

Marketing

How to sell what you grow





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Marketing Options:

- Farm Stand
- Farmer's Markets
- CSA
- Online Market
- Restaurants
- Wholesale
 - stores, food hubs, schools





Farmers Market

Farmers Market

Pros

- Lower growing pressure
- One-on-one customer interaction
- Financial rewards for being "first" with produce

Cons

- Weather dependent
- Inconsistent sales
- Competition
- The more successful you are, the less time for one-on-one interaction
- More waste

Farmer's Market

practical tips and tricks



SPEED LIMIT
30

2

AMIRICO
PASTA

BOUNTIFUL BLESSINGS
farm

Vegetables

Berries

BOUNTIFUL
Blessings
farm

Today's
Bountiful Blessings
Vegetables
Berries
Pasta
Breads
Deli
Meats
Cakes
Pastries
Flowers
Decorations
Gifts
More to come...

How to choose a market

- Producer only
- Good market manager
- Desirable location
 - Mid-upper class
 - Family Friendly
- Large enough to attract crowds





Helpful Additions

- Bag holders
- Baskets/boxes
- Price tags
- Cash drawer
- Chalkboard
- Credit Card Reader
- Farm brochure



Display

- Attractive
 - Sets you apart
 - Unique
- Tablecloths:
 - Matching
 - Non-distracting design
 - Adequate length



Display

- Multiple levels
- Stack it high, watch it fly
- Produce Quality
 - Clean
 - Fresh
 - Only sell the best you have



Branding & Signage

- Brand yourself
 - Prominently display Logo/farm name
 - Consistent style
 - Farm information
- Large chalkboard
 - List of available produce
 - Specials of the day



Branding & Signage

- Price tags
 - Easy to see and read
 - Increases sales
- Specific variety names



Selling tips

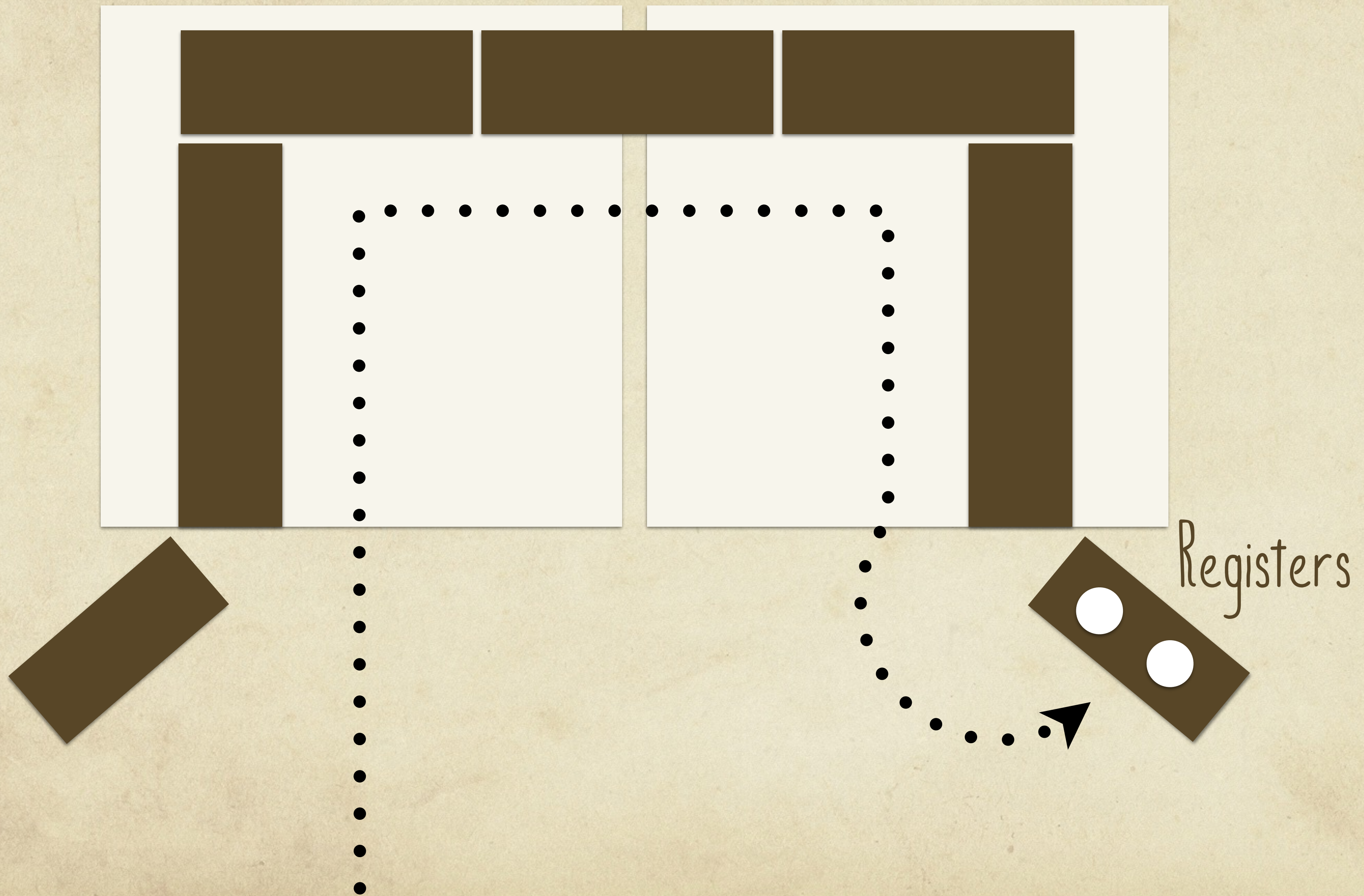
- Ask: "What else would you like?"
- Get personal
 - learn names
- Know your produce & how to cook it
- Suggest items

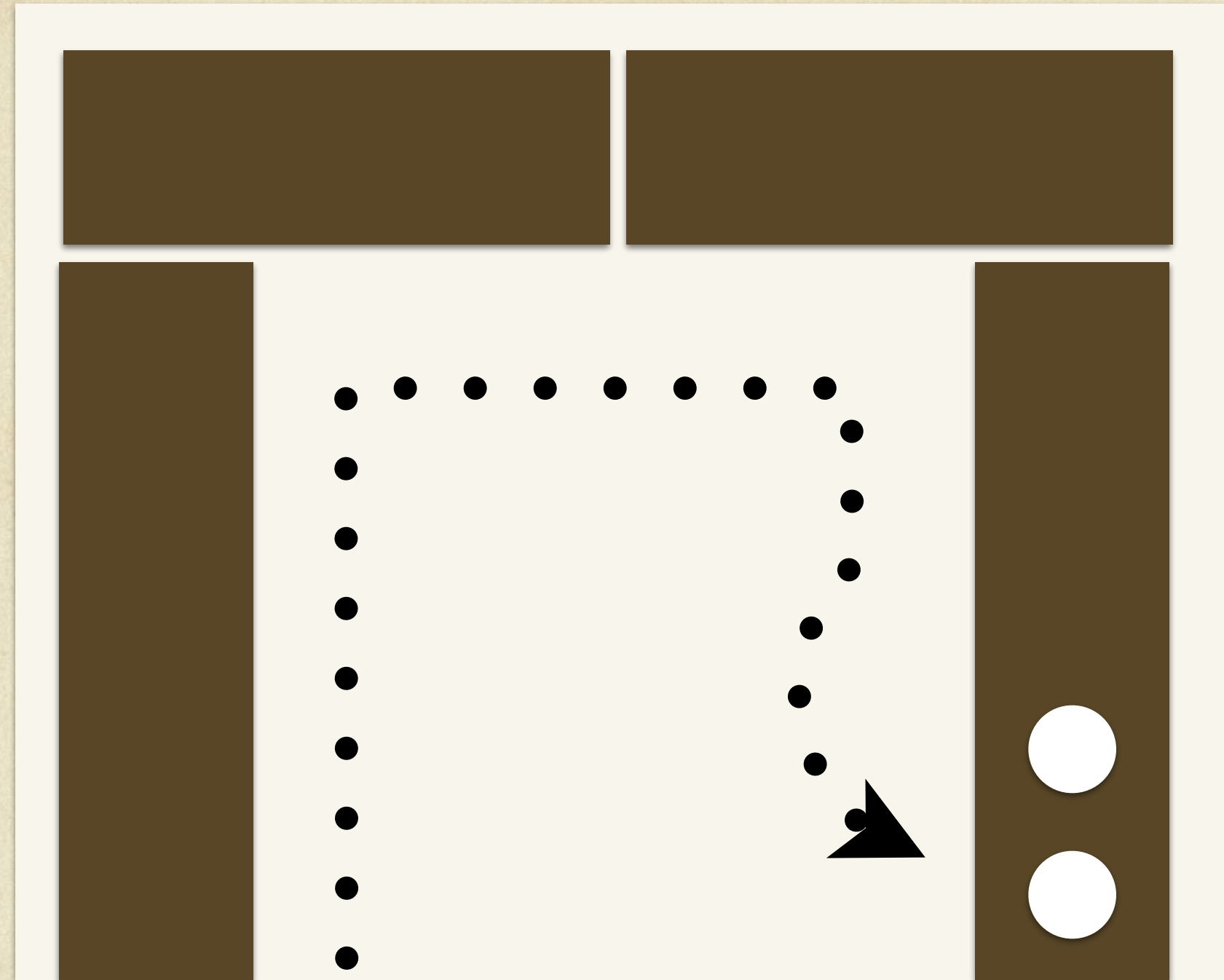


Efficiency

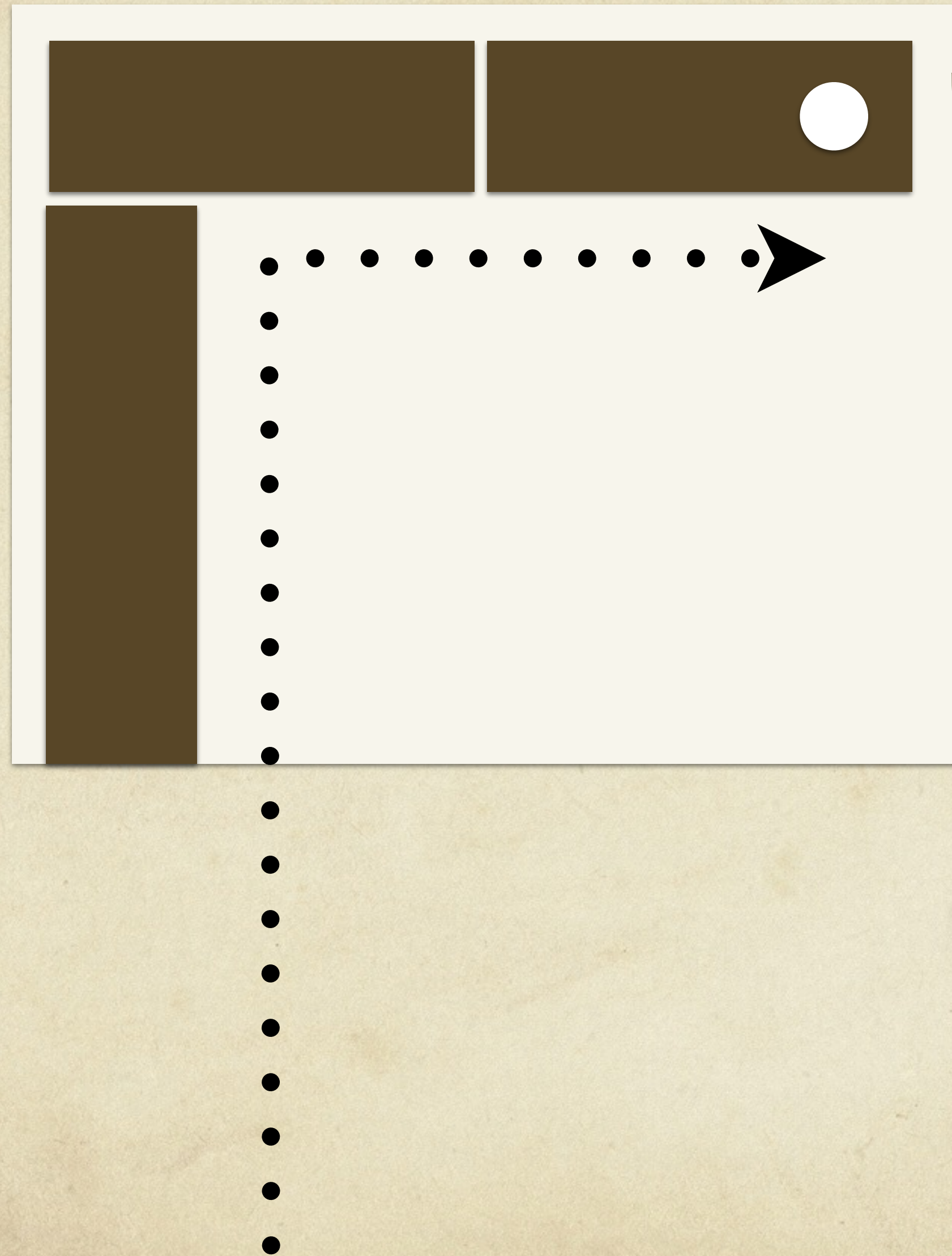
- Convenient bag placement
- Layout & Traffic Flow
 - Multiple lines (if necessary)



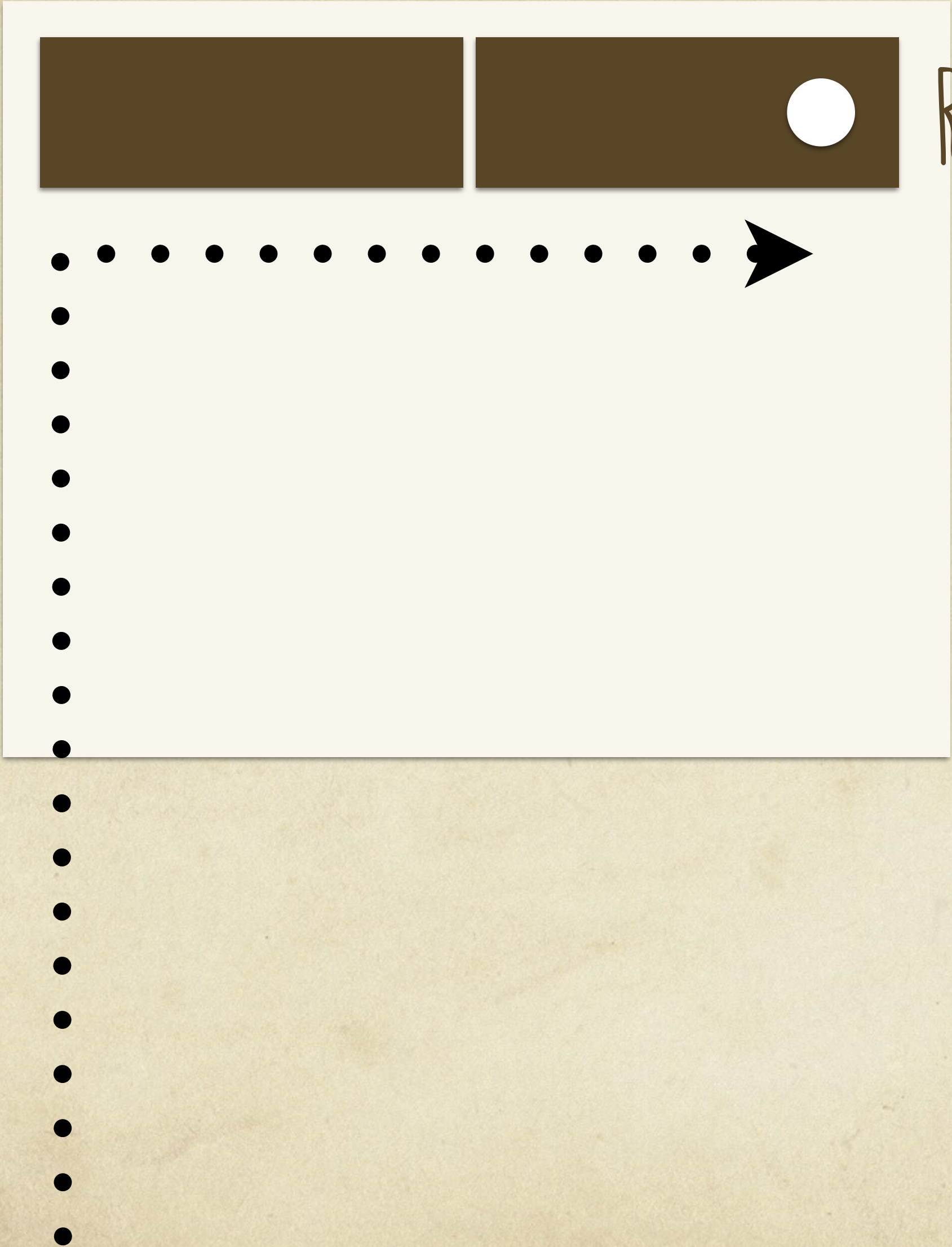




Registers



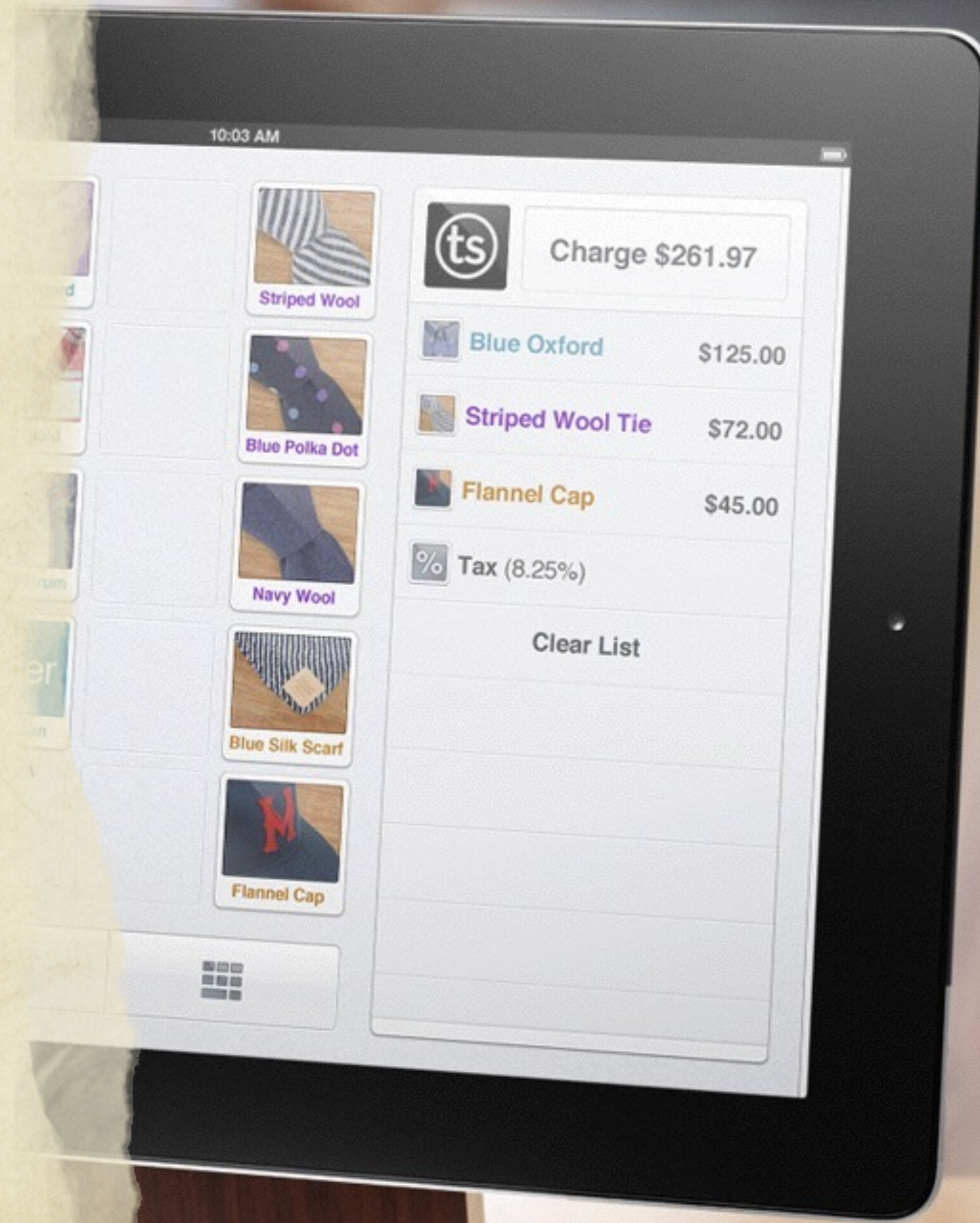
Register



Register

Efficiency

- Cash Management
- Square® Register



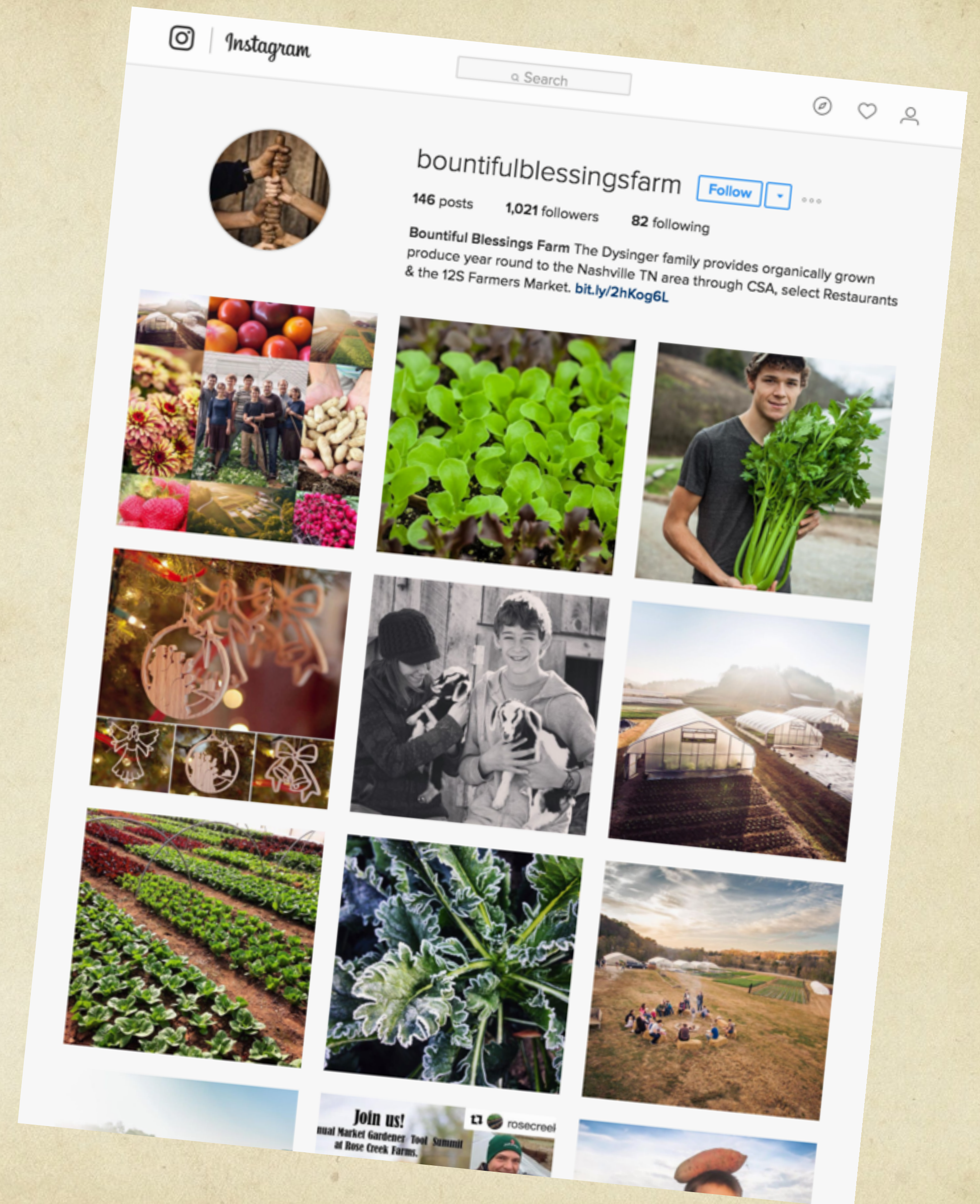
questions?



Social Media

Why?

- Connect & tell your story
- Grows your business
- Generates traffic to your website
- People spend the most time on social media



Which one for me?



Tips & Techniques

- Know what you're about and keep to it
- Quality over quantity
 - Use the best camera you have when possible
 - Make sure subject is clear and well defined (free from distractions)
 - Post no more than once a day, a couple times a week being sufficient
- Ideal photo would contain a happy person, and something unusual, humorous or something to catch someones attention
- Think about who your ideal customer is and target them

Use Hashtags!

Hashtags:

- Use them!
- Use popular hashtags specific to your location.

For more info:

- *“Build your Tribe Podcast” by Chalene Johnson*
- *“Online Marketing Made Easy” by Amy Porterfield*

Farms to follow:

- @workinghandsfarms
- @evenpullfarm
- @steadfastfarm