

# 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



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About 15,800 results (0.40 seconds)

### Beidler Family Farm Randolph Center, VT | Organic Valley Farms

<https://www.organicvalley.coop/our-farmers/10259/> ▼

Organic Valley is a cooperative organization of family farmers. Learn more about the **Beidler Family Farm** in Randolph Center, VT.

### Beidler Family Farm | NOFA Vermont

<https://nofavt.org/beidler-family-farm> ▼

**Beidler Family Farm**. Certified Products. Balage (wrapped bales) Corn Dairy cow: milk Dairy cow: replacements Dairy cow: slaughter stock Millet Millet Pasture Spelt ...

### Beidler Family Farm | The Atlas | Vermont Farm to Plate

[www.vtfarmtoplate.com/organization/beidler-family-farm](http://www.vtfarmtoplate.com/organization/beidler-family-farm) ▼

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### Beidler Family Farm | Randolph/Royalton | Farm | Food & Drink

<https://www.sevendaysvt.com/vermont/beidler-family-farm/Location?oid=6235955> ▼

Independent Vermont alt-weekly covering news, politics, food, arts, music and culture.

### 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 (3...



four star farms



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About 1,890,000 results (0.63 seconds)

## 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/](https://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



rogers\_farmstead • Follow

rogers\_farmstead One of my happy places!  
#vermontcanfeeditself #farmersneversleep  
@elmoremountainbread

stephen.a.lane Beautiful bread!



45 likes

FEBRUARY 15, 2017

Add a comment...



# Social media cross-promotion



redhenbaking • Follow

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



80 likes

MAY 2, 2017

Add a comment...



redhenbaking • Follow

redhenbaking The fields at @LeMoulinescresdes, yesterday. Over the course of a year, about 1/3 of their crop will make the trip south to Middlesex, where it will find it's way into nearly every loaf we bake. #wheat #redhenbaking #lemoulinescresdes #farmtohearth #farmtotable #organic #sustainableagriculture #foodsecurity krinsbakeryvt So cool! 🙌 freshwindbrightsky Just...stunning!



106 likes

JULY 7, 2017

Add a comment...



# 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, Chinook, 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



Aurora Mills and Farm

June 10, 2017 · 🌐

Like Page



We have been working with Allagash for a few years now helping them use local grains in their beers! We are so honored to be a part of this project with them.



### 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...

ALLAGASH.COM

👍❤️👤 37

2 Comments 3 Shares

👍 Like

💬 Comment

➦ Share

**#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?**