

# Maple Product Features and Promotion

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Acer Series: Maple Forest Business Development

Visit [www.maplemanager.org](http://www.maplemanager.org) for maple development resources

Business managers can consider the 5 P's of marketing to assess their current products and consider how their promotional plan communicates important features to customers. The 5 P's include: Product, Price, People, Place and Promotion. Your products have a number of features and attributes that can appeal to different customers. Some product features like grade, package size, color and point of origin are clear and straight-forward. Other product features can be much more subjective but they still have a significant impact on how the consumer perceives your product offerings or experiences your brand. These additional features could include sustainability, family farming legacy and brand image. Think about features that communicate value to your customers.

A maple communication plan starts internally first. Consider the content you seek to share and then plan the different ways to engage with your community to reinforce the message. Promotional materials can include a number of the following: logo, labels, websites, sales displays and point-of-purchase informational materials. Communication with current or future customers can occur through a constantly evolving environment that includes the following: in person contact, ordering catalogues, blogs, social media and multi-media advertising methods.

Use this sheet to review product features that are commonly associated with maple products. Record if your promotional activity satisfactorily communicates each feature to potential customers.

## ACTIVITY

Fill in the blank spaces below with one of the following choices:

"N/A": does not apply to my product(s)

"NO": our plan does not communicate this feature

"OK": our plan does an OK job communicating this feature

"GREAT": our plan does a GREAT job communicating this feature

Our maple syrup is PURE

Our promotional materials include the attribute pure. = \_\_\_\_\_

Our maple syrup is HIGH QUALITY

Our promotional materials include the attribute high quality. = \_\_\_\_\_

Our maple syrup is DELICIOUS

Our promotional materials include the attribute: delicious. = \_\_\_\_\_

Our maple syrup is “GOLDEN,AMBER,DARK or VERY DARK”:

Our promotional materials include the attribute: “various grades” = \_\_\_\_\_

Our maple syrup comes from a “FAMILY FARMING TRADITION”:

Our promotional materials include the attribute: family farming tradition. = \_\_\_\_\_

Our maple syrup is (Choose one) MODERN or TRADITIONAL

Our promotional materials include the attribute: modern or traditional. = \_\_\_\_\_

Our maple syrup is SUSTAINABLE

Our promotional materials include the attribute: sustainable. = \_\_\_\_\_

Our maple syrup is 3RD PARTY VERIFIED

Our promotional materials include the attribute: 3rd party verified. = \_\_\_\_\_

***Continue the exercise by listing additional features that will communicate value to your customers. Make notes in the green box below that include: additional features, ways to improve your message, and the best methods you can use to promote your business.***

### Ideas to Improve Product Promotion

- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_

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802-476-2003 or 1-866-860-1382 (toll-free in VT) | [www.uvm.edu/extension](http://www.uvm.edu/extension)

Access more maple business resources at [www.maplemanager.org](http://www.maplemanager.org)



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