5 marketing must-haves for grain growers
#1 Connect with end consumers
Customers buy products, consumers use them.
What are consumers buying into?
YOU the farmer.
Supporting their LOCAL ECONOMY.
Community VALUES.

What are consumers looking for?
A CONNECTION to the source.
Alignment of TASTE and NUTRITION.
A more meaningful EXPERIENCE with their food.
Engaging with your end consumer...

On the farm | farm tours, community events

Point of purchase | farmers markets, in-store demos

Online | social media, community forums, listserv
#2

Be searchable
What's discoverable on Google?

**Websites** | Squarespace, Wordpress

**Social media properties** | Facebook, Instagram, Twitter

**Farm listings** | NGGA, Vermont Farm to Plate, NOFA, local papers, Coop supplier profiles
Beidler Family Farm Store - Home | Facebook
https://www.facebook.com › Places › Randolph Center, Vermont
Beidler Family Farm Store. 13 likes. Beidler Family Farm is run by Brent and Regina Beidler along with their daughter Erin and Brent's mother Joanna.
Four Star Farms | Northfield, Massachusetts
https://fourstarfarms.com/
We are a sustainable family farm in Western Massachusetts providing locally grown grains, freshly milled flour, hops and turf. All of our products are grown and processed on-site at the farm.
You visited this page on 2/25/18.

Our Products
We're doing some pretty neat things at our farm and are ...

Find Our Products
Find Our Products. Our first priority is to offer you the freshest ...

More results from fourstarfarms.com »

Hoppiness Starts at Four Star ...
LtoR: Mary Greendale (Just Thinking), Liz L'Etoile (Four Star ...

Contact Us
Home · Whole Grains · Freshly Milled Stone Ground Flour ...

Four Star Farm
fourstarfarm.com/
Four Star Farm offers horseback riding lessons, summer camps for beginning through advanced riders, specializing in eventing, show jumping and dressage.
#3 Leverage existing partnerships
Work with your customers to reach consumers via packaging, on-shelf signage, and digital platforms.
Co-branded packaging
Social media cross-promotion

redhenbaking It has begun! Our friends at @lemoulindescordes planting the 2017!
#redhenbaking #lemoulindescordes #organic #sustainable #farmtotable

redhenbaking The fields at @LeMoulinDescordes, yesterday. Over the course of a year, about 1/3 of their crop will make the trip south to Middlesex, where it will find its way into nearly every loaf we bake.
#bread #redhenbaking #lemoulindescordes #farmtohearth #farmtotable #organic #sustainable #agriculture #foodsecurity

krinbakeyvt So cool! 😍
freshwindingskyly Just...stunning!
Point of Purchase visibility
Promotional materials

SIXTEEN COUNTIES

Brewed exclusively with Maine-grown grains. This beer features aromas of lemon rind, flowers, and grapefruit. Herbal hop notes, wheat cracker, and citrus mingle in the palate before coming to a balanced, dry finish.

GRAINS: Maine Malt House 2-Row Malted Barley (Buck Farms), Blue Ox Malthouse
2-Row Malted Barley, Raw Wheat (Maine Grains), Oats (Aurora Mills & Farm)

HOPS: Jarrylo, Chinsok, Centennial

YEAST: House

IDEAL WITHIN: Nine months

PACKAGE SIZE: 750mL, 5.17 gal Kegs, 15.5 gal Kegs

ABV: 7.3%

Single Bottle 12-Bottle Case

One Million Pounds of Maine-Grown Grain - Allagash Brewing Company

In the brewing business, buying locally often isn’t feasible. In Maine, the climate has always been right for growing grain, but the infrastructure just hasn’t been...
#4
Stay focused
Focus on platforms that you have time to manage and that serve a specific purpose for your brand.
Decide which (if any) social media platforms are most useful to you - don’t worry about the others.
#5 Understand your audience
Different channels and platforms cater to different audiences.
Who is your audience and what are they interested in?

**Industry partners & customers |** industry news, conferences, product specs, varieties, product availability, growing & processing

**Consumers |** happenings on the farm, finished products (baked goods, beer, etc), where you’ll be (events), growing & processing, product availability & where to buy
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Growing your marketing presence.

What is your audience responding to?

What is going unnoticed?

What comes most naturally to you?