



MARKET ASSESSMENT *to* MARKETING INVESTMENT

Selling into the food system: improving marketing technical assistance to new farmers





MARKET ASSESSMENT *to* MARKETING INVESTMENT

Selling into the food system: improving marketing technical assistance to new farmers

- Differentiate
- Authenticate
- Plan
- Communicate
- Evaluate



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- Food Economy: Who enters?
 - Specialty Food and Beverage Producers
 - Growers
 - Retail/Restaurants
 - Service Providers
 - Industry Related Businesses



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- 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



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- In 2011, 12% of beginning farmers were women
- *In Vermont:* Of the 268 New Farmer Project participants in 2010 and 2011, 65% were women





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- *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



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- *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



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- 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.



Wholesome Cravings

wholesome cravings™

YOU CAN HAVE YOUR CRAVING AND EAT IT TOO





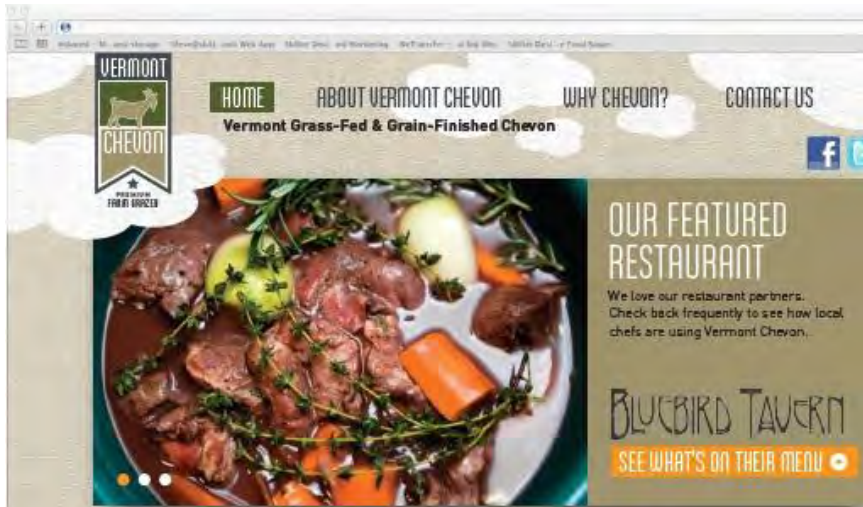


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- Authenticate
 - Makes marketing decisions easier
 - Transparency
 - Stories are building blocks for marketing
 - What makes you unique?





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.



More information please

Name:

Email:

I am a: Farmer Chef Other

We'll get back to you soon



**ORGANIC
CARROT & GINGER
PESTO
SAUCE & SPREAD**



TASTES GREAT...
in a sushi roll
filling for meat or poultry
or
your favorite cracker

Woods Edge Farm
Pesto

**ORGANIC
SPINACH & JALAPEÑO
TOMATO PESTO
SAUCE & SPREAD**



TASTES GREAT...
on a breakfast sandwich
or
on baked fish

Woods Edge Farm
Pesto

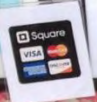
**VERMONT
CERTIFIED
ORGANIC
VERMONT ORGANIC FARM**

Look for the Vermont Certified Organic logo on all products. It's your assurance that the products are produced using only the highest quality organic ingredients. For more information, visit www.vermontorganic.com

Organic Carrot & Ginger Pesto
Sauce & Spread
1/2 cup
1/2 cup
1/2 cup

Organic Spinach & Jalapeño Tomato Pesto
Sauce & Spread
1/2 cup
1/2 cup
1/2 cup

Woods Edge Farm
Pesto



WOODS EDGE FARM

**ORGANIC
PESTO**
SAUCE AND SPREAD

UNIQUE FLAVORS
HIGHEST QUALITY
VERMONT MADE





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- **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?



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- 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





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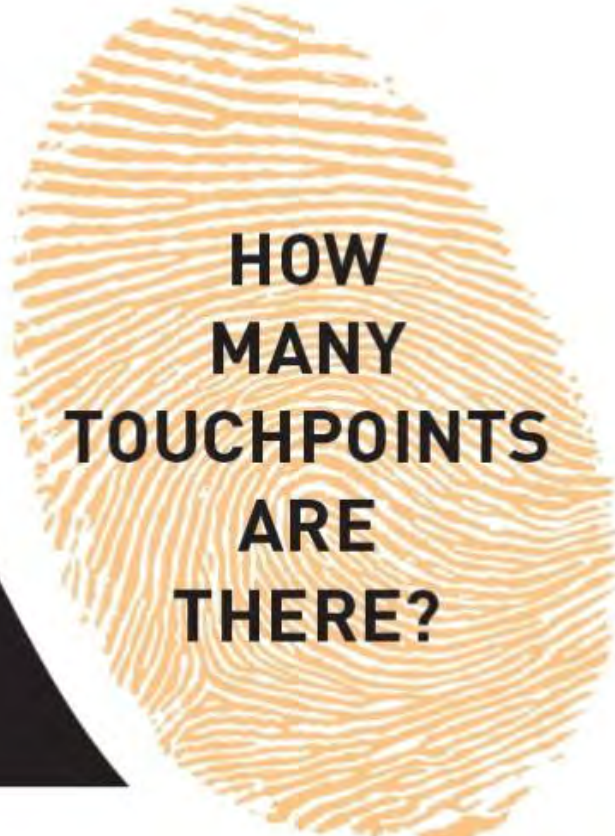
Selling into the food system: improving marketing technical assistance to new farmers

- 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...



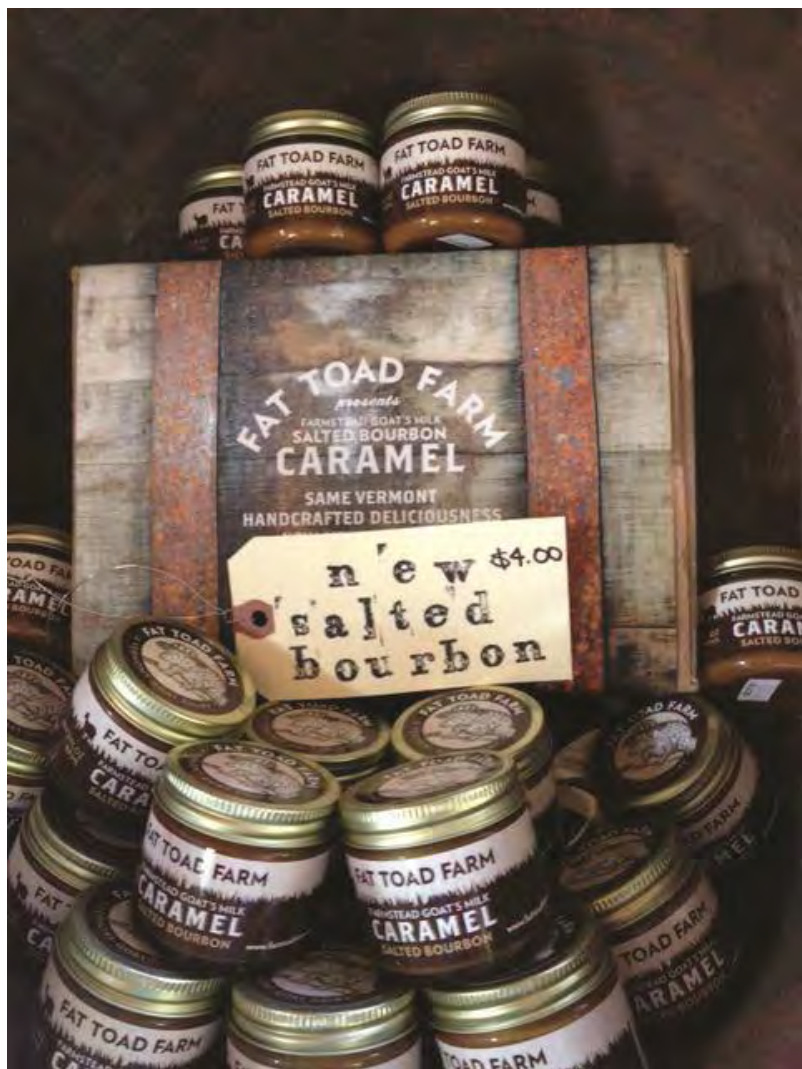




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- Communicate
 - Marketing channels
 - Direct or wholesale
 - Lowest cost
 - Best performance
 - Consumer Touchpoints
 - Outreach Tactics



Jillian Abraham on her tractor

BY NICOLE L'HUILLIER FENTON • PHOTOS BY BRENT HARREWYN

Nearly a dozen volunteers crowded around 27-year-old Jillian Abraham to get their assignments for their work-trade day. They stood in front of a two-acre field littered with large rocks and stones 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 perennial and herb rock gardens with the rocks left all over the fields from the flooding," Abraham cheerfully explained to the group. Her unbridled enthusiasm is part of what keeps volunteers and customers coming back to support Abraham and her small farm.

In only her second year farming, Abraham lost everything when Tropical Storm Irene came crashing down on Waitsfield and the land that she leases from Claudia Becker and Eugene Jarecki just south of town on Route 100. The efforts to bunker down the greenhouses, store away equipment and pick up any debris that could have been blown around did nothing to protect against the powerful river that

weaves its way along the property lines. Small Step Farm didn't stand a chance. "My first reaction when I saw all of the devastation was 'Well, the season's over. There goes everything,'" said Abraham. Looking out over her farm she not only saw all of her hard work and business destroyed but also watched as over 70 community volunteers spread out over the fields to begin cleaning up the mess. "I took a moment to take it all in," she recalled. "All of my material was gone, my equipment was ruined and the crops destroyed; I was so overwhelmed by the possibility of starting over and the amount of work that it would take to rebuild. Yet, there were all of these people who'd come to help. I think the support of the community after the storm was almost as astounding as the storm itself."

Meghan Myrick was the volunteer coordinator at the Mad River Valley Flood Relief headquarters for two weeks following the storm. She went out to Small Step Farm and saw the damage firsthand. "We needed a lot of hands—people who could use wheelbarrows, shovels and rakes, and who could drive tractors. We told folks who wanted to help that they needed to bring boots and gloves because it was a mess," said Myrick.

Facebook sharing image



Pinterest image



TAKE THE
Farm-Fresh
**CHEESE
CHALLENGE**

1. PICK ONE CHEESE
MOZZARELLA, RICOTTA
OR CHÈVRE
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



Pinterest sharing banner



Pinterest "winner" banner

SOCIAL MEDIA CAMPAIGNS



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

Albert Einstein



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- 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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