

Building a Strong Brand for Your Farm



Agenda

- What is Branding?
- What's Your Story?
- What's Your Niche?
- What's Your Image?

A Cup of Coffee?



Photo by [srslyguys](#)
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Or Dunkin Donuts Coffee?



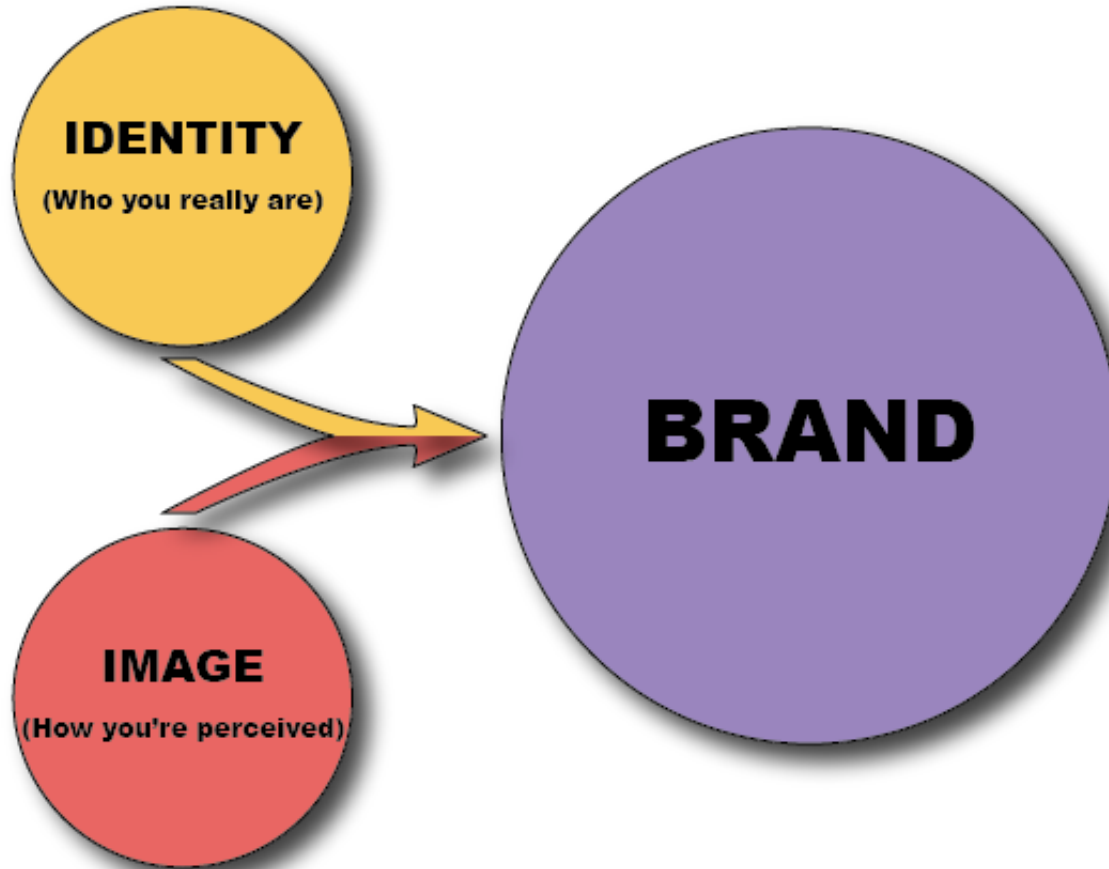
Photo by [chrissy polcino](#),
Creative Commons

Or Starbucks?

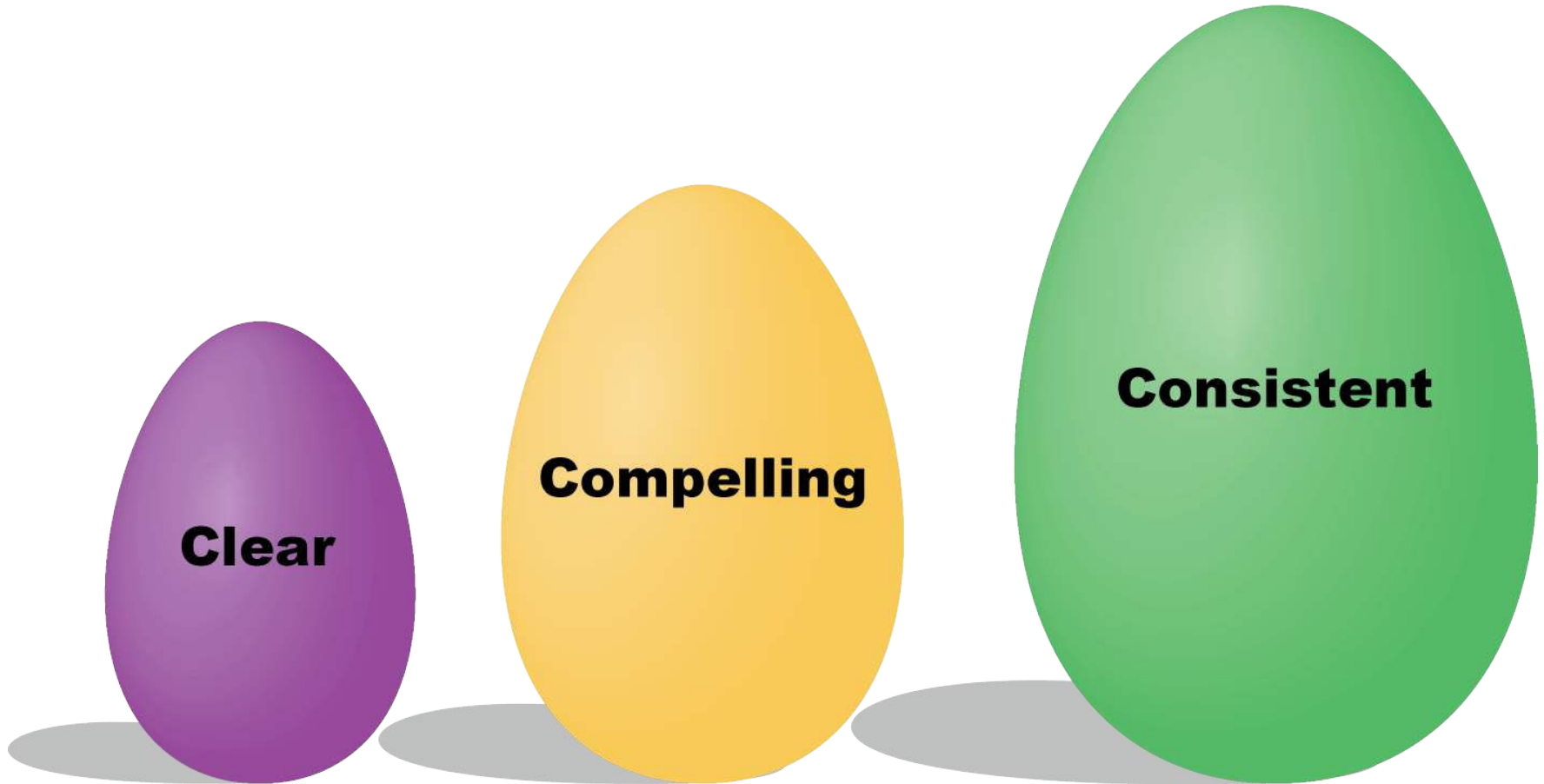


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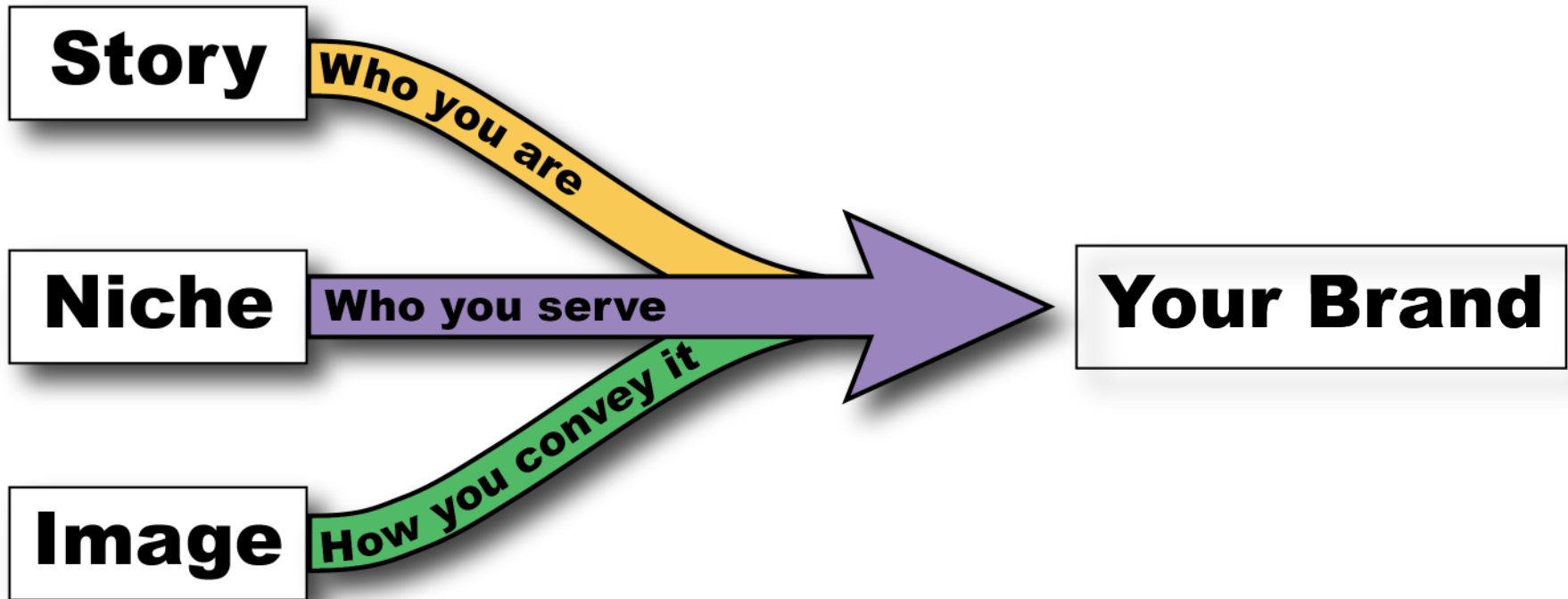
What is a brand?



A Strong Brand is:



Build a “Brand Blueprint”



What's Your Story?

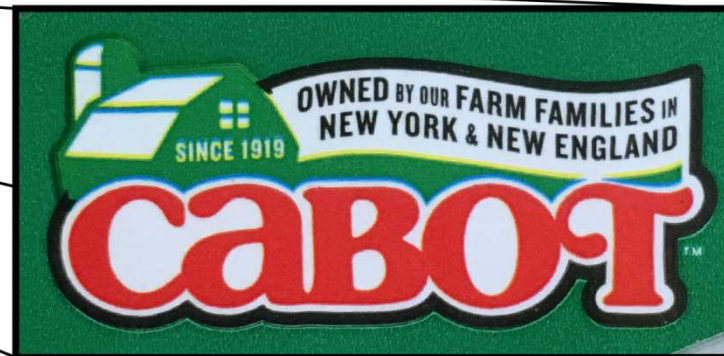


Brand Story

Authentic

Unique

Concise



What's Your Niche?



Who Are Your Customers?



How You Meet Their Needs



Photo by [Tony Alter](#), Creative Common License



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What does your customer value?

Convenience

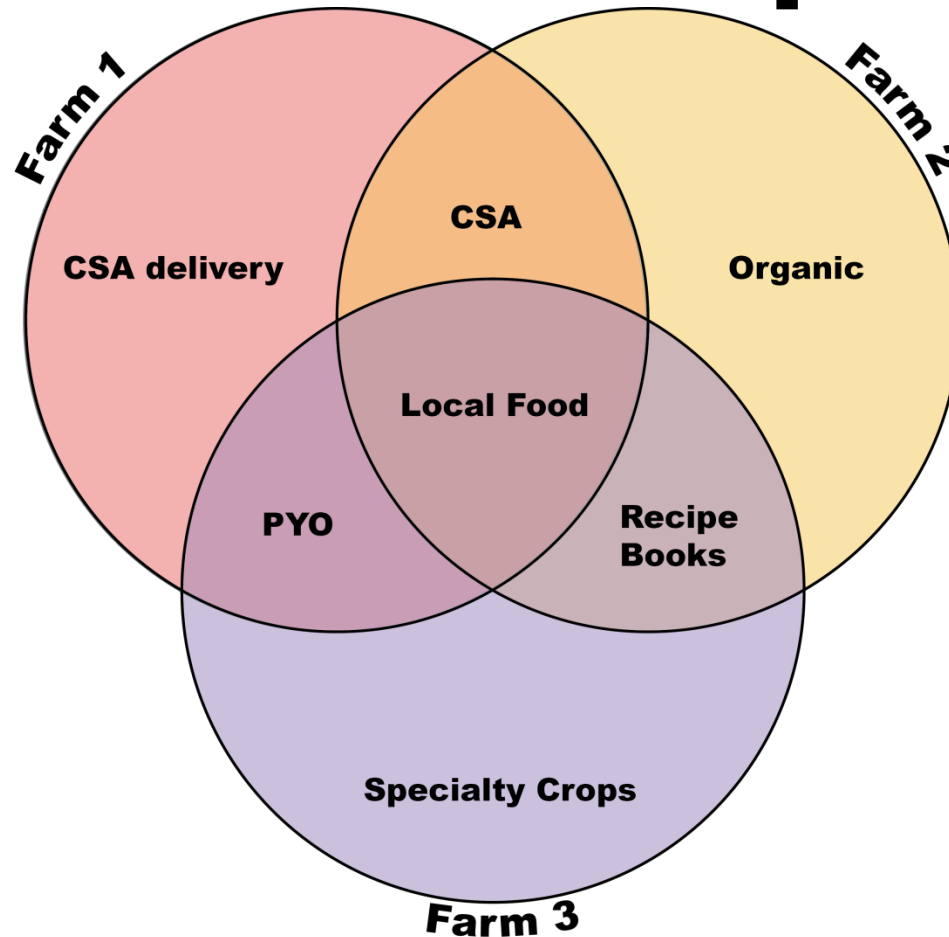
Quality

Health

Value

Community

Who Are Your Competitors?



Define Your Niche

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

What's Your Image?



Consistent Image



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What's Your Personality?

Rugged

Sincere

Sophisticated

Wholesome



Innovative

Traditional

Fun

Spirited

Taglines & Descriptors

Tagline



Descriptor

Key Messages

- Family-owned, hand-made, small batch?
- Organic, grass-fed, IPM?
- Heirloom, ancient, nutrient-dense
- Creating community?

Logo #1?



Logo #2?



Logo #3?



Putting It All Together

Farmer Dave's



www.farmerdaves.net



Farmer Dave's

Community Supported Agriculture

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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:

