

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 ▼

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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/ ▼

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 @lemoulinescledes planting the 2017! #redhenbaking #lemoulinescledes #organic #sustainable #farmtotable



80 likes

MAY 2, 2017

Add a comment...



redhenbaking • Follow

redhenbaking The fields at @LeMoulinescledes, 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 #lemoulinescledes #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?