



Marketing for Retail Agriculture

Eric Barrett & Rob Leeds



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



Your farm is



Tonight's Agenda

1. Resources, trends
2. Opportunities for farmers market vendors
3. Attributes of the best farmers markets

Focus is on farmers markets, with ideas for all!



u.osu.edu/directmarketing

- Customer Service
- Agritourism Trends
- Activity Decision Making
- Marketing and the Senses

CFAES

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Developing a one page marketing plan¹

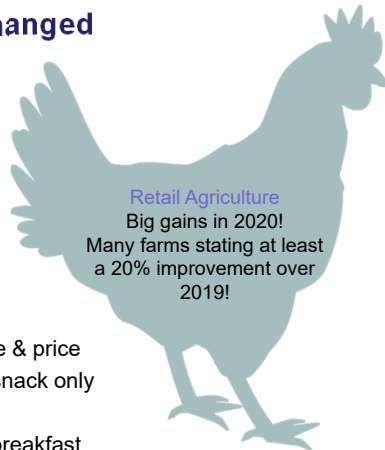
Which Marketing Strategies are Right for Our Farm?

| | |
|------------------------------------|--|
| Personal, Family & Business Goals | |
| Resources & Strengths/Capabilities | |
| Lifestyle & Motivations | |

¹ Rob Leeds and Eric Barrett, Ohio State University Extension

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Food Trends have changed



Retail Agriculture

Big gains in 2020!
Many farms stating at least
a 20% improvement over
2019!

- Healthfulness (54%) over taste & price
- Snacking – 26% snack, 38% snack only
- Safe, Contact Free, delivery
- At home – cooking, creating, breakfast
- Local meat/poultry

Forbes, Delish.com

| THE OHIO STATE UNIVERSITY COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES | Target Audience | Time/Manpower | Costs | Success Indicators |
|--|-----------------|---------------|-------|--------------------|
| Branding | | | | |
| Logo | | | | |
| Color Scheme | | | | |
| Font Scheme | | | | |
| Signage | | | | |
| Customer Service | | | | |
| Hiring | | | | |
| Training | | | | |
| Content | | | | |
| Writing | | | | |
| Infographics | | | | |
| Photography | | | | |
| Videos | | | | |
| Traditional Advertising & PR | | | | |
| Direct Mail/Email | | | | |
| Print Media | | | | |
| Radio | | | | |
| Public Relations | | | | |
| Website | | | | |
| Social Media and PR | | | | |
| Twitter | | | | |
| Facebook | | | | |
| Youtube | | | | |
| Other | | | | |

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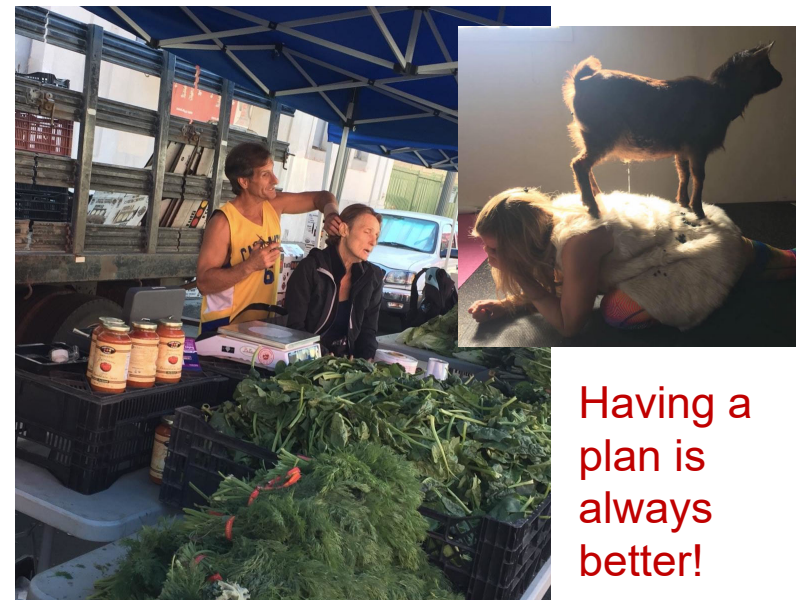
Marketing is a lot of things, but it starts with you and your image



I care about what I do!



Does he emulate his brand?



Having a plan is always better!

Touchpoint: Always 'on'



Touchpoint: Smiling



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Top 10 Strategies for Farmers Market Vendors

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1 - Tell your farm's story





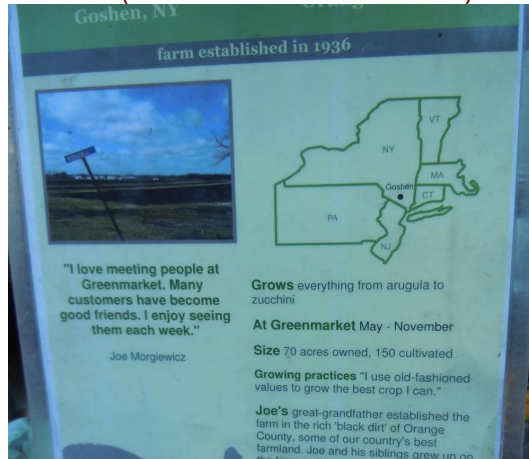
2 - Brand your stand





3 - Differentiate yourself as a grower

(if the market allows resellers)



Are we really separated?



Addendum - GAPs



4 - Educate your customers



They aren't crunchy...







5 - Do some simple research





6 - Tell them how to use it





7 - Provide convenience





8 -Mix it up, make it colorful





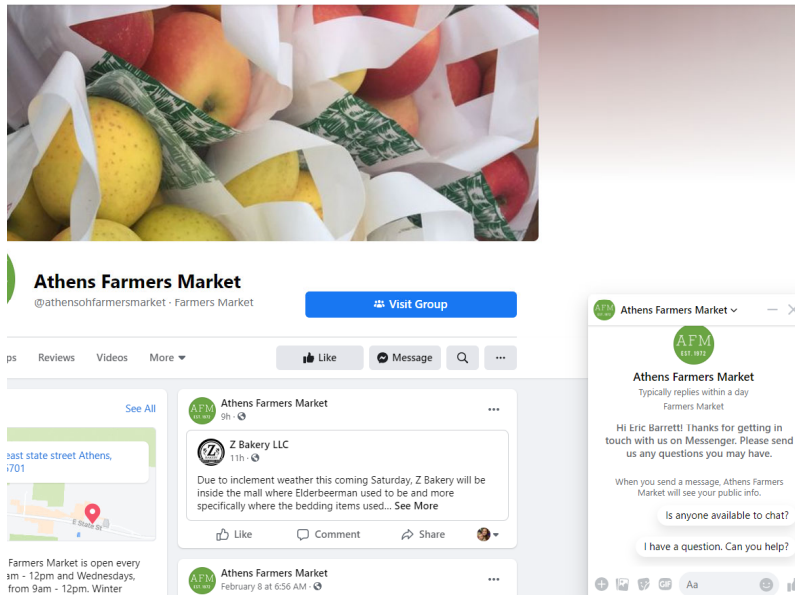
9 - Pay more to be a vendor

- Marketing
- Management
- And MUCH More!

Disclaimer:

There are some markets that do great marketing, but don't charge vendors much. They take-away is – the market should help you make a profit and be worth your time. If not, work to make it better!





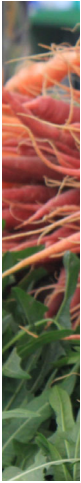
10 -Work with the community





Top 10 Attributes of the Best Farmers Markets

Eric Barrett – OSU Extension

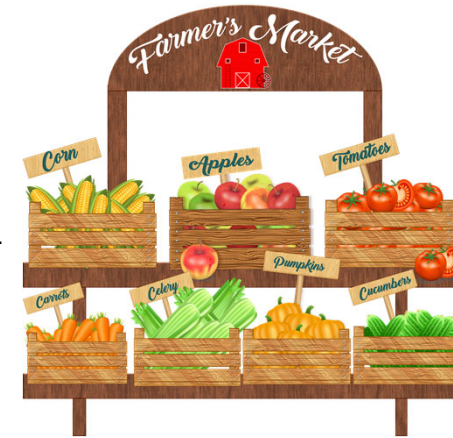


Why?

- Well managed is well organized.
 - Period.
- Quality attracts quality.
 - You can't afford NOT to have the best vendors at your market.
- Time is money.
 - It's not worth sitting all morning for just \$100.
- Their marketing makes the market.
 - Image is indeed, everything.

The list...

- No particular order.
- Based on observations at farmers markets throughout the country.
- Reviewed by farmers market managers in Ohio.
- Perfect? No.
- Meant as a discussion point to help start great conversations for the future!



1. Marketing plan and advertising schedule





Email address

JOIN

HOME PRODUCERS IN SEASON FAQ MAP PROGRAMS HOW TO HELP EVENTS ABOUT COVID-19



WELCOME

WINTER MARKET DRIVE THRU DATES & TIMES

Saturdays, January 2 - April 17, 2021: 11 AM - 1 PM

FOLLOW US:



How to Write a Farmers' Market Marketing Plan

New Mexico Farmers' Marketing Association

The plan should have 2 elements:

1. A description of your marketing goals and how you will achieve them;
2. A marketing budget.

1. Marketing Goals and Activities

- a) Here are some questions to think about to help you with your marketing goal
 - What is the market currently like?



EAST BURKE STREET PARKING LOT
FRIDAYS: 5:00PM-6:30PM

TWO WAYS TO SHOP:

1) Pre-order and Pickup.
Order from vendors online and stop by the market to pick-up.

2) Walk-up and shop.
We'll be strictly following the advice from state and local agencies.

→ **Customers MUST wear a mask.**

→ **Shoppers will be admitted in quantities that meet safe social distancing guidelines.**

NEW LOCATION:
100 East Burke Street



2. Inspect vendors to verify

- **Locally:** 150-mile radius of Athens, Ohio;
Grower: a person or organization who raises their own agricultural products locally;
Processor: a member who uses some locally grown ingredients and locally processes those ingredients into finished products.
- **A grower is a person or organization** who raises his/her own products on his/her own land and: contracts for them to be processed, processes the products him/herself or sells the product as harvested...



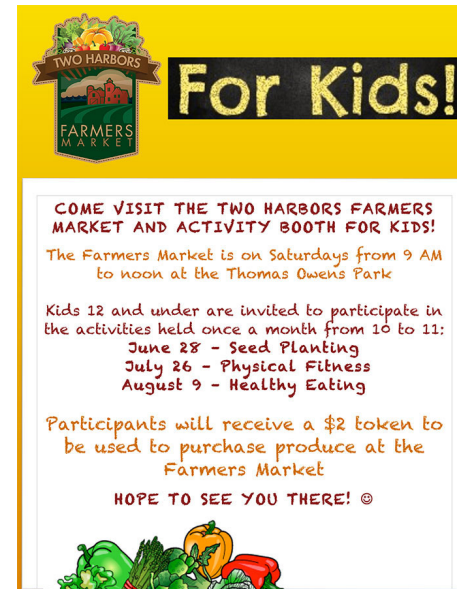
3. Are serious about a market manager



4. Do not skirt the rules of the county or state.



5. Involve the community through activities & events



Free Community Workshops

Free Community Workshops Each Week!

May 12: Sprouting Foods. Sprouts are the most alive food on earth. This class will cover the history, research and nutritive value of sprouts, as well as which seeds to sprout, where to purchase them, how to tend and grow them, and ways to create great-tasting winter salads from your indoor sprout garden. If you like to watch things grow, sprouting is a delight. Julianne Ash - 2 hours

May 19: Fix a Flat! Basic Bike Maintenance - Learn how to identify and fix a mechanical problem that can derail your ride. Our experts will touch on brakes and shifting safety will be touched upon.

May 26: (Memorial Day weekend - no class)

June 2: Making Queso Fresco - Queso Fresco (fresh cheese) is a staple of Mexican cuisine. Smallwood, instructor and WSU master food preserver, will share her knowledge of the Mexican culinary tradition. Vivian Smallwood - 2 hours

June 9: Commuting by Bike - Many people are commuting by bike. With the proper bicycle set-up, clothing, and accessories, you can include lights, racks, fenders, bags and route selection. 2 hours (Tour de Coop that afternoon)

June 16: Maintaining a Backyard Chicken Coop - Learn how to maintain a backyard coop. Additionally, she'll share tips on how to manage an established flock. 2 hours (Tour de Coop that afternoon)

June 23: The Bike as a Vehicle: Basic riding techniques for new riders. This session covers traffic, hand signals, and common hazards to be aware of. 2 hours (Tour de Coop that afternoon)



6. Require signage for vendor booths & products





7. Provide workshops for vendors

- How to build a display
- How to make better sales
- New varieties
- Marketing – Branding your farmstand
- Utilize Extension programs
- Maybe it's a requirement?



"You should sell this!"

You've heard this so many times from the awestruck folks that had the opportunity to taste your homemade goodies. Now find out what it takes to bring your scrumptious delights to sell at your local farmers' markets. It's much easier than you think, and loads of fun! Get instant feedback, form lasting customer relationships, and above all, have fun making money!

You'll learn about:

- Setting up a home-based business
 - Complying with state and local health and safety rules
 - Setting up bank accounts and insurance
 - Accepting credit cards with your smartphone
 - Selling tips, traps and techniques
- and much, much more, directly from experienced sellers and state and local officials.

FREE WORKSHOP

December 17th, 2012 • 9:30am - 4:30pm
West Springfield Government Center
Community Room
6140 Rolling Road
Springfield, VA 22152
Free lunch provided.

LIMITED SEATS. SIGN UP TODAY!

<http://www.smartmarkets.org/licensedtosell>

Sponsored by:

Fairfax County Supervisor Jack Herity,
Northern Virginia Family Services,
Apple Federal Credit Union and



Agencies to work with...

- Extension
- Small Business Development Centers
- Tourism Bureau
- Farm Bureau
- Community College
- Local community foundation for funding to pay for speaker(s)

8. Have hours ALL year



Season Extension



9. Complete a vendor gap analysis regularly

- How many spots do we have?
- What % are fruits?
- Vegetables?
- Meats/Eggs
- Processed, local foods
- Cottage Foods/Baked items



Life isn't always fair

- Only certain people can be vendors
- What if all stores downtown were hair salons – would they survive?
- There MUST be a variety.
- Competition must still exist (but you can't have a sweet corn only vendor market!)



Pick the seasons/times

| 50 spots | Fruit | Veg | Meat/ Eggs | Cottage Foods | Processed | Other |
|----------|-------|-----|---------------|------------------|-----------|-------|
| Spring | 2 | 8 | 4 | 10 | 10 | 16 |
| Summer | 10 | 15 | 4 | 5 | 5 | 11 |
| Fall | | | | | | |
| Winter | | | | | | |

- Customer Needs
- Vendor Availability
- Inside space in winter
- ...
- ...
- ...

10. Make it fun for vendors & customer





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Contact, Links & Today's Handouts

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Handouts