McRey Farm Marketing Plan

**Overview of Farm/Operation:**

McRey Farm is owned and operated by Carol McGee and Peter Reynolds. It is located on 190 acres in Glen Aubrey, NY and is a grass-based beef and pastured pork operation. They also sell eggs. They have been in operation since 2005. Their sales are through direct marketing at farmers’ markets, on-farm and wholesale to local restaurants.

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| **McRey Farm Sales & Projections** |
| **Year** | **Total Sales** | **Beef -DM** | **Pork-DM** | **Lamb-DM** | **Eggs-DM** | **Beef - Wholesale** | **Pork-Wholesale** | **Lamb-Wholesale** | **Chicken** | **Turkey** | **CSA** |
| 2009 |   |   |   |   |   |   |   |   |   |   |   |
| 2010 |   |   |   |   |   |   |   |   |   |   |   |
| 2011 |  $43,000 | $20,800 | $19,950 | $2230 |   |   |  |   |   |   |   |
| 2012 |  $48,000 | $23,230 | $22,080 | $2680 |   |   $700 |  $300 |   |   |   |   |
| 2013 |  $51,000 | $25,000 | $22,000 | $2500 |   | $1200 | $500 |  |   |  $1000 |   |
| 2014 |  $55,000 | $25,000 | $24,000 | $3000 |   | $2500 |  $1000 |   $2000 |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |
|   | \* DM = Farmers' Market & on-farm sales |
|   | \* Wholesale = restaurants/summer camps/etc… |

In 2013 the Pete & Carol are considering adding one, or more, new ventures to their farm. These include meat chickens, turkeys, and a meat CSA. These came out customer surveys conducted in the fall of 2012 as well as the farm recognizing the need to fill a gap in the marketplace.

Their biggest challenge is consistent availability of product. This is due to consumer demand as well as the bottleneck in processing of their animals. This coupled with the rising prices in feed for their pigs and chickens will most likely play a part in their plans for 2013.

**Marketing objectives: What are you trying to accomplish?**

McRey Farm has four marketing objectives:

* They are looking to expand their customer base to include more wholesale accounts, such as Binghamton University, local hospitals, etc…;
* They want to start a regular (3-4x/yr) marketing campaign to inform their customers of happenings on the farm, customer specials and encourage word of mouth sales as well as off-season sales on-farm and at a winter farmers’ market;
* Increase awareness that they accept credit/debit cards as well as a discount for purchases over $50 (this came directly out of their customer surveys in 2011 and 2012, and many not knowing they had this option and an indication they would purchase more if they knew); and
* Increase their product lines to encourage more sales. This would include the potential for a meat/poultry CSA; raising meat chickens and/or turkeys, etc...

Through this grant they were able to re-design their farm brochure and farm website. They will use these, along with creation of a newsletter template to accomplish their marketing objectives. They have a three year plan for accomplishing these goals. This will be addressed in the “Communication Plan” section.

**Market Research: What is the market size?**

The market size for local foods and grassfed/pastured meats is difficult to pinpoint. However, the demand for local foods is on the rise, especially as evidenced by McRey Farm’s inability to keep products in stock. Customers of McRey Farm are mainly located in Broome and Tioga counties and run the gamut in terms of income, age and family structure. This can make it difficult to pinpoint the potential market size for their products, but there is data to support the amount that the typical consumer spends on local foods and proteins and by looking at percentages of breakdowns in populations the table below gives an indication as to the saturation of the market currently by McRey Farm versus potential in the years to come.

Insert table with data on local foods sales (total & proteins), population breakdown for Broome & Tioga and different incomes/populations and compare with McRey Farm sales for projections. I’m working on this ☺

**Competition: Who else is doing this?**

There are several other farms in the county who are raising grassfed beef and pastured pork. But none who can compete on the consistent quality and availability of diverse cuts of meats. Their primary competition at the farmers’ markets are two certified organic meat producers and two other meat producers – one of whom feeds corn to their cows.

In their wholesale markets, their competition are distributors and other wholesalers. They cannot compete on price, except for utility cuts such as ground beef or roasts; so they compete on quality and supporting local. This is where they have had the most luck and currently supply two restaurants on a semi-regular basis as well as other wholesale accounts such as summer camps, etc..

**Communication Plan: How will you reach the market?**

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| **McRey Farm Communication Plan** |
| **Communication Channel** | **Tasks Required** | **Short-term goal** | **Long-term goal** | **Timeline** |
| Expansion of Customer Base - wholesale | Prioritize specific wholesale customers to be approached; creation of marketing materials specific for wholesale accounts; Designation of consistent time to market farm & products and keep in touch with buyers; Decision on how to prioritize products for customer types (wholesale, DM, CSA) | Grooming Wholesale customers | Decrease farmers’ market & move to greater % wholesale & on-farm sales | Jan 31st, 2013 - Prioritize wholesale customers to be approached; March 1st - creation of marketing materials & Decision on how to prioritize products for customers; On-going - Designation of time to market products & stay in touch with customers |
| Marketing Campaign | Gather customer contact info from farm emails, customer surveys, at market, etc…; Creation of template for newsletter; Creation of plan for content in newsletter as well as website & FB page; Set schedule for newsletter to be released | Primary objective is website updates. Then gather customer emails in prep for newsletter | Newsletter to support on-farm sales & possible CSA | Jan 31st, 2013 - Have a working database of customer contact info (email and/or mailing address); Feb 15th - Creation of template for newsletter; March 15th - Plan for content & dates of publication for newsletter; April 1st - Debut of newsletter |
| Increase Awareness of Debit/Credit & $50 purchase discount | Create better signage for use at farmers' market & on marketing materials; Integrate into converstations with customers |  |   | May 1st, 2013 - Creation of better signage for use at farmers' markets |
| Increase Product Lines to include poultry & meat CSA | Prioritize resources and trial poultry availability during 2013 farmers' market season; Crunch numbers to determine if meat CSA is viable; create marketing materials for both; debut at winter farmers' market season 2013 | Move into poultry slowly keeping an eye on competition & profit margins |  Explore niche markets for specialty poultry markets | Jan 31, 2013 - Discuss pros & cons of adding new product lines, inc CSA & determine which will be added & when; Feb 27, 2013 - Creation of marketing materials for new products; March 31, 2013 - Debut marketing materials for new product lines at winter farmers' market |