MARKET ASSESSMENT to MARKETING INVESTMENT
Selling into the food system: improving marketing technical assistance to new farmers
• Differentiate
• Authenticate
• Plan
• Communicate
• Evaluate
• Food Economy: Who enters?
  ▪ Specialty Food and Beverage Producers
  ▪ Growers
  ▪ Retail/Restaurants
  ▪ Service Providers
  ▪ Industry Related Businesses
2011—beginning farms accounted for 22% of the nation’s 2 million family farms

Average age: 49

14% under 35 years old

More likely to engage in direct sales

In Vermont: Of the 268 New Farmer Project participants in 2010 and 2011, 40% were under 35 and 39% were over 45

Reference: USDA Economic Brief Number 22 January 2013

University of Vermont Extension and U.S. Department of Agriculture: About New Farmers
• In 2011, 12% of beginning farmers were women
• *In Vermont:* Of the 268 New Farmer Project participants in 2010 and 2011, 65% were women
• **Local Food Economy**
  - 26% are beginning farms
  - 170 VSFA members
  - VT specialty food industry gross sales $600m
  - 1,500 exceptional food products
  - 94 Farmers’ Markets
  - 139 CSAs
• *Local Food Economy*: Who is buying?
• Less than 5% of Vermonters buy local food
• Local food expenditures equaled at least 2.5% ($51 million) of total food expenditures
• Differentiate
  ▪ Be Different. REALLY DIFFERENT.
  ▪ The more you can differentiate yourself from the competition the easier it will be to own the spot you’re in AND garner a space in the consumers’ minds.
• Authenticate
  ▪ Makes marketing decisions easier
  ▪ Transparency
  ▪ Stories are building blocks for marketing
  ▪ What makes you unique?
Vermont Chevon is committed to pursuing its mission of adding value to Vermont’s dairy-goat industry. This means growing the meat-goat industry in Vermont with a focus on maintaining the livelihood of the animals and the land while creating a sustainable source of goat meat for chefs and consumers.
• Plan: Marketing Budget
  ▪ 1% to 10% of sales
  ▪ Factors influencing marketing budget:
    ▪ How established is your business?
    ▪ What industry are you in?
    ▪ How much can you really afford?
• Plan: Visual Story
  ▪ Tone
  ▪ Look and feel
  ▪ Are you quirky, serious, a hipster, or traditional?
Farming with respect for care and quality

The Finch Family - Franklin, VT

Vermont's Family Farm

Pasture Raised Without Hormones or Antibiotics
• Plan: Where & How?
  ▪ Cost-effective marketing tools:
    • Website
    • Social networks
    • Word of mouth
    • Tastings/Demos
    • Public Relations
  ▪ To who?
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HOW MANY TOUCHPOINTS ARE THERE?

YOUR PRODUCT
Logos
Advertisements
Packaging
Catalogs
PR
Social Media
Websites
Trade Shows
Farmers’ Markets
Retail Spaces
Sell Sheets
Business Cards
Invoices
Newsletters
Apparel
Signage

Presentations
Your Employees
Direct Mail
Stationery
Banners
Email
Point-of-Sale Displays
Return Policies
Guarantees
Promotions
Posters

AND THE LIST GOES ON
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CONSISTENCY BETWEEN TOUCHPOINTS...
• Communicate
  ▪ Marketing channels
    • Direct or wholesale
    • Lowest cost
    • Best performance
  ▪ Consumer Touchpoints
  ▪ Outreach Tactics
Nearly a dozen volunteers showed up around 07.30 a.m. to help Abraham put their properties back together to get their work done in time. They stood in front of a large field, with large, wide, and well-tended fields, and noted that the Mad River carried with it when it flooded its banks and obliterated Small Step Farm last August. On a sunny Sunday morning in May, Abraham wanted to turn the ugly memory of Tropical Storm Irene into something inspirational, functional and beautiful.

“Today, you’ll help me to create a pot of hot soup, and then we’ll go out to the fields to help with the planting,” Abraham cheerfully explained to the group. He offered his volunteers at the group. He explained that it was part of a group that helps to create sustainable, functional and beautiful plantings.

On May 20th,in the second year of growing, Abraham lost everything when Tropical Storm Irene came crashing down on Westfield and the land that he farmed from Charles Parker and Eugene Jontek just south of town on Route 109. The efforts to harvest the grain, and the loss of equipment and potatoes, could have become a burden that would stall the production of the farm. However, with the help of volunteers, Abraham and his small farm, and the support of the community, they have been able to continue to grow and produce.

In just two years, the small farm has grown from a few acres of land to a full-fledged operation with a variety of products, including vegetables, fruits, and flowers. The farm has also become a hub for the local community, with events and workshops being held throughout the year.

On a sunny Sunday morning in May, Abraham wanted to turn the ugly memory of Tropical Storm Irene into something inspirational, functional and beautiful.

“My first reaction when I saw all of the devastation was ‘Well, this is over. There goes everything,’” said Abraham. ‘I didn’t think we’d see any community volunteers spread out over the fields to begin cleaning up the mess. It took a moment to take it all in.’

“Of course, some of the materials were gone, my equipment was ruined, and the crops damaged. I was so overwhelmed by the magnitude of starting over and the amount of work that it would take to rebuild. Yet, there were all of these people who came to help. I think the support of the community after the storm was almost as surprising as the storm itself.”

Abraham’s farm is an example of the resilience and determination of the people of Westfield. It serves as a reminder that, even in the face of adversity, there is always hope for a better tomorrow.
TAKE THE
Farm-Fresh
CHEESE
CHALLENGE

1. PICK ONE CHEESE
   MOZZARELLA, RICOTTA
   OR CHÉVRE
2. CREATE A PINBOARD
   SHOWING US WHY IT'S
   YOUR FAVORITE USING
   IMAGES & RECIPES
3. ADD YOUR CHEESE'S
   OFFICIAL PIN FROM
   BOB-WHITE'S FARM-
   FRESH CHEESE BOARD TO
   YOUR OWN
4. TAG @farmsteaddairy
   & INCLUDE #cheesechallenge
   IN THE PINBOARD
   DESCRIPTION
5. POST THE PINBOARD'S
   URL TO YOUR FACEBOOK
   PAGE & SHARE
6. RECEIVE THE MOST LIKES
   & WIN A CHEESE KIT FOR
   YOUR FAVORITE FARM-
   FRESH CHEESE

I LOVE
Mozzarella
Pin to Win

Pin to Win
Pinterest
WIN A BOB-WHITE SYSTEMS
CHEESE MAKING KIT

CONGRATULATIONS TO
Elizabeth Ward Langston
Farm-Fresh
CHEESE
CHALLENGE
WINNER
Elizabeth's WIN a Bob-White System's
Mozzarella Cheese Making Kit!

SOCIAL MEDIA CAMPAIGNS
“Not everything that can be counted counts, and not everything that counts can be counted.”

Albert Einstein
• Evaluate
  ▪ What do you measure and how?
    • Marketing costs vs. profitability in each channel
    • Customer Acquisition Cost (CAC)
    • Google Analytics: Conversion Rates, Page Views, Bounce Rate and Return Visitors
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