



Marketing Strategies for Winter Sales

Midwest Winter Production Conference
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Presentation Outline

- Winter products
- Research and planning
- Building relationships with your customers
 - Education
- Communication

- Examples from other farms and markets



Photo: Alison Montri, Ten Hens Farm

Winter Product Availability

Fresh Produce



Storage Crops



Photo: Meridian Township Farmers Market

Jams and Jellies



Photo: Thimblewood Farm at Bath Farmers Market



Photos: Meridian Township Farmers Market

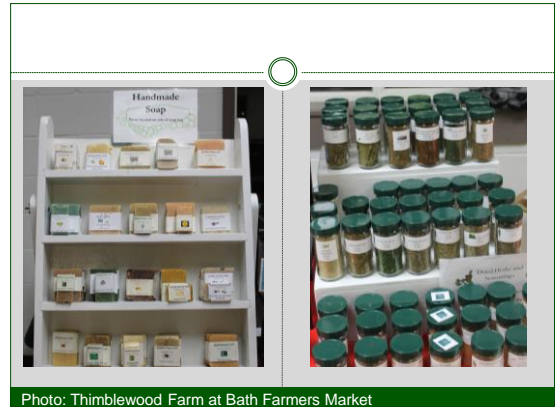


Photo: Thimblewood Farm at Bath Farmers Market

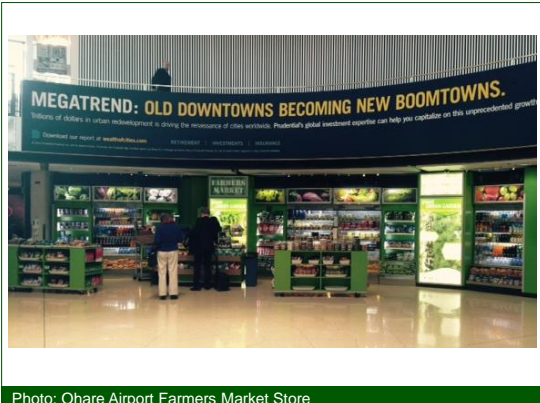


Photo: Ohare Airport Farmers Market Store

Research and Planning

What are Your Assets?

Identify assets to keep in mind during planning

- Your team
- Skill sets and strengths
- Resources
- Relationships with others
 - Reporters, bloggers or other media
 - Designers or photographers
 - Business owners
 - Bankers or community foundations
 - Etc.



Source: Emily Beutel, MIFMA MMCP; Photo: Adam, Dru, Lydia and Alison

What do You Like to Do?

Criteria to consider:

- Enjoyment
- Lifestyle
- Capacity
- Location



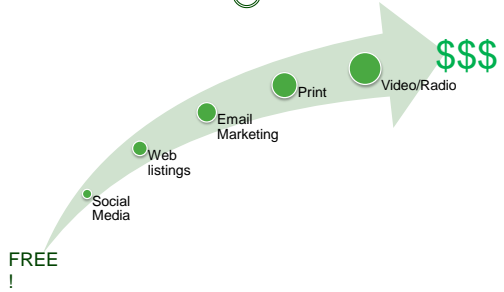
Photo: Dru Montri and Shanti Rade at Whipstone Farms

Who is Your Audience?

- Think about who you're trying to reach, and don't forget.
- Keep in mind the best way to reach them, or how they like to receive information.
 - Print
 - Web
 - E-mail
 - Social Media
 - TV/radio

Source: Emily Beutel, MIFMA MMCP

How Much are You Willing to Spend?



Source: Emily Beutel, MIFMA MMCP

Marketing Plan Worksheet

Lesson 2: Marketing Plan worksheet

Use the Marketing Channel Tip Sheets from this Lesson to help you navigate this worksheet. Answer the questions based on what you've learned in Lesson 2, and the marketing channel tip sheets. At the end of this worksheet, you will have a draft marketing plan to use for your business plan. The best marketing channels for your farm will depend on what kind of work you like to do, the size of your farm and where it is located in relation to potential customers, and other factors that vary from one farm to the next. As you consider which marketing channels to pursue, think about which market outlets will allow for the best combination of the following criteria:

- Location
- Low risk
- High potential profit
- Low associated costs (labor, supplies, or equipment)
- Enjoyable to you and/or your farm business partners

Section 1: Choosing your marketing channels

Based on your answers from the Marketing Channel Tip Sheets, please list what you would consider to be the best three marketing channels for your farm. Remember that having multiple marketing outlets is an excellent risk management practice. Please list the market channel that you would use as your main method of marketing first.

- 1)
- 2)
- 3)

Source: www.attra.ncat.org

Your Marketing Calendar

- Think about the whole year
 - Can use different strategies during different times of the year
- Tie in with other events, festivals, etc. to build momentum
- Stay organized and track your efforts
- Evaluate! Make notes of what worked and what didn't

Source: Emily Beutel, MIFMA MMCP

Building Relationships

Marketing You and Your Products

How do you stand out in a crowd?



Photo: Detroit Eastern Market

Marketing You and Your Products

Get their Attention



Marketing You and Your Products

Focus on Your Presentation



- High quality product
- Provide a sense of bounty
- Clear pricing
- Clean clothes and hands
- Share photos

Photo: Diemer's Winter Gardens

A brief illustrated guide on how to make a great Banner For farmers markets

#1 The simpler, the better
Put only the most important information on your banner: the name of your farm, county of origin, or region (e.g., Connecticut or Indiana, Michigan and Ohio eggs), if you raise one. An attractive image can work if you don't have a logo. Do not overcrowd the space. Remember that most people will only quickly glance at your banner. The fewer words that are on your banner, the more likely it is that people will actually read it.

#2 Make it easy to read
There are a few ways you can become easy (or difficult) to read. The size of the letters, the type of lettering, and contrast with the background (Do the words stand out or are they lost in the background?).

In terms of size, the bigger the better:

Lopez Farm Lopez Farm Lopez Farm

The size of the letters is important. The bigger the better.

In terms of type of lettering or font, contrast is better to read than plain. And "serif" lettering is better to read for lettering without aid.

Lopez Farm Lopez Farm Lopez Farm

serif lettering without aid cursive lettering lettering with aid

A banner problem is to find a combination of lettering, font and background that makes the best use of all. According to experts, the combination that are easiest to read are sans lettering with a white background, sans lettering with a white background, and white lettering with a blue background. And it makes specific information stand out, use a different color.

Lopez Farm Lopez Farm Lopez Farm

good contrast lettering gets lost in the background (credit to Satchelbooks)

Yes
Easy to read, even from far away. The most important information is the biggest.

No
Too much information. The name of the farm is small and lost in the other text. It is difficult to read the text and fail to see the image of the cow in the background.

BIG COW FARM
ORGANIC GRASSFED BEEF
Cowland, WA

U.S.D.A. CHOICE BEEF
ORGANIC GRASSFED
BIG COW FARM
360-555-3286 WWW.BIGCOWFARM.COM

credit to Satchelbooks

Source: www.smallfarms.wsu.edu/marketing/

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BIG COW FARM
ORGANIC GRASSFED BEEF
Cowland, WA

T-BONE - CLUB STEAK - RIB STEAK - GROUND BEEF - SIRLOIN - BRISKET - RUMP ROAST - FLANK

U.S.D.A. CHOICE BEEF

ORGANIC GRASSFED

BIG COW FARM

360-555-3286 WWW.BIGCOWFARM.COM

Source: www.smallfarms.wsu.edu/marketing/

Marketing You and Your Products

Identify Yourself ~ Tell Your Story

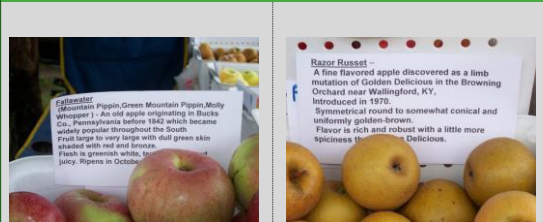


- Signage and photos
- Conversations

Photos: Grown in Detroit and Sweetie-licious

Improving Your Farmers Market Sales

Identify Your Products



Photos: Midland Farmers Market

Marketing You and Your Products

Customer Service

- Focus on positive interactions
- Listen
- Develop **loyal, repeat customers**
- Inspire customers to try something new



How do you Converse with Customers?

- Ask
 - What brings you to market today?
 - What's your favorite vegetable?
 - Have you ever tried x?
- Make a recommendation
 - I think you would really like x because...
- And, then make another recommendation
 - We have plenty of x that would go great with this. (Show them some).

Source: Emily Beutel, MIFMA MMCP

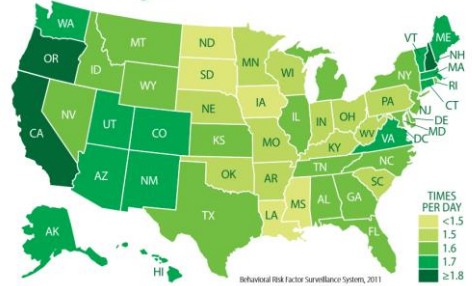
Marketing You and Your Products

Customer Education



Photos: Meridian Township Farmers Market and Ten Hens Farm

Median **Daily Vegetable Intake** Among Adults in the United States



Source: State Indicator Report on Fruits and Vegetables 2013

Marketing You and Your Products

Provide Samples



Photos: Farmers Market at the Capitol

Participate in Cooking Demonstrations



Photos: Farmers Market at the Capitol

Provide Recipes



Braised Bok Choy

Makes 4 servings

- | | |
|---|---------------------------|
| 1 cup vegetable broth | 1 tsp minced fresh ginger |
| 1½ pounds bok choy
<i>(trimmed and chopped into 1" pieces)</i> | 1 tbsp butter |
| 1 tbsp miso paste | 1 tsp tamarind |
| 1 clove minced garlic | ½ tsp toasted sesame oil |
| | Salt and pepper to taste |

1. Bring broth to a simmer in a large, deep, heavy skillet.
2. Arrange bok choy evenly in skillet and simmer, covered, until tender, about 3-5 minutes.
3. Transfer bok choy with tongs to a serving dish and keep warm, covered.
4. Boil broth mixture until reduced to about ¼ cup, then stir in butter, tamarind and sesame oil, then season with salt and pepper to taste.
5. Pour mixture over bok choy and serve.

Recipe provided by Michigan State University Chef Kurt Kowalczyk



www.mifma.org

Accept Food Assistance Benefits

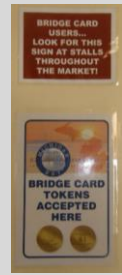


Photo: Detroit Eastern Market

Train Your Sales Crew

- Make sure they know about the farm and your products
- Set clear expectations
 - Friendly, courteous and outgoing
 - Practice good hygiene



Photo: Farmers Market at the Capitol

Communication

Design and Branding Basics

- Keep it simple
- Keep it consistent
 - Colors, fonts, graphics
- Put your logo on EVERYTHING!
- Use a slogan or tagline that is short and catchy
- Start a collection of "Stuff I Like" with graphic pieces that appeal to you

Source: Emily Beutel, MIFMA MMCP

Social Media

- Use Facebook and Twitter to get the word out quickly
 - Rely on your "followers" to help spread it
- Audience:
 - Consumers
 - Partners, community groups
 - Vendors (great for cross-promotions!)
- Love social media? Think about a Pinterest page or Instagram account



Source: Emily Beutel, MIFMA MMCP

Social Media

Pros:

- It's usually free (unless you want to purchase ads or boost posts)
- Engaging
- Viral – word spreads quickly through followers
- Can include photos, links, videos
- Builds a trackable following

Cons:

- Requires constant attention and updates
- Needs a certain expertise to use effectively
- Can be time-consuming
- Limited word counts

Source: Emily Beutel, MIFMA MMCP

E-mail Newsletters

- E-mail out a lot of info in a small and inexpensive package
- There are many different formats and various cost levels
- Audience:
 - Consumers!
 - Some vendors

- Mail Chimp: www.mailchimp.com
- Constant Contact: www.constantcontact.com

Source: Emily Beutel, MIFMA MMCP



E-mail Newsletters

Pros:

- Free or low-cost
- Can include photos, links, contact info, etc.
- Can highlight seasonal products, recipes
- Builds a trackable following
- Options to opt-in and out

Cons:

- Requires e-mail addresses and consent
- Not everyone opens them
- May end up as spam

Source: Emily Beutel, MIFMA MMCP

Online Farm Directories

- There are many sites where you can list your farm
- You can include information like location, hours of operation, contact info, a description of your farm and sometimes even highlight special events
- Audience:
 - Consumers
 - Media
 - Vendors

Source: Emily Beutel, MIFMA MMCP

Online Farm Directories

Pros:

- They are usually free or low-cost
- Searchable in many ways, and boost your "searchability"
- Often include photos, links, contact info
- May build a trackable following

Cons:

- You have to update all of them
- And remember your login information and password
- Information may be limited

Source: Emily Beutel, MIFMA MMCP

Print

- A graphic way to get information into your audience's hands
 - Banners and signage
 - Posters and flyers
 - Brochures and business cards
 - Newspaper
- Consider HOW you're distributing print pieces
- Audience:
 - Customers!
 - Potential customers

Source: Emily Beutel, MIFMA MMCP

Print

Pros:

- So many options! Very flexible
- Highly visual
- Works for almost every audience

Cons:

- Higher cost for color or graphics
- May need graphic designer
- May have to pay postage

Source: Emily Beutel, MIFMA MMCP

Main Points

- Focus on building and maintaining relationships
 - Tell your story
 - Focus on great customer service
- Communicate with your customers regularly
 - Take advantage of opportunities to educate your customers – samples, recipes
- Make sure you design your approach for you and your farm
- Make sure you have an action plan, set reasonable expectations

Take Action



Photo: Alison (L) and Lydia (R) Montri, Ten Hens Farm

Additional Resources

- ATTRA Business Planning and Marketing Tutorial - <https://attra.ncat.org/oasdf/>
- Washington State University Small Farms Team - <http://www.smallfarms.wsu.edu/marketing/>
- Growing for Market
- Selling Successfully at a Farmers Market - http://extension.unh.edu/resources/files/Resource004139_Rep5905.pdf
- Farmers Market Federation of NY Marketing for Profit Webinars - <http://www.nyfarmersmarket.com/view-marketing-for-profit-webinars/>

Thank You

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