

Marketing for Farmers



Agenda

- What is Marketing?
- The 6 Ps
- Creating a Marketing Plan

What is Marketing?



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The 6 Ps

- Product
- Price
- Placement
- Presentation/Packaging
- Promotion
- People

Product Options

- Basics
- Specialty
- Ethnic
- Value-add
- Non-edibles
- Season extension

Pricing

- What are your total expenses?
- How/where are you selling?
- What is the supply/demand?
- What are the current market prices?
- Who are your target customers?
- Are your products different/ better?

Placement: Wholesale

- Restaurants, Caterers
- Retail: Supermarkets, natural foods, specialty stores
- Distributors, Food Service Companies
- Food hubs: Red Tomato, What's Good
- Food delivery: Boston Organics, aggregate CSAs
- Institutions –
 - Farm to School – Public schools, private schools, colleges
 - Hospitals
 - Other Institutions (Jails, Senior Centers, etc.)

Wholesale Pros & Cons

PROS

- Less labor intensive
- Fewer marketing needs

CONS

- Lower profit margins
- More price fluctuation
- Tends to require higher volume
- Stricter requirements (regulations, delivery, quality)

Placement: DTC

- Farmstand
- Pick Your Own
- Farmers Markets
- CSAs
- Home delivery
- eCommerce

DTC Pros & Cons

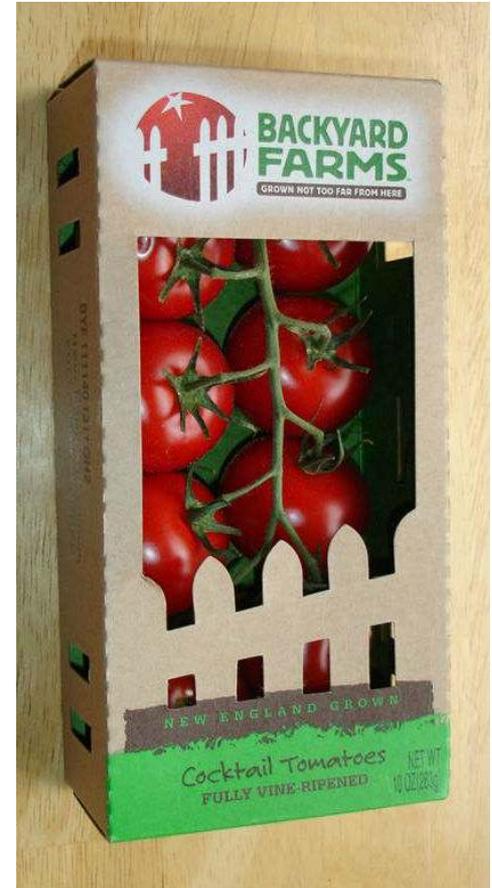
PROS

- Higher profit margins
- More predictable income

CONS

- More labor intensive
- Requires more marketing (time, money, skill)

Presentation & Packaging



Attract the Eye



Abundance Sells



Share Product Info



Grab and Go

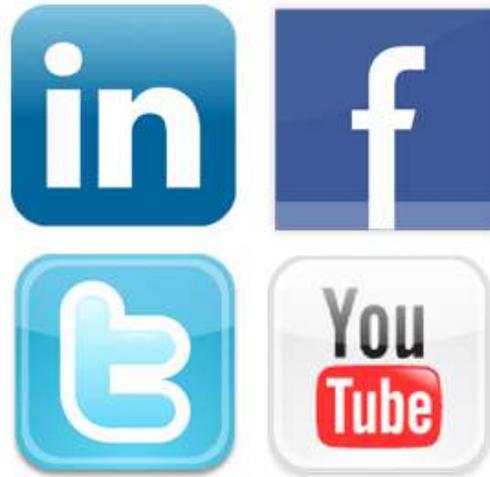


Make It Authentic



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

Promotion



First Things First

- Create a great customer experience
- Consistent name, logo, descriptor, description
- Attractive signage and displays
- Website and online directories
- Facebook, Instagram, Yelp
- Postcards, business cards, recipe cards

Consistent Image



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People



Customers

Photo by [Chris Schrier](#), Creative Commons License



Staff

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Competition

Meeting Customer Needs



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What does your customer value?

Convenience

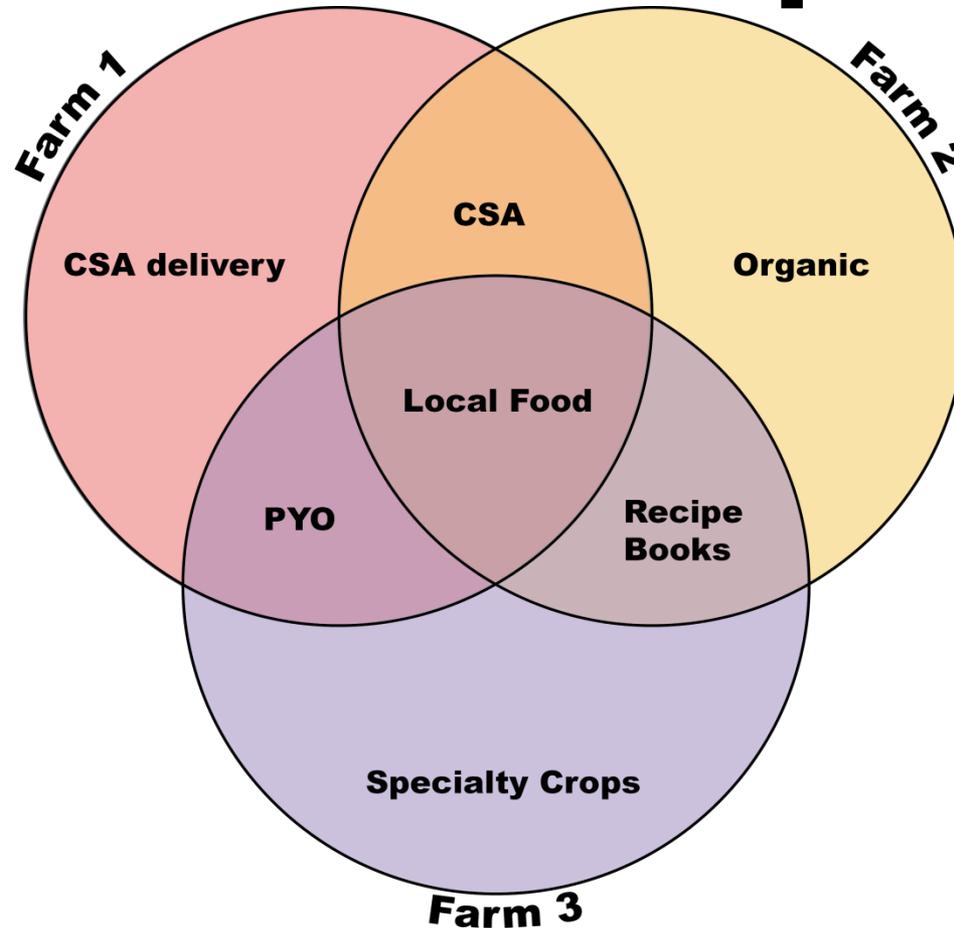
Quality

Health

Value

Community

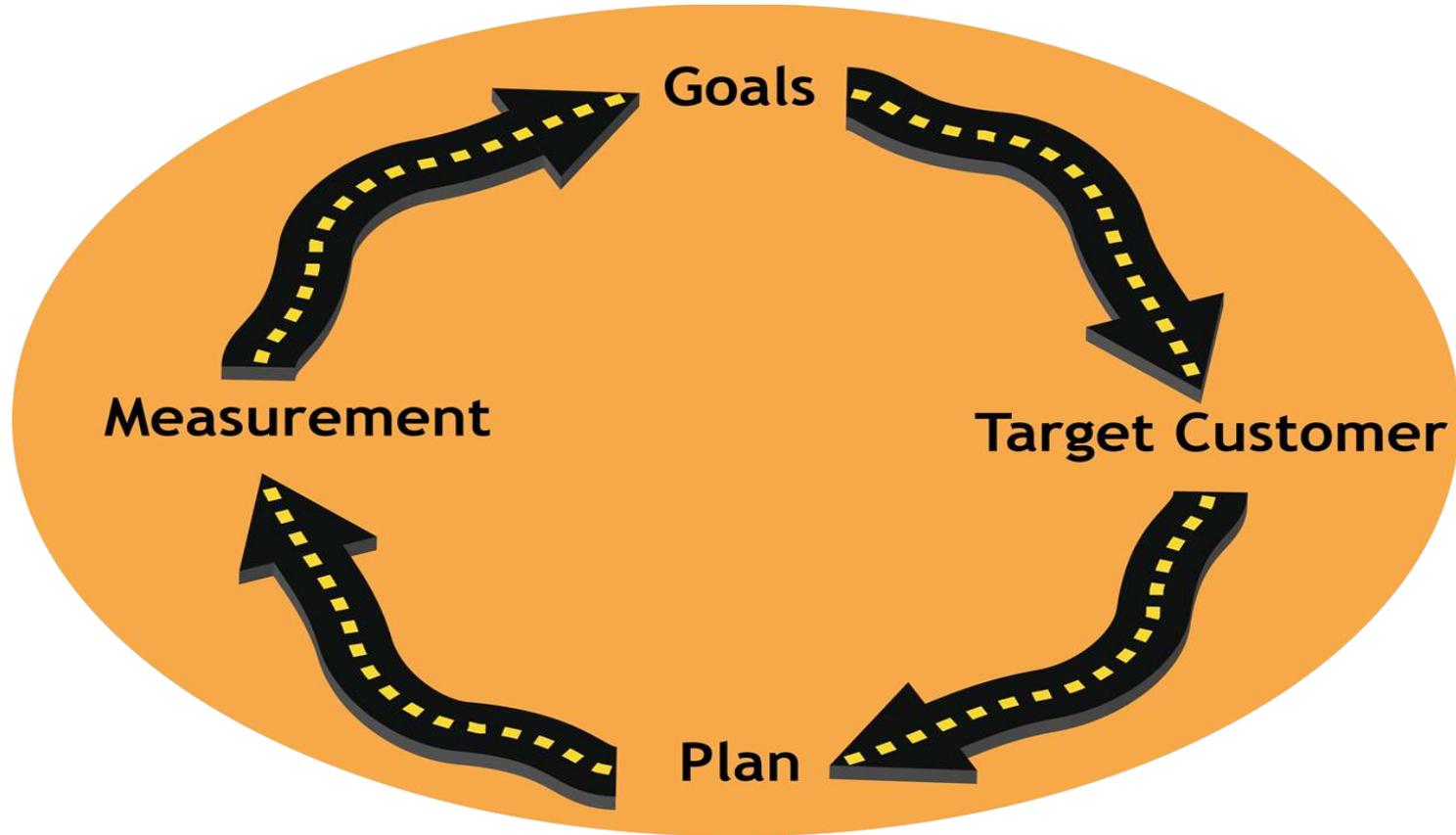
Who Are Your Competitors?



Customer Service



Create a Marketing Plan



Set S.M.A.R.T Goals



Specific



Measurable



Agreed-Upon



Relevant



Time-bound

Create a Strategy

- What will you sell (products, price)?
- Who are you selling to?
- How/Where will you sell it?
- How will you differentiate yourself from peers/ competitors?
- How will you display and promote it?

Implementation

- Schedule – Who will do what, when?
- Budget – How much will you spend?
- Measurement – How will you know it's working?