green hills and pastures, magical forests of majestic maples, and sparkling blue lakes and rivers. This peaceful haven is the inspiration behind Kingdom Creamery of Vermont in Hardwick, and our third generation owned and operated family farm. The Queens of our land—our elite cows, of course—are pleased to share with you their 100% Vermont made ice cream. Now you too can enjoy a delicious spoonful of our Kingdom's fairytale... anytime you crave it!

KingdomCreameryOfVermont.com

INGREDIENTS: Skim Milk, Cream, Sugar, Strawberries, Water, Strawberry Flavor, Citric Acid, Egg Yolks, Guar Gum, Locust Bean Gum, Carrageenan.  
Keep Frozen.

The FDA has stated that there is no significant difference between milk from rBST treated and untreated cows.

Questions or comments please call 802-427-6700

3611 VT RT 16  
East Hardwick, VT 05836  
Plant #50-167

3 hour Cream

54177360

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# Cross Sell at End Caps



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# Aim for Eye Level



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# Point of Sale Promotion



**TURKEY HILL FARM**  
 Micro-Dairy & Creamery  
 Stuart & Margaret Osha  
 55 Turkey Hill Rd,  
 Randolph Center, VT  
 802-728-7064  
 TurkeyHillFarmVt.com

**INTRODUCTORY OFFER!**  
**BUY 1 GET 1 FREE**  
**VT FARMSTEAD YOGURT**  
**WITH "LOCAL CULTURE"**

We invite you to try our new all-natural creamline yogurt made in our VT-inspected creamery, with Grade A, pasteurized whole milk from our happy, stress-free cows sustained on sunshine, pasture and organic grain!

Enjoy *Simply Plain* or *Spirit of Vermont Maple*, lightly sweetened with pure VT maple syrup. Offer good at our farm store, *The Moo-tique*. (One coupon per visit. Expires Dec 31, 2011)

ENTER TO WIN A VERMONT GETAWAY

HARPOON BREWERY WINDSOR, VERMONT

Ascutney Mountain Resort VERMONT

www.harpoonbrewery.com

**ENJOY VERMONT**

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# #4: Poor Customer Service

- Staff behavior and presentation:  
Professional, helpful, and polite at all times
- Tools:
  - Protocols/employee manuals
  - Staff trainings
  - Uniforms

# Good Customer Service



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# #5: Ineffective Online Presence



Photo by [Will Reynolds Young](#), ebayk1d, Creative Commons

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# Choose the Right Tools



Photo by [Garrett Wade](#),  
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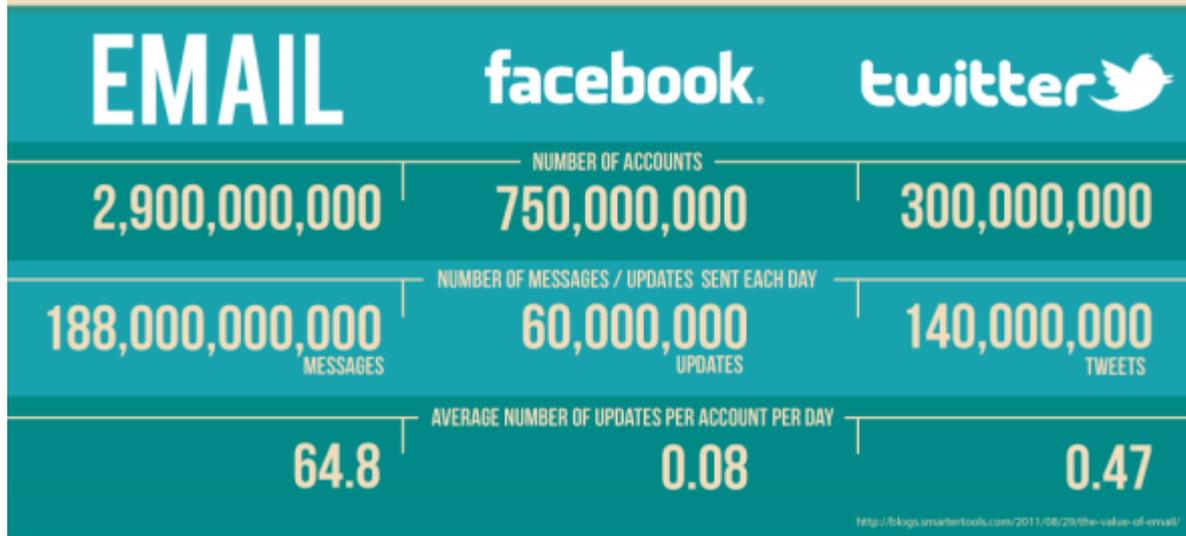
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# IS EMAIL DEAD?

*and other stuff about how we communicate.*



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# Social Media: Just a Tactic

MEASUREMENT/RESULTS

TOOL(S)

STRATEGY

CUSTOMER

GOAL

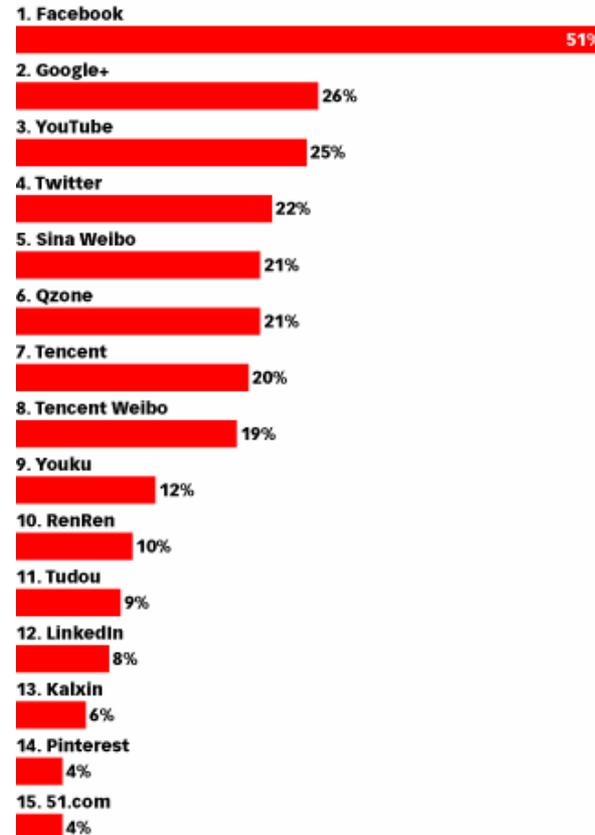
**Strategic Approach**

TOOL

**Tactical Approach**

# Top Global Social Media Sites

**Top 15 Social Media Sites Worldwide, Ranked by Penetration of Active Users, Q1 2013**  
% of internet users



*Note: ages 16-64; used or contributed in the past month*  
*Source: GlobalWebIndex, "Stream Social: Quarterly Social Platforms Update Q1 2013," April 26, 2013*

156798

www.eMarketer.com

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**Don't  
start it  
unless  
you can  
keep up**



Photo by Future Shape, Creative Commons

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# Cross-Promote



**Buckle Farm**  
February 14

CSA season is happening, thanks to all that have signed up so far. There are three ways to sign up, on our web site via PayPal, snail mail or at The Egleston Square Farmers over the next two week. If you have a moment please share the sign up form with friends. If you have any questions please feel free to email me bucklefarm@gmail.com

## Summer 2013 CSA Sign-Up Form

Pay online or return with payment to:

Jan Buckle  
Buckle Farm  
710 Hart St.  
Dighton, Ma.  
02715

bucklefarm@gmail.com  
@j4farmer on Twitter  
Buckle Farm on FB

[www.bucklefarm.com](http://www.bucklefarm.com)



Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

I would like:

20 Weeks of Summer Veggies begins week of about June 3rd and finishes about the week of October 14th

Large Share \$685: \_\_\_\_\_  
Small Share \$350: \_\_\_\_\_

10 Weeks of Fresh Eggs \$66 \_\_\_\_\_ Starts week of June 24th and finishes August 26th

I want to Pick up at \_\_\_\_\_

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# Include a “Call to Action”



**Call to Action:  
Order Your  
Plum Tomatoes  
Now!**



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