



Marketing for Profit: Tools for Success

Marketing Training for farmers Curriculum

Module 4 Overview: Communications Assessment

Workshops:

- How to Say What You Mean and Mean Something
- You Are What You Look Like: Preparing the Product
- You Are What They Think You Are: Selling the Product

Objectives:

- Farmers will learn how to craft a marketing message that resonates with their customers.
- Farmers will learn the key differences between benefits and features and how to use these in their marketing message.
- Farmers will understand the value of proper marketing on their business's success or failure.
- Farmers will learn the elements of building effective displays and drawing consumers to their market booth.
- Farmers will learn to view their business from a customer's point of view to reconcile any discrepancies between their image of their business and a customer's perception.
- Farmers will understand the key principles that will make their farm, their business and themselves attract customers.

Target Audience: The target audience is all farmers involved in or considering entering direct-to-consumer sales.

Time:

90 minutes, including Q & A for each workshop

Equipment/Materials/Supplies

- Laptop/projector/screen
- Easel/easel pad
- Marketing pens

Handouts:

- Farmers Market Display Fact Sheet
- Better Merchandising for Increased Sales

Resources:

For further information on self-assessment, visit:

- <http://www.buylocalfood.org/upload/resource/MarketingManual.2012.pdf>
- http://www.agmrc.org/business_development/operating_a_business/marketing/articles/how_much_should_i_spend_on_marketing.cfm
- <http://extension.oregonstate.edu/sorec/sites/default/files/documents/MarketingPlan.pdf>
- <http://www.sare.org/Learning-Center/Bulletins/Marketing-Strategies-for-Farmers-and-Ranchers>
- <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=440>
- http://www.ers.usda.gov/media/138324/err128_2_.pdf

Lesson Plan:

1. Introduce the topic of discussion, encouraging participants to participate in all three workshops in the series, as well as participation in the entire program of Marketing for Profit: Tools for Success.
2. Use the provided powerpoint presentation to present the material to participants.
3. Utilize the notes section of the PowerPoint for discussion points, activities and handouts to present the workshop for this module.

Options for Facilitation

This curriculum is designed to be user-friendly and as easy as possible to incorporate into your programming. The choice of how you utilize the materials is yours. You may use the PowerPoint presentations, play the archived recorded webinar or just use the notes as a guide as you verbally share the information. The amount of interaction you have in your workshop is also your choice. You can use direct instruction and simply share the information with participants or utilize the assignments provided for each session.

Archived Webinar Recordings

How to Say What You Mean and Mean Something

- <https://www.youtube.com/watch?v=IMHjA7IGruk>

You Are What You Look Like: Preparing the Product

- <https://www.youtube.com/watch?v=GKbgSErdTbs>

You Are What They Think You Are: Selling the Product

- https://www.youtube.com/watch?v=inLd9Buv_48

Feedback and Evaluation

This project is federally funded and requires documentation of all outreach efforts and follow-up. After you deliver this module, please email deggert@nyfarmersmarket.com or dgrusenmeyer@nyfvi.org and attach scanned copies of the Workshop Evaluation for or send copies to:

Diane Eggert
Farmers Market Federation of NY
117 Highbridge St., Suite U3
Fayetteville, NY 13066
Fax: 315-637-4691

**If you have any questions or need assistance, please contact Diane Eggert
(deggert@nyfarmersmarket.com) or David Grusenmeyer (dgrusenmeyer@nyfvi.org)**

How to Say What You Mean And Mean Something

Presented by:

Dave and Michelle Bellso
DesignWorks Advertising

Dbellso@designworksadv.com



What's the problem?

In today's digitally-powered world, saying something about a brand, product or issue has never been easier. So why does it feel increasingly difficult to be heard - to have an impact, change an opinion, drive action?

It's Not What You Say,
It's What They Hear.

How To Talk About
Your Products In A
Way That **Resonates**
With Your Customers.

★ ★ ★ ★ ★
DESIGNWORKS
EST. 1992
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★ R I V E T I N G ★

Elevator Pitch



*For people who
like it short...*



★ ★ ★ ★ ★
DESIGNWORKS
EST. 1992
— ADVERTISING —
★ R I V E T I N G ★



Nope,
don't care.

★★★★★
GNWORKS
EST. 1992
VERTISING—
V E T I N G ★

CORE BRAND COMMUNICATIONS

- Advertising
- Promotions
- Value added ideas





Bill Bowerman





★ ★ ★ ★ ★
DESIGNWORKS
EST. 1992
— ADVERTISING —
★ R I V E T I N G ★

The

**REAL PURPOSE
OF RUNNING
ISN'T TO**

WIN A RACE

**IT'S TO TEST THE LIMITS
OF THE HUMAN HEART**

- Bill Bowerman

★ ★ ★ ★ ★

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R I V E T I N G ★

BRANDS
are **BIG**
business

In 2010

Coca-Cola®

was valued at

\$70,452,000,000

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— ADVERTISING —

★ R I V E T I N G ★

THAT
is **MORE** than
the total **GDP** of

In 2010

Coca-Cola

was valued at

\$70,452,000,000

Bolivia

Kenya

Bahrain

In 1886



9 Coke bottles were sold

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In 2010

1,600,000,000

**SOLD**

BRANDS...

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Marketing is one of those things that is tough to define when it's good. Some forms of marketing resonate with people, but others do not.

Form an Emotional Connection

WORKS
G—



I'm a PC.



I'm a Mac.

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★★★★★
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★ R I V E T I N G ★



AVIS

We try
harder.

★
WORKS
SING—
ING ★





E.T.

THE
EXTRA-TERRESTRIAL
THE 20th ANNIVERSARY

GUESS WHAT DAY IT IS?



funnypictureoftheday.net

HUMP DAY!

★ ★
WORKS
SING—
ING ★

What Happens in Vegas,
Stays in Vegas.



★ ★ ★ ★ ★
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BRAND BLUNDERS:

got milk?

Swift pick.

In this business, you
got to be decisiv
So I choose milk. S
studies suggest th
teens who choose
instead of sugary d
tend to be leane
and the protein he
build muscle. So
eat right, exercise
drink 3 glasses of lo
or fat free milk a d
Music to my ear

body by mi

www.bodybymilk.com

★ ★
WORKS
SING—
I N G ★

Got Milk:

when used in Mexico it also
meant: "Are You Lactating?"



Chevy Nova:

in Spanish, Nova” literally
means “It doesn’t go”



Coca-Cola:

In China their name means "Bite the wax tadpole"
or "female horse stuffed with wax."



DRKS
G
G *

Gerber

In Africa, companies put pictures
on the labels of what's inside the jar.



Kentucky Fried Chicken:

In Chinese, KFC'S famous slogan,
"Finger-lickin' good" translates to
"We'll Eat Your Fingers Off!"



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Perdue Chicken Slogan:

"It takes a strong man to make a tender chicken," in Spanish translates as "it takes an aroused man to make a chicken affectionate."



American Airlines:

When they advertised new leather seats in the Mexican market, the "Fly In Leather" campaign translated to "Fly Naked."



SUBWAY
eat fresh.™



QUIZNOS[®] SUB
MMMM...TOASTY!™





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Why Branding Should Matter to You

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- Deliver your message clearly
- Confirm your credibility
- Connect you to your target market emotionally
- Motivate the buyer
- Cement user loyalty



A Brand is **NOT** just a logo.

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The Amazon logo is centered on a white rectangular background. It features the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points to the right, ending under the 'n'.

amazon

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FedEx

★ ★ ★ ★ ★
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PITTSBURGH ZOO

& PPG AQUARIUM



THE BRONX
ZOO

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LESSON 1

"Give them quality, that's the best kind of advertising."

- Milton Hershey, Founder of the Hershey Chocolate Company

You can't market your way out of a bad product; word of mouth is too powerful.

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LESSON 2

"Relying too much on proof distracts you from the real mission - which is emotional connection."

- Seth Godin, Entrepreneur and Author

No matter how wonderful a product is and how well it works, if the marketing doesn't form an emotional connection, then some consumers may not connect with it.

My bonus is faster than your bonus.



**The Ultimate
Driving Machine®**



LESSON 3

"without promotion something terrible happens...
Nothing!"

- P. T. Barnum, American Businessman

LESSON 4

"The most successful communication is devoutly audience focused. Motivating the right people with authentic, value packed content in a relatable way makes great marketing."

- Georgiana Laudi,
Director of Marketing at Unbounce

LESSON 5

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

- Peter F. Drucker, Management Consultant

LESSON 6

"Truly brilliant marketing happens when you take the product you have and figuring out the right positioning."

- Reed Hastings, CEO of Netflix

The Netflix logo, consisting of the word "NETFLIX" in a bold, white, sans-serif font with a black outline, set against a red rectangular background.

LESSON 7

"Focus on the core problem your business solves and put out lots of content and ideas about how to solve that problem."

- Laura Fitton, Founder of OneForty

LESSON 8

"To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products."

- Brian Halligan, CEO of HubSpot

LESSON 9

"Don't be afraid to get creative and experiment with your marketing."

- Mike Volpe, CMO of HubSpot

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7 Steps to Better Communicating Your Brand's Story

1. Understand what Makes Messages Effective
2. Understand what Makes Messengers Effective
3. Practice and Repeat
4. Focus on Your Benefits, Not Your Feature
5. Stick to the Foundation You Built
6. Nail the Takeoff and the Landing
7. Being On Message Doesn't Mean Being Robotic

An effective brand isn't just one you can recognize.
It should stand for something greater.

• FedEx



• Apple



• Starbucks



• Target



• Red Bull



• TOMS Shoes



• jetBlue



• Harley-Davidson



• Patagonia



• Craftsman



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The best coffee
For the best **YOU.**

East of Inspiration.

Carabel, the beverage you'll
want to enjoy in extreme...



expect more.
pay less.®

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★ R I V E T I N G ★





OUR STANDARDS BEAT THEIR EXTRAS.

Unlimited brand-name snacks and soft drinks.
Fly now at jetblue.com

YOU ABOVE ALL™
jetBlue





MOTOR

HARLEY-DAVIDSON

CYCLES

KING OF THE ROAD



GUARANTEED FOREVER.

IN CASE THERE IS SOMETHING TO
THIS REINCARNATION STUFF.



How can a wrench be guaranteed to last forever? By passing up to 25 performance tests. So if any Craftsman® hand tool ever fails to give you complete satisfaction (whenever you happen to be at the time), return it for free repair or replacement.

CRAFTSMAN

MAKES ANYTHING POSSIBLE™

★★★★★
ESIGNWORKS
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—ADVERTISING—
★ R I V E T I N G ★

The words, language and images we use must resonate not with us but with them, on a real, emotional level.

What we say and how we say it must be ever more relevant, credible and finely tuned if we are to have any chance of being heard.

★ ★ ★ ★ ★
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Questions?

<http://www.nyfarmersmarket.com>

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Say What you Mean and Mean Something Marketing Webinar for Direct Marketing Farmers

1/29/13 and 1/30/13

Presenter: Dave and Michele Bellso,
DesignWorks Advertising

Webinar Questions and Answers

1. Isn't a logo a very important way of branding and promotions? It is the visual message that will appear in front of the customers' eyes, the repetition and consistent message that should stay in the customers mind? I think logo is very important and the first thing to focus on. Am I wrong?

A logo is visual and tells your story. But the message is what grabs them. The message, if it is memorable and creates an emotional appeal for your business, then becomes one with the logo. We know a SWOOSH is Nike, but it appeals to us because we want to be associated with the sports culture. The SWOOSH keeps that feeling for us in the forefront. But a logo doesn't stand alone. It must be a part of the overall brand to be effective.

2. You talk a lot about knowing your customer to determine how to reach them. What tips can you give farmers to help them 'know' their customers or what to ask their customers to truly understand them. A lot of corporations do this via market research - farmers don't have that experience. Thoughts....

Large corporations will do the same techniques that you should – that is to just talk to your customers. Lead them with targeted questions to get at the answers you need. But you want to know what kinds of products they want, what do they need to be successful with your products, what is important to them, what do they value. You also want to know what they think about your product and what can you do to make their lives easier.

Once you get the information you need to compile it so you can remember and act on it. A Customer Relationship Management (CRM) spreadsheet on Excel to track your customer information (see the webinar on CRM). This information can be logged in once you return from market. But if your questions are targeted enough to draw out the information you need, the responses will be memorable. But do keep a notebook handy to jot down key phrases to help you remember once you return home to your computer.

3. What elements would you put on an egg carton to distinguish that farm's eggs?

That's a tough one. But what about including a note in each carton with a message from the chickens. Each week would be a different message. People would keep coming back to see what the next message is. A simple slip of paper with this message, like a fortune cookie, is all it would take. But the goal is to make whatever you do memorable.

4. I like the idea of "making the farm visit a desired destination" but what about not having people/time to "entertain" folks who come?

Can you get interns to help with "entertaining" your customers? Or maybe look at people who are home through the summer, like teachers. They may be happy to spend the summer outdoors on a farm. To help make it a destination with the time and resources you have, you can do a cost/benefit analysis and determine the best use of your time and resources to make your farm a memorable experience for those who come. You can also limit the time that you have the public at your farm. Then make it memorable for them while they are there.

5. Can you provide more comments about local farms that don't go to a farmers market and depend on customers coming to farm?

It is important to create a message that touts you as a destination. What are the benefits of coming direct to your farm – freshness when you purchase it at the farm, see where your food is grown and have a better relationship with your food and farmer, etc. But make your message something that will resonate with your customers so they know that going to your farm benefits their lives.

6. Can you provide a good resource that I could use to walk me through a swot analysis?

There are many resources online. A google search will give you a lot of information about conducting a SWOT analysis.

7. I did a farmers market every week one season and developed a following because I had really fresh produce, it looked good, they knew I grew it myself. Lot of customers liked to talk to me re: my organic growing practices, etc. What was most popular were the products that took the most time to prepare to sell. The problem is that I couldn't keep up with the farm workload myself & couldn't hire anyone because I couldn't afford to.

You will need to differentiate your product from others in the market and educate your customers about those differences. This will help you to charge a higher price for those products. Again it is your message – market the benefits of buying your products. Bundle them with other products you have to make a soup bundle, or a Mexican meal bundle, etc. That gives them a higher appeal because you've answered their problem – what to make for dinner tonight. But never be afraid to charge what you need to for your products. If your quality is high and you market the benefits, people will be happy to pay your price.

8. What are the best strategies for marketing to a population that is not on the internet. What are the benefits to still having an internet presence when most of your customers are not online?

First, one of the fastest growing segments of society to utilize the internet is senior citizens. So while many of your customer may not currently be using the internet, they may be gravitating that way. But you will want to stay online to be certain you can reach those potential customers that are plugged in.

To reach non-electronic customers you will need to return to basics. For example, flyers will work well. People like to get materials to look it. Bounce back coupons are every effective in encouraging people to return to your business. Newspapers, especially community papers that focus on local news and events, is another back-to-basics option. While you can purchase ad space, maybe you can become a contributing writer. Offer a “what's new on the farm” feature with recipes. This not only promotes your business, but sets you up as an expert in your field. Another idea is to get involved with local events and organizations. Donate product for raffles, dinners, etc. That will give you a bit of PR to promote your business to their clients and customers.

9. E-mail vs Facebook. Which is better?

People react differently to each of these. Facebook is very social, meaning it is a great place to engage your customers and build relationships. You can educate your customers about your business. But customers do not respond well to advertising on social media. Instead concentrate on pictures, interesting facts about what you do or how you do it. With email, you can promote and advertise. With an enticing subject line, people will open your email and read your message. This can be especially effective if you include an electronic coupon or provide a reason, such as a calendar of events, etc, that will encourage them to read through your message and take action.



How to Say What You Mean

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Benefits

A benefit is the description of the difference a product or business will make to the consumer's life. For example; by using an Apple product, you are part of the "Cool" culture.

Elevator Pitch

This is a description of your business that identifies what you do, what the benefits are that you offer and who your target audience is. The pitch needs to be complete in 60 seconds or less to accommodate the short attention span of busy people.

Features

Features are the components of the product. For example; miles per gallon for a car, a moon roof and a 5 speed stick shift are features of a car.

Value Added Ideas

Value added ideas are the things you add to the product to increase the sale. You are making it easier for them to use your product. For example, providing a recipe with the product will increase the sales of that product.



How to Say What You Mean

Marketing Webinar for Direct Marketing Farmers

Session Assignment

Now that you understand what a brand is and you have a logo, it's time to craft your marketing message that will appeal to your customers and build sales. This message can be used in any marketing medium and should create an emotional appeal for your customer.

- 1) **An elevator pitch is a 60 second or less speech that you use to tell people who you are, what the benefits of your product are and who your target customer is. Craft an elevator speech that people will relate to and find memorable. Be sure you do not exceed 60 seconds to recite your pitch.**

- 2) **List the features of your products.**

- 3) **List the benefits your products offer to your customers.**

- 4) **List the attributes of your target customers.**
 - a. **Wants:**

 - b. **Needs:**

 - c. **Values**

5) From your knowledge of your customers and the benefits of your products, craft a message that sells the benefits and creates an emotional appeal to your customers.

6) Test your message with a sampling of your customers and note their reactions here.

7) From the feedback you have on your message, edit now to a final version.

8) Identify the different mediums you can use to get your message out to customers. Note on each medium whether it is affordable to you, both in terms of time and money.

(i.e. Television – cannot afford the cost of production nor the cost of a flight of commercials that would give me enough frequency to make the spot memorable and actionable.)

How to Say What You Mean

Quiz

1. What should a 60 second elevator pitch tell your listener? (click all that apply)
 - a. The benefits of your product
 - b. Who your target customer is
 - c. Who you are
 - d. What the features of your product are
 - e. All of the above

2. The benefits of farm products might be:
 - a. The products are local
 - b. The beef is grass fed
 - c. The produce is organic
 - d. The products will contribute to the health of the family

3. True or False. A logo is synonymous with a brand.
 - a. True
 - b. False

4. True or False. To create an emotional appeal, your message should identify why your customers will benefit from your product.
 - a. True
 - b. False

5. A supermarket typically carries 40,000 SKUs. How many does the average household shop?
 - a. 2000
 - b. 10
 - c. 150
 - d. All 40,000

6. You can still sell an inferior quality product as long as your message is powerful enough.
 - a. True
 - b. False

7. True or False. If I tell the features of my products to customers often enough, my customers will form an emotional attachment.
 - a. True
 - b. False

8. When you choose NOT to promote, what happens?
 - a. I save time and money
 - b. Sales will stay level
 - c. Nothing, no one will know about my business and my products
 - d. Sales will go up

9. True or False. Understanding who your customer is, what they need and want, and what their values are is critical to crafting a message that will resonate, be memorable and motivate them to purchase your products.
 - a. True
 - b. False



**You are What You Look Like:
Preparing the Product**

Farmers Market
&
Farm Stand

Display Building

- Signage
- Height
- Depth
- Shopability
- Color breaks



Signage

- A sign for your business
- Name of product & price
- Should be legible from a few feet away.











Customer Service

- Eye Contact
- Greeting
- Probing Questions
- Signage
- Be on your feet

Sampling



- Talk to your market manager to see what is allowed.
- Keep it clean! Use spoons, tongs, lids, etc. have paper towels handy.
- Mix it up!

Upselling

- Grocery stores always try to sell one more product.
- That can be accomplished by making things easily available that can be consumed immediately.
- Or by cross selling

Promotion

- Recipe cards
- Flyers/brochures about the farm & where else you sell
- Where to find you online
- Events
- CSA information

Getting Wholesale Accounts

- Be prepared. Expect a wholesale buyer to approach you every week.
- Ask good questions
- Get their card! Always follow up.

Selling Wholesale

- Weekly price lists
- Seasonal planning
- Retailer expectations

The Product

- Logo/Branding
- Facebook page
- Cleanliness

www.iamsmallpotatoes.com

Small Potatoes is a boutique consulting, advocacy and marketing firm based in Syracuse New York. We believe that that a vibrant, flourishing food system is the key to improving the economies, health, and culture of our communities and we work everyday to accomplish that goal.

facebook.com/SmallPotatoes42

[@SmallPotatoes42](https://twitter.com/SmallPotatoes42)



You Are What You Look Like: Preparing the Product

Presenter: Marty Butts, Small Potatoes Marketing

Webinar Questions and Answers

- 1. Should I eliminate price signs and require the customer to ask? That way they will engage with me.**

No! Many people will not ask for your prices. 'Some people feel that if they ask the price then they are committed to the purchase. Since they aren't ready to make that commitment without the price, they will simply walk on rather than ask. Also, your signs will help you to hold consumers at your table while you finish up with customers that were there ahead of them. They can see the product, know the price and begin to make purchasing decisions or know what questions they want to ask and be prepared to what for their turn with you. Without those signs, customers will not wait for your attention.

- 2. If you have a value-added item that has many different varieties - do you suggest sorting by type/flavor etc. does it matter**

I organize by type and then separate by color to make each variety pop. For example, I put all pickles together, all jams, all salsas, etc. But within each category, I separate by color of the label. But keeping like product together is the way people shop. When someone is looking for low-sugar jams, they are more likely interested in ALL low-sugar products. The goal is just to make it easiest for people to shop.

- 3. What are some suggestions for displays for farmers selling meat or cheese which must stay in coolers in warm weather leaving a BARE table.**

A good display is definitely more of a challenge for meat and cheese, or anything that requires it remain refrigerated. I would start with some farm pictures. Consumers really connect to pictures of the farm and especially with the animals. Then use a large sign, maybe a chalkboard or dry erase board, to list all of your products and their prices. Then you can build your display around these items. If you can put some of your more attractive cuts of meat, fish, chicken, etc on display with ice packs, then they will draw consumer attraction. Just be sure to swap the products out every 30 minutes or so. You don't want the tops of the product to get warm and then have a food safety issue. Plus, people will not buy the display product, so keep rotating them out so you can sell everything.

Another idea is to put clear plastic tops on your meat coolers. Then consumers can see what you have. Scales are also a focal point. Put the scale up front on your table. Customers like to see the weight and it also gives your display an old-time farm feeling that consumers love.

Maybe you can use empty containers of your product for display while you keep the actual products behind the table in a cooler. For example, the dairy vendor in this presentation makes flavored yogurts. They use empty containers of each flavor on the table in their display. Then when a customer wants one, they will pull out a fresh, cold container of the desired flavor.

Eggs can be displayed on ice packs and you can make some attractive displays with the cartons. Some people will use painted wooden eggs in a display carton to let people know that they have eggs to sell.

4. Any neat display suggestions for juices (grape, raspberry, etc)?

Juices won't need a huge amount of product out. But you need to remember the 5 critical elements of a good display. Have signage to identify and price your juice flavors. Build in height and depth with layers. Add a table covering to highlight your juices. Then separate them out by flavors, using the colors of the labels or the juice itself to separate colors.

5. Do you sample every single product or do you limit it?

It really depends on the products. Value added products are easier to sample everything than fruits and vegetables. But it also depends on the regulations of the market and local municipality. If possible sample as much as you can. But if you cannot do everything, do a couple of products each week, then mix them up by sampling different products each week.

6. How do you handle people who sample like crazy but don't buy?

I don't think of it as people acting like crazy. I think of it as a cost of doing business. Keep in mind that while they may not be purchasing, they may be bringing customers to you. Think about it, they like your product enough to keep coming back for more. Then they are talking to others about your product. They want to see for themselves how good your products are and they come and buy. No telling how many people the "crazed" sampler has brought to you.

The only time I get concerned is when I see someone, particularly kids come back repeatedly in one day. Then I might say that I think they have had enough or they need their mother's permission before they can come back again.

7. What info do you recommend putting on a T-shirt?

You want to brand your t-shirt, so your logo is the one critical piece to have on your shirt. If you have a web presence, you might consider your web address. If you have a catch phrase, you can include that too. But this is a case where "less is more", so you can be as simple as just your logo, as long as your name is part of the logo.

The same would be true of any branded attire – hats, aprons, etc. If you don't have clothing with your logo, then carry through the colors of your logo. So if your main colors are forest green, then you wear a forest green shirt and cap. It's a way to set yourself apart from others and create an image of your farm for your customers.

8. If you don't have a T-shirt with your logo on it, how should we dress? Anything in particular.

Incorporate your brand color scheme into what you wear. If your brand incorporates forest green and orange, then you should be wearing these colors – and always wear these colors. And everyone should be wearing the same color shirts. It helps people to relate that color to your business. But if you do have a shirt with your logo on it, this is the shirt you should wear EVERY market day.

9. How do you handle recipes/handouts in bad weather?

When it is raining I pull my table farther in under my tent. That way when customers come to my table they are protected from the rain. It's a nicety that I think customers appreciate. Then they stay longer and buy more product.

10. What is your standard discount, if any, for restaurant / wholesale accounts?

I set one wholesale price for my products. That stays the same for any type wholesale account. That just makes it much easier to manage. To price them, I keep in mind that the supermarket will double the price I charge. So if I am charging \$3.50 per pound, they will retail it at \$7.00 per pound. So do a walkthrough of the places you plan to sell to and see what they are retailing the products for. This will give you an idea of what they may be willing to pay you for your products.

11. What info is in your wholesale goody bag?

The wholesale goody bag should include:

- A sell sheet that identifies your product, prices, terms, contact information and farm information
- Samples of the products you want to wholesale
- Business card
- Farm brochure if you have one
- Any information you have on display that you share with retail customers
- Samples of anything that sets you apart from others or specifically what the buyer is looking for.

12. Any ideas on how to clean produce quickly, on the spot, without a sink?

Produce should be brought to the market already clean. When you are in the market you should have your product ready for sale and you don't have the time to clean when you should be paying attention to your customers.

13. For farmers, producers, do you have comments on other Social Media (twitter, instagram, pinterest, youtube channels)? Which ones should we focus on?

Minimally you should have a facebook page. Not only does it help you to engage in consumers, but many other social media platforms will work in combination with Facebook and help you create content for Facebook. Other than that choose any platform that you can do well. Instagram is going to be the biggest upcoming social media. But this is a photo sharing platform. You post the photo, add a caption and that is it. You just then share it, through facebook, etc. Works in combination with a smartphone.

Pinterest is getting very popular and great way to share information, pictures. If you like Pinterest for yourself and you are good at it, then this is another good one to use. Youtube is good for developing content that you can share on your facebook page. Twitter is the least important for retail sales.

14. What about blogs?

Only if this is something that you like to do and can do it well. It can then share each blog entry on your facebook page. But unless you can maintain this with regular frequency (i.e. once or twice a week) and customize it to your customer, then this is a great tool to help you build customer relationships. But only if you use it well and you share it on other social media platforms.



You are What you Look Like:

Preparing the Product

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

10 and 4 Rule

When customers approach you, when they are within 10 feet, you make eye contact. When they are 4 feet from you, you greet them. This is a standard practice to engage customers in a retail setting.

Shopability

This is a display element that is critical to success. To be shopable you must have incorporated space where the seller and the customer can easily interact. Also, product must be set out in a means that allows customers to easily find the product that best fits their needs. So a booth with displays that are so high that you cannot easily reach over or see over to interact with your customer is not easily shopable. Also, a stack of product that is too deep that a customer must only choose from the top few bunches is also not easily shopable, as customers want to look through the entire display to choose the right bunch.

Upselling

This is encouraging someone to purchase more than they originally came to you to buy. You can accomplish this by bringing complementary products to their attention. For example, if they are buying tomatoes, you can suggest the basil would go really well with the tomatoes. You can also bundle products to make purchasing the entire bundle an easy decision. For example, you can bundle the ingredients for soups or stir frys. So instead of purchasing a pepper, now they are buying the onions, the greens, the herbs, etc. because you are selling them a meal, not just that pepper. If you add in a recipe as well, then the purchasing decision becomes even easier.

The Art & Science of Farmers' Market Display

Mary Peabody, Community Development Specialist, UVM Extension

Learn How to Create Displays that Really Sell

You have a great product and your farmers' market is bustling with shoppers. So why aren't sales as good as you hoped? Having a great product is important, but only if you can successfully attract customers to 'try and buy'. In this publication we review some basic tips for arranging your space, display strategies that work, and a few other marketing tactics that will signal customers you are open for business.

Effective Displays Yield Increased Sales

A good display is a great strategy for increasing sales. An eye-catching set-up is a magnet drawing in shoppers to admire the visual art you have created. Getting shoppers to buy is a lot easier once you have them at your stand. A steady stream of traffic, in and out of your sales area, will attract other shoppers. People are naturally curious; if they see a cluster of people gathering at a particular spot, they will want to know what is creating the interest. Good visual merchandising is not magic. It just requires a little time, a little creativity, and a desire to stand out.



Create a Sense of Abundance

Overflowing baskets of produce invite the customer in and make them want to purchase. The challenge here is to make your display look like a work of art, but one that invites touching. Keep your displays looking full and colorful, but also make them user-friendly. Baskets make great displays, because they make selection easy, without fearing that the whole arrangement will fall apart.



Tip: *Keep a couple sturdy shopping bags around and pass them to shoppers who arrive at your stand with their hands full. People can't shop if their hands are full!*

Baskets are sturdy, travel and store well, and are fairly inexpensive. They also have the added benefit of being easy to keep looking full. If you don't want to put out a whole basket of something, just fill the basket partway with some straw or leaves, or something seasonal, and then place your product on top. The basket still looks full, but with a lot less product. Check your displays frequently and keep your products restocked throughout the entire period that you are selling. Your goal should be to keep everything looking fresh and enticing. Don't give your late shoppers the impression that the best stuff has already been sold and they are stuck with the leftovers.



Make Your Space Customer-Friendly

While abundance is important, you want to avoid creating a space that is cluttered and over-crowded. Don't be afraid to let items overlap a bit, as this helps to create that sense of abundance we discussed earlier, but don't overcrowd your items to the point that buyers won't be able to see everything you have available.

Tip: *Avoid putting too many items down on the ground. Research indicates that shoppers (women especially) don't like having to bend over to reach an item.*

When you are designing your sales space, consider protection from the weather — imagine your space on a hot, sunny day, a cold, rainy day and a windy day — and plan for protection from the elements. Arrange your space so that customers will have room to move around. Place the cash register strategically, so that customers waiting to pay will not be blocking new customers from entering.

Leave plenty of room for you and your employees to restock, freshen up displays and talk with customers

Tip: *With a U-shaped display, many vendors find it easier to take money and make change from a cash-apron rather than having a register. This works especially well if you don't have enough staff to have someone dedicated to ringing up sales and if you are good at making change without using a calculator or register.*

without blocking others from getting to the displays. Make your displays easy to reach so your customers won't have to rely on you to help them.

If you have a narrow display space, usually the best option is to create a linear set-up. Although this keeps the display between you and the customer, it does maximize the display space, while keeping the back side of the display clear for you to restock and move about.

The 3-Dimensional Display

Make the most of your space by maximizing all 3 dimensions — height, width and depth. Use racks to display items that are light-weight, or can easily be stacked. Use depth to your advantage. The average customer will be able to reach at least 2-3 feet into a display without feeling awkward or inconvenienced. Combine depth and height to make the most of small spaces. A display rack does not have to be expensive. A simple wooden rack is relatively easy to make and will last a long time. The benefit of display racks is that your display looks full and allows you to show different sizes of product to give customers an idea of all their options.



While upright racks are very useful for displaying many different types of products, you will want to

make sure that you can anchor them well — especially if you are outside where the wind may be a problem.

Label It!

Make sure your products are clearly marked. Provide cooking and serving ideas for unfamiliar items. Offer samples so customers can see and taste what they will be buying.



Many customers are reluctant to ask the cost of items so make sure that they will have the information without having to ask. Keep your products well-labeled and make sure that labels are attached so they don't come

Tip: *Samples are a great way to educate customers about your products and show off your fine quality. When you are sampling, have labels clearly visible. Keep the area clean and neat — wipe up spills and clear away trash. Whenever possible stay in the area to answer questions. Don't leave the sampling area unattended.*

loose. Be sure that your signs can be read easily from a distance of 3-5 feet. It is a good investment to make attractive labels that are water-proof and rugged enough to stand up to a whole season. It's a lot of work at the beginning, but once they are made,



you'll only have to remember to bring them with you. If you are selling a product that may be unfamiliar to your customers, offer some possible uses right on the label. Don't be afraid to offer advice on how to prepare something, or what other foods/beverages might pair well with the product. Whenever possible, include education as part of your display.

Make Yourself Visible

Be present whenever customers are in the area and wear something that identifies you as the person staffing the area. Be open and welcoming. Take the time to package the purchase up appropriately— this can be as simple as offering to bag the product or it can involve some extra steps to ensure that the product arrives home in good shape.

For example, a farmer, from whom I buy flowers, always takes the time to trim the stems, wrap the stems in wet paper then wrap the bouquet in a plastic bag. That way the flower stems stay moist, but the plastic keeps my bag and my car dry on the way home. This shows the customer that you take pride in your product and that you care about more than making the sale.

Tip: *Make sure your customers can tell the sellers from the buyers on a busy market day. Make sure you and all employees wear hats, shirts, or aprons with your logo. This has the added benefit of keeping your business name in front of the customer. Some vendors find that a particular 'look' works to help them stand out — maybe a funky hat or some eye-catching suspenders. Photos of your farm or your business are also a good idea.*

A main reason that customers come to farmers' markets is to establish a relationship with the people they are buying from. Don't hide behind your display. When you are at the market, you are part of the display. Smile, be friendly, talk to shoppers. Cell phones should be for emergencies only. Avoid clustering with other vendors — there will be plenty of time for chatting when the market closes. Train your staff to follow these same rules and you will see your sales increase.

Tip: *When you get your display set up in a way that works well take some photos and sketch out the basic layout. Add a few written notes, bundle it into a binder or file folder and you, or anyone else, will be able to recreate that winning display easily.*

Let Your Products Shine

When you are designing a farmers' market display remember that your products should be front and center. All other materials — baskets, boxes, table covers, signage — are there to complement the product. When you select awnings, tablecloths, and containers, use background colors that enhance what you are selling. Avoid using colors that clash with your products or send mixed messages to the buyer.



There has been lots of research done on the role of color and marketing and the evidence certainly points to a connection between color, emotion, and consumer behavior.

The good news for you is that you don't need a degree



in color theory. What you need to know is that colors that come from nature are generally good colors and this makes your job easier. When you select colors for table covers, logos, and

packaging, keep in mind that you want to emphasize your products. In general, for food products, select colors in natural earth tones and avoid loud prints and bright shades. For craft products, let your product guide you. Don't be afraid to be creative — we're not encouraging you to be boring here, just to make the surroundings fit the product that you are selling.

Package to Fit

Knowing your customers provides you with important information about how to package your products for the best sales. Some customers will always look for product that is "pre-packaged," weighed, and priced, so they know exactly what they are paying. Other customers will want to select and bag their own from the basket. Find ways to accommodate both types of customer.

You might also try packaging a variety of items together to help customers gain a sense of how to use unfamiliar items. Examples of these bundles might include a stir-fry medley, a soup veggie pack, or a salsa kit. Many farmers have great success with this type of marketing.



Have a "Grab 'n' Go" Section

If your market is an afternoon market, you can expect some customers to stop by on their way home from work. While weekend markets often attract customers who want to spend time wandering from vendor to vendor, carefully selecting items and spending time learning about new products, you will find those same customers may have very different purchasing habits on a weekday afternoon. These customers may be in a hurry, tired, stressed out, and just not in the mood for a lengthy shop. Have some items packaged, priced and

ready for quick sales. For example, a bag of washed salad greens, some pre-made bouquets, pre-cut vegetables, ready-made desserts, breads, and cheeses all make it easy for customers to select, pay, and be on their way in no time.

Final Thoughts

As you review the information provided here, I hope you have caught the underlying message, which is that consumers use a lot of sensory input in making decisions to purchase. Having a great product to sell is necessary, but even a great product is not always sufficient to guarantee sales. If you want customers to fall in love with your product, you first have to get them to notice you. Appeal to as many senses as you can to make that happen and you will win them over. Use your selling space to create a sensory-rich experience for potential customers and you will see

your sales increase dramatically.

While an element of competition between vendors at a farmers' market is healthy, remember that truly successful markets are those where vendors look out for one another and take responsibility for making sure the customer experience is a good one. As you gain experience in direct marketing, you will learn many tips and techniques that work well. Never hesitate to share these strategies



with other vendors. It will make the entire market stronger.

Now It's Your Turn—Plan Your Display

Now that you have reviewed some tips for having a workable, attention-getting display at your farm market, it's time to get your display in shape for the coming season. Here are some ideas to get you started:

- Start by sketching out your display area. It will help if you do this on graph paper so you can create the design to scale.
- Make a list of the items that you'll be selling — keep in mind that if you sell fruits and vegetables, you might have less at the beginning of the season and more during the middle and end of the season. Use this list to see how many baskets, boxes, and other containers you will need.
- Make a list of what types of display material you have to work with — tables (length, width, height), baskets (how many, what size), banners, signs, table coverings, racks, stands, etc.
- Make a list of equipment that you will need to have, either in the sales area or nearby — scales, register or cash box, bags or other packaging material, water for misting your plants and veggies, etc.
- Put together a small box with tape, scissors, markers, pens/pencils, paper, etc. for emergency repairs or last minute signs.
- Repair broken table legs; clean or repaint the components of your display; wash banners, tarps, and signs; find appropriate materials to partially fill baskets and boxes
- Set up a mock display. This will give you a feel for how the display will look, how traffic will flow, and where some changes might be in order. Opening day is *not* the best time to discover that your baskets don't fit on the tables you have.
- Consider spending some time making some nice, durable labels for your products and some recipes, or other giveaways, that have your business name on them.
- Make up some information sheets that will provide answers to some common questions and have them laminated so that they will last the season.
- Hire good employees and train them well. Every individual who works at your farm stand should be well-informed, pleasant, and customer-oriented.

There are many more actions you can take that will make your market experience both fun and profitable, but these tips will help get your market display in shape.

Marketing to Enhance Farm Viability



Better Merchandising for Increased Sales

First impressions are everything. When merchandise is displayed neatly, creatively and attractively, it will attract customers' interest and openness to buying your products. This gets you one step closer to making a sale! The following five steps provide practical advice for better merchandising.

STEP 1 CONSIDER YOUR PRODUCT MIX

Obviously the things you grow or produce on site belong at your market. But what else? All things offered must work

If it works with your store's look and then sells, it belongs.

together to create a unified theme and look. There are many ways to branch out in what you offer; only some of them make sense. Ideas for themes in a store could include locally made products, hand crafted food products, garden related products,

or products related to beekeeping or sheep. The most important thing to remember is that you don't need to



carry everything. All merchandise must work together to promote the mission of your enterprise and to create a unified shopping experience for your customers. Most farmstands are too small to offer a very

broad product mix. Being selective in what you offer helps differentiate you and brings focus to your store.

At Annie's Garden Store, we have 3 buying guidelines: *uniqueness, high quality, and inspirational.* Beyond that, it "just must fit." When we are shopping at trade shows, we visualize the new merchandise in the store. We pass on many things, and we buy some products that we don't personally like. If it works with your store's look and then sells, it belongs.

STEP 2 GROUP LIKE SHAPES, COLORS, OBJECTS, AND TEXTURES

Blocks of similar colors or objects focus a person's eye. Sara Porth of Atlas Farm creates a "tower of color" at the front of her farmers' market display. This grabs people's attention from farther down the market and focuses their eyes on Atlas Farm's beautiful produce.

Grouping also helps people find things. At Annie's Garden Store, we have a room with candles and soaps, a room with tools, a room with table linens. Within those rooms, we mass like objects together.

A spring display may include a group of pink, yellow, and green pots and plants with similar colored candles and gifts. Any store will appear less cluttered when there are blocks of similar colors or shapes.

People believe they have a better choice ...when they are surrounded by abundance.

STEP 3 CREATE A SENSE OF ABUNDANCE

It is not news that the last three tomatoes at market are harder to sell than the first three hundred. People believe they have a better choice and are more inclined to buy when they are surrounded by abundance. The Walmart mantra, "stack them high and watch them fly," actually holds a lot of water.

You can create a sense of abundance on a much smaller scale. Remove empty bins and tables. Have smaller but more lush displays. Put false bottoms in containers once supplies get low, so that the containers still appear full. Supermarkets use red cloth under tomatoes and green under lettuce. This creates an illusion that there is more product than there actually is.



Continually freshen displays. For permanent stores, this should be done at least daily. For farmers' markets, you may do this every 20 minutes. Never allow customers to feel that they are buying picked-over merchandise. It has no appeal.

STEP 4 BE INFORMATIVE WITH SIGNS

You can silently promote your products and engage your customers with good signage. Atlas Farm uses several creative signage techniques to promote their produce and educate their customers at farmers' markets. Each price card is preprinted in a neat, computer generated font.

Tell them what makes your product special and why they can't pass it up.

Signs are laminated and all contain the Atlas Farm logo, vegetable price, and the words "Certified Organic". Many of the signs also give information on how to use the vegetable. This saves

your time because you don't have to spend all your time answering questions, and good signage also informs customers without making them feel ignorant or like they are bothering the salespeople on a busy market day. Making good signs requires some planning and preparation, but it will pay off.

People like a story. If they can connect with your product, they are more likely to buy it. Tell them what makes your product special and why they can't pass it up.

If you are part of CISA's Local Hero Program, use the Local Hero logo in your signage. Consumers in western Massachusetts are aware of the message (82% know the slogan), and they are buying local products because of it (70% of people who know the slogan buy locally every week as opposed to only 30% who don't know the slogan). Take advantage of any regional "buy local" campaign and adopt the logos that they are promoting.



STEP 5 SUCCESS IS IN THE DETAILS

Be attentive! Consider the following tips:

Keep merchandise fresh and clean. The removal of a wilted head of lettuce can make the whole display look better. Sara Porth takes a sprayer full of ice water to farmers' markets to mist greens. This keeps them from looking tired. Dusty merchandise looks old and unwanted. If you offer gifts or processed food, make sure everything is always clean.



Get merchandise off the ground.

Bending over to shop ruins the mood. Bruce Baker, a marketing consultant, calls this the "butt bump." If people have to stoop over, they are likely to rub bottoms with other customers or with merchandise.

- ❖ Have good lighting over people's heads and over merchandise.
- ❖ Table height should be 30–38".
- ❖ Put your best merchandise forward. If people like what they see at first glance, they are more likely to explore your booth or shop.
- ❖ **Refresh and rearrange.** Simply moving an object will often make it sell. If you do not have anything new to offer, move what you have around. It will make the store appear fresh and exciting.

There are many ways to merchandise your products. Always be searching for new ideas. Visit other farmstands, have friends critique your displays, and read books on merchandising. Trade publications and books on market research are often the most helpful. Apply merchandising principles of big stores to your own store. They've already done the research; take advantage of their free ideas!

Michelle Elston wrote this "Tip Sheet" for CISA. Special thanks to Sara Porth for her interview.

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You are What you Look Like: Preparing the Product Marketing Webinar for Direct Marketing Farmers Session Assignment

Your product display, whether at a farmers market or at your farmstand, can make or break a sale. There is a science to creating a successful display. The session on “How to Say What you Look Like” emphasized the critical components to display, as well as other components of drawing consumers to you, building the relationship with consumers and, consequently, building your sales. This exercise will help you to employ those lessons and create your own display and materials for increasing traffic to your table and growing sales.

- 1. Using your brand, create:**
 - a. Product and price signs**
 - b. Farm sign**

- 2. Take a photo of your current market or farm stand display. (If you don't have one, create an image in your mind of your display.) Using each of the 5 design elements of display, critique your display and identify any changes you will make.**
 - a. Signage:**
 - i. positive comments:**

 - ii. concerns:**

 - iii. changes to be made:**

 - b. height:**
 - i. positive comments:**

 - ii. concerns:**

 - iii. changes to be made:**

- c. **depth:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

- d. **color:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

- e. **shopability:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

3. List 5 probing questions that you can use to help you engage your customers and learn more about them.

- 4. Contact your county/local health department to determine the requirements for sampling your products. Following the requirements and recommendations, itemize what you will need to sample your products to minimize potential contamination, keep everything clean and encourage sales.**

- 5. Identify the complementary products you have that can be bundled or used to upsell your products.**

- 6. Create a farm flyer that expands your brand, informs your customer about your farm and products, identifies where you sell; identifies your web presence and lists any events you host.**

- 7. Create a facebook page for your farm. Incorporate your brand and create regular posts.**

- 8. Create a sell sheet for your products to have on hand for potential wholesale buyers.**

**You are What you Look Like: Preparing the Product
Quiz**

- 1. A display that successfully builds sales:**
 - a. Utilizes signage to identify products and prices
 - b. Utilizes signage to identify the farm
 - c. Uses height and depth to create a sense of abundance
 - d. Has space for easier interaction with the consumer
 - e. Separates color to delineate each product and make it pop
 - f. Has a farmer sitting in a chair waiting to customers to approach him
 - g. Options a. – e.**
 - h. All of the above

- 2. When selling products that do not easily display, a farmer can utilize the following to build an eye-catching display:**
 - a. Pictures of the farm, animals, products, farm family
 - b. Samples
 - c. Large signboard with product and prices
 - d. All of the above**

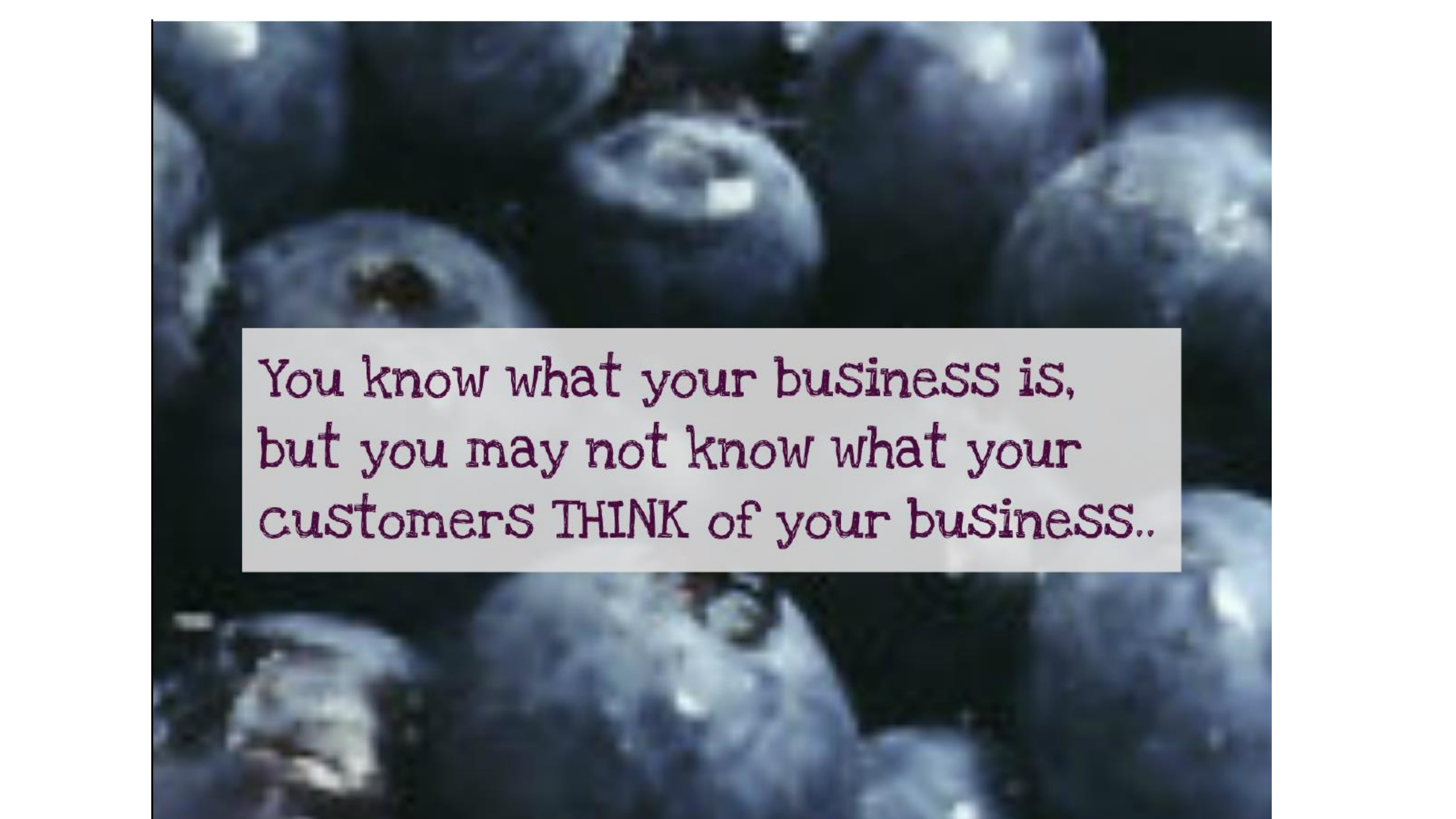
- 3. What happens when a farmer sits behind his table at the farmers market?**
 - a. Customers will stop and ask him/her questions
 - b. Customers will wait on themselves
 - c. Customers will ignore the farmer and pass his table**

- 4. Asking probing questions when you engage with customers will help you to understand your customer better. Which of the following would be an example of a probing question?**
 - a. How are you doing today?
 - b. What are you planning to cook tonight?**
 - c. Have you sampled my cheese?

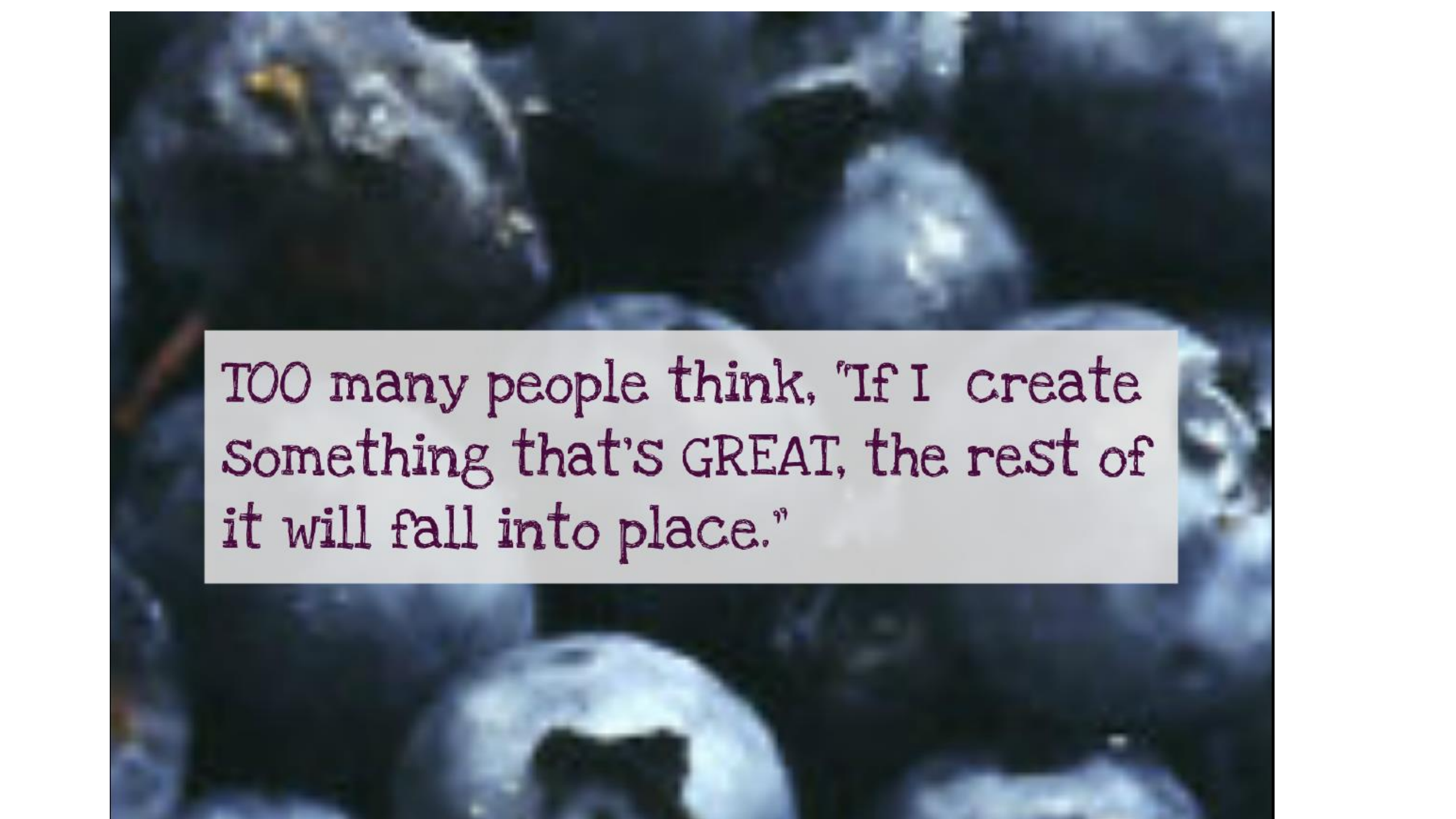
- 5. Upselling means that you are:**
 - a. Encouraging your customers to buy complementary products to what they are already purchasing**
 - b. Coercing your customers to buy your products
 - c. Telling the customer what you think they want to hear in order to get them to buy from you.



You are what they THINK you are!
SELLING THE PRODUCT



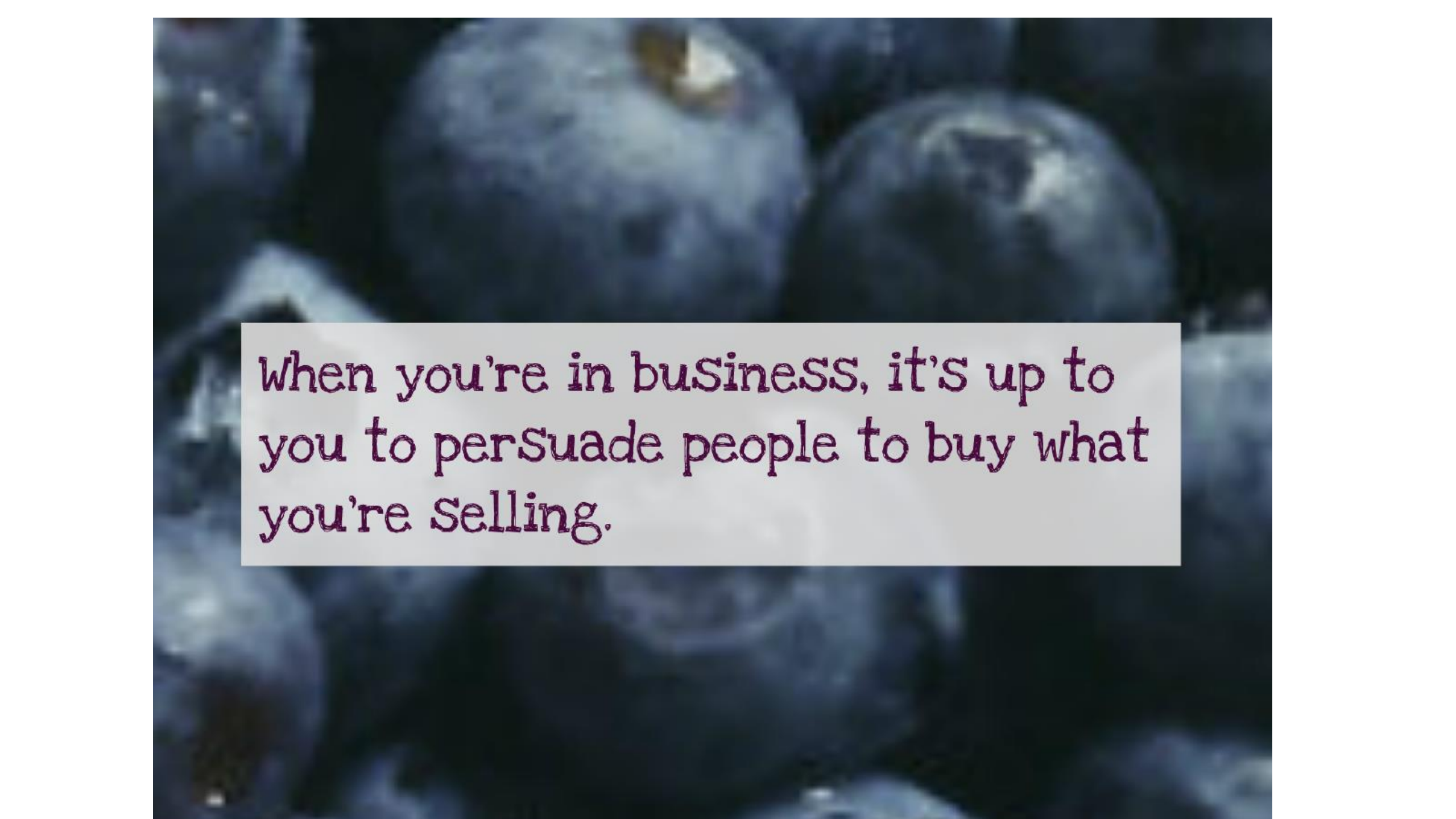
You know what your business is,
but you may not know what your
customers THINK of your business..

A close-up, artistic photograph of several blueberries. The berries are in various stages of focus, with some in sharp focus and others blurred in the background. The lighting is soft, highlighting the texture of the berries. A white rectangular text box is overlaid on the center of the image.

TOO many people think, "If I create something that's GREAT, the rest of it will fall into place."

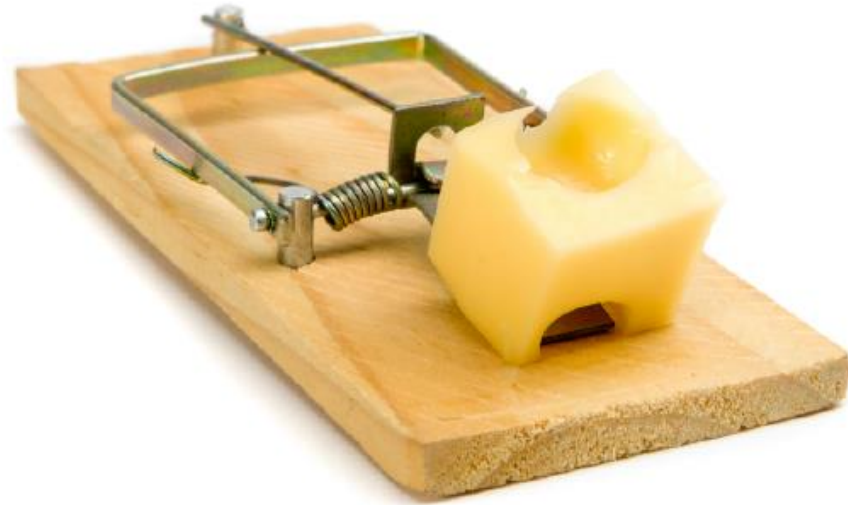


WRONG!



When you're in business, it's up to you to persuade people to buy what you're selling.

“Build a better mousetrap and the world
will beat a path to your door.”



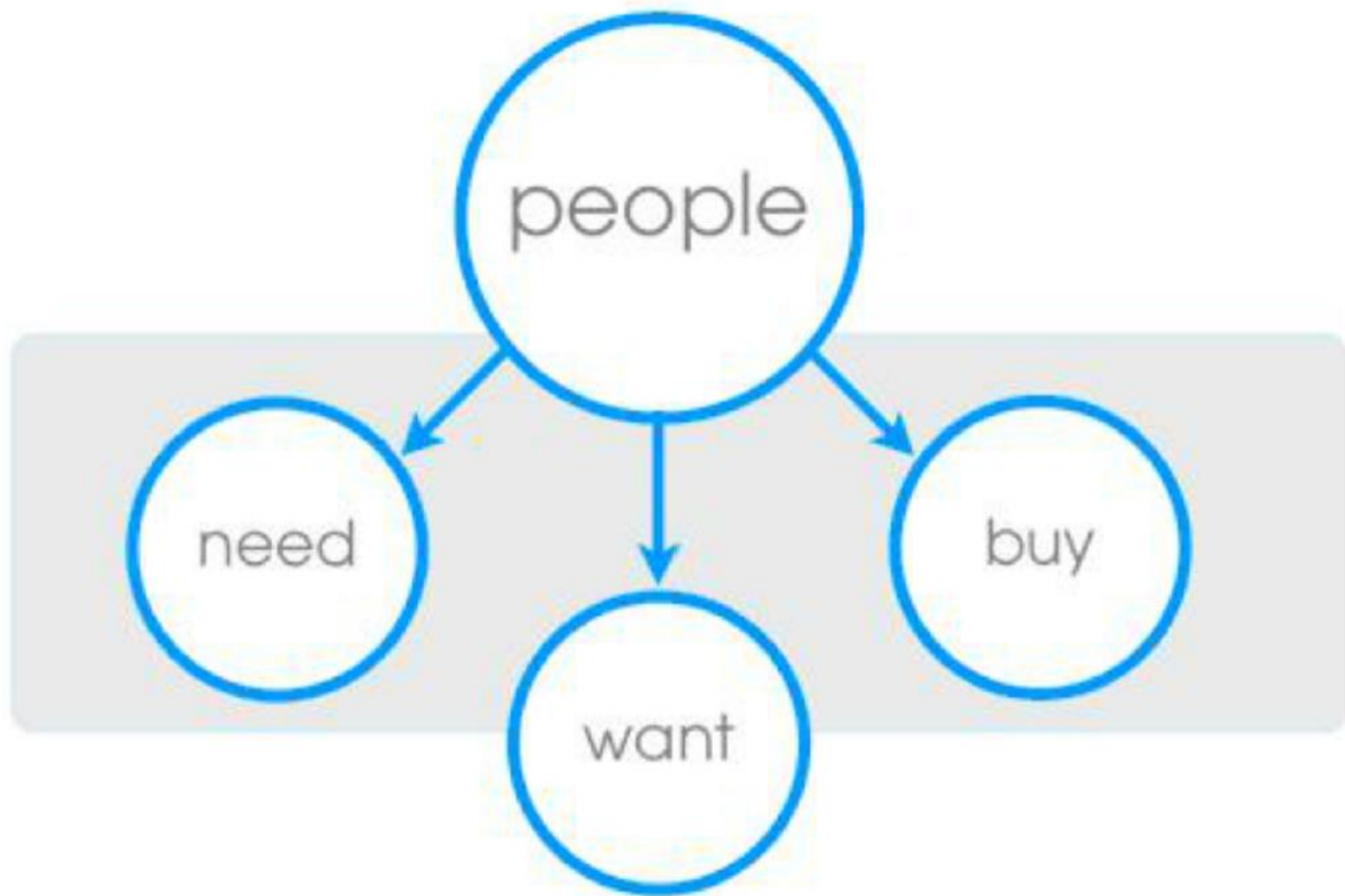
"Why don't people buy what I'm selling?"



Selling a product isn't
as complicated as it's
made out to be.

You need to answer just 3
simple questions:

1. Who am I serving?
2. What do they need/want?
3. How can I reach them and persuade them?



Selling Principles and Practices

1. Love what you're doing when you're selling a product

THE ONLY WAY TO
DO GREAT WORK
IS TO LOVE
WHAT YOU DO
Steve Jobs



2. Be knowledgeable about the product.



3. Help the customer see the perks.



4. Ensure that the product has been adequately explained.



5. Make the benefits of the product loud and clear.



6. Understand the motivations of the buyer.



7. Know how to open with a customer.



8. Convert the customer's motivations into the product's characteristics.



9. Understand all the aspects that feed into the end sale of a product.



10. Be honest.



11. Close the Sale.



12. Spread your product information.



13. Get creative...suggestive selling.



New Baltimore Farmers Market Recipe Swap

<http://www.ridethewavenb.com/farmers-market.html>

Sharing the goodness of our local harvest!

Zucchini - Tomato Salad

You will need:

2 medium sized Zucchini – quartered and sliced
4 large ripe tomatoes, seeded and diced
½ Vidalia or sweet onion of choice
2 TBS chopped fresh basil or dill
3 TBS Olive Oil of Choice
1 TBS Red Wine Vinegar
Salt and Pepper to taste

Follow these simple steps:

Bring 2 cups of salted water to a boil, add zucchini and blanch for 1 to 2 minutes, drain well

Combine Zucchini, tomatoes, onion, and basil or dill in salad bowl; Add oil & vinegar, toss to coat, then season with salt & Pepper

Allow to sit for a minimum of 30 minutes before serving to expand the flavors.

Note: For a twist substitute cucumber for zucchini in the salad. This salad also makes a delicious bruschetta – simply mix ingredients in blender or food processor and spread on favorite baked bread, you can also sprinkle with shredded parmesan cheese.

Recipe adapted from **Artichokes to Zucchini** Cookbook, © 2001

Listen to your customers. They will tell you what they value, which will let you create a USP.



We need to bait the hook to suit the fish.



Should You Use Features or Benefits to Sell Your Stuff?



Features Tell.

Benefits sell.

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole!"



Book A:

- 156 pages.
- Images and illustrations to illustrate the concepts.
- Many diets you can choose from.
- A complete list of cardio and strength exercises.

Book B:

- Start losing weight in the next 30 minutes!
- 20 exercises that will melt abdominal fat .
- Discover how to lose 4 pounds every week.
- Tone your muscles while losing all that fat.

Product versus Audience



BRANDING...

What matters?

"Clementine" or "Satsuma"



“Seedless” or “Easy to Peel”



People want an emotional connection to their food, and that's part of what's driving the growth in branded produce.

Branded fruits and vegetables are playing an increasingly critical role in fresh food, boosting the bottom line in produce departments across the nation.

Shoppers continue to demand more information about the source of the foods they buy.

AS CONSUMERS have become more health-conscious, they've also become more aware of the quality of the products and ingredients in their shopping carts.

with this heightened awareness, branding is important, as consumers are searching for products they can trust.

Traditionally, fresh produce has competed with low prices. When you have a brand with loyalty, you don't have to have the lowest price.

Farmers markets are much more than just a place to sell food. They have become important community institutions.

They serve an educational function, helping people learn to eat better.

How to make your marketing efforts a success?



How to make your marketing efforts a success....

- Quality
- Pricing
- Merchandising
- Sampling
- Demeanor

10. Have a shelter.



9. Create a flow.



8. Display clear signs



Green
Things
Farm

We
Accept
Credit
Cards

Squash \$1.50/lb

Sweet Potato \$2/lb

Potato \$2/lb

Onion \$3 Bac Choy \$2

Daikon \$1.50 Chard \$2.50

Cilantro \$2

7. Brand your farm



6. Keep it simple and consistent



5. Use three dimensions



4. Keep it clean



3. Talk with customers



2. Plan ahead



Have Fun!



Setting prices: a balancing act



Be fair to the customers - and to yourself!

Your prices might be higher than grocery stores for several reasons.

- First, produce is often a "loss leader" for supermarkets. Don't try to compete with discounted prices.
- Freshness gives you an edge.
- Quality should be higher at farmers markets.
- Specialty items may not be available at many supermarkets.

*“You get what
you pay for.”*

A vibrant assortment of fresh fruits and vegetables including corn, apples, tomatoes, strawberries, and blueberries. The produce is arranged in a dense, overlapping composition, with various colors like red, yellow, green, and blue. A semi-transparent white box is overlaid on the top center of the image, containing text.

You are what they THINK you are!
SELLING THE PRODUCT



You Are What They Think You Are: Selling the Product

Presenters: Dave and Michelle Bellso
Designworks Advertising

Webinar Questions and Answers

1. How can we get good, honest feedback from our customers?

Good leading question can help you get at the information you want from your customers and help you build your customer relationships; for example:

- Did you try _____?
- Were the tomatoes as good as I said they were?

Other ideas would be:

- An evaluation form that customers can fill out anonymously
- Email or social media conversations

2. Any ideas on introducing an old product in a new light? Ex: Prune juice gets a bad wrap, but it is really a delicious juice... Grape juice stains clothing, but the health benefits as with prune juice should supercede "old" impressions of a product. How would you re-educate?

You can re-educate your customers by giving them new ideas on using your product. Try giving them recipes using your product, or more information on the benefits, ie health benefits, of your product. Finally, the best way to re-educate consumers about your product is through sampling. When customers sample your product they are more apt to buy. They can taste the difference, and are much more compelled to buy when they have sampled.

3. Can you offer any guidance in developing a brand or logo?

First you need to make sure you know who you are trying to reach so that your brand and logo will speak to them. Then your logo and brand should tell your story – who you are. You can do that through the image, the color, the font you use. Each component should reflect who you are; i.e. you are more traditional and that can show through using a Times New Roman font. Your logo should be simple. Too cluttered, too many colors and the use of multiple fonts is not memorable. It's too busy to form a cohesive vision in the consumers mind. Also, you don't need to spend a lot of money on your logo and brand.

4. Do you think branding your farm with a major landmark is less effective than with what is grown?

Branding with a landmark rather than a product is less effective. It does set you apart from others, but at the end of the day its about what you are selling, not where you are located.

5. Should your brand be consistent across all marketing media; i.e. social media, CSA, farmers market?

It is important to keep your brand consistent across everything you do. It is what consumers recognize as your business and links all components of your business together. It is easier to cross sell your businesses and products when consumers recognize them as your brand, no matter whether they are looking at your Facebook page, a newspaper ad, participating in your CSA or stopping at your farmers market booth.

6. Should features and benefits be included on our signs?

You should include some of the features and benefits on your sign. Some customers are shy about asking questions, so this gives them the information they need to know that your products are what they want. Including that information on your sign also helps to grab customers attention as they are walking by your products or market booth. It also helps you to hold customers at your table while you finish waiting on another customer. The one waiting is reading the sign, getting the information they need and will be able to make their buying decisions or formulating their questions while they wait for you. Finally, adding features and benefits to your signage helps to build your credibility and your expertise with your products.

7. Can signage be handmade or should it be professionally made?

You can make your own signage, but it is best if it looks neat, clear and readable. It is easier for consumers, but also looks professional. Shows you care about your business and your brand.

8. Does creating professional looking signage and banners look too corporate to be effective for farmers markets and farm stands?

No, it just makes you look professional. It helps people to read your signs easily and helps you to educate your consumers about your products. Keep in mind that you have a maximum of 5 seconds to capture someone's attention as they walk by your market table. Your signage and your brand are what will capture their attention. So signage is critical to your business and you want the image your signage gives consumers to reflect a professional, who cares about his products and his customers.

9. How do you decide how and what products to bundle or cross sell?

Look at grocery stores for trends. You can see what they are cross selling and you can follow their example, whether in the products they are bundling or in the packaging they are using (i.e. packaging for 1 or 2 people). But some ideas for you would be:

- Sample packs. Bundle something unique or new to your farm with other products to get people to try new foods.
- Give a recipe that uses multiple products on your table.
- Give freezing instructions for fresh foods to encourage people to buy larger quantities

Get creative when you put things together and then tell them how to use the products.

10. You advocate giving recipes and food preservation instructions. But they all have a cost to them. Is the rate of return on these worth the cost?

Giving out recipes does not have to cost much. Just print them off on your computer and you can get 3 or 4 out of a page. So the cost can be minimal. Same with preservation instructions. But when you give your customers recipes for your products you are able to cross sell your products, so if you use a recipe using 4 of your products, you are more likely to sell the customer all 4 of those products, rather than the one they may have been looking at. But when a customer goes home with a recipe that they can use over and over, it makes your business more memorable. Your farm name and logo is on the recipe and every time they use that recipe, they think of you and want to get your products to make the recipe again.



You Are What They Think You Are

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Benefits

A benefit is the description of the difference a product or business will make to the consumer's life. For example; by using an Apple product, you are part of the "Cool" culture.

Features

Features are the components of the product. For example; miles per gallon for a car, a moon roof and a 5 speed stick shift are features of a car.

Four "P"s of Marketing

These are the important aspects of marketing any product: Place, Product, Promotion and Price. Each component needs to be in sync with your customer's needs for a sale to take place.

Suggestive Selling

Suggestive selling is a way to cross sell your products. You give the customers ideas on what to purchase from you. You literally suggest products for them to buy.



You Are What They Think You Are: Selling the Product

Marketing Webinar for Direct Marketing Farmers Session Assignment

Perception is Reality. You never know what your customers actually think about your business and products. Unless, of course, we ask. It's important to know the customers perception of you and what their values are so that we can relate our business and our products in ways that matches customer needs and motivations.

- 1) Write a description of what you think people should see when they look at your business and products.

- 2) Talk to 5 different people who are familiar with your business, preferably customers, and ask them what they see when they view your business and products. What are the main characteristics, good and bad, that they identify with you?
 - a. How does this compare with your own view?

 - b. What changes can you make to bring your business and products in line with what you want customers to see and what they actually see?

- 3) Choose your top 3 products for this exercise
 - a. List the features of each product:

Product 1	Product 2	Product 3

b. List the benefits of each product:

Product 1	Product 2	Product 3

c. With each product, identify what would motivate a customer to buy your products:

Product 1	Product 2	Product 3

4) In previous workshops you have identified your target audience. Using the products listed in Question 3 and knowing your target, what motivates your target customer to buy? What can you say about your business and products that addresses those motivations so that they will buy your products?

	Customer motivations	How can you position your product to match customer motivation?
Product 1		
Product 2		
Product 3		

- 5) What can you do to create a unique selling experience for your customers? Your answer should include addressing concepts such as branding, display, your space, cross/suggestive selling, product, price and yourself.

You Are What They Think You Are

Quiz

- Which of the following characteristics of a product will be motivators for people to buy the product?
 - It is locally grown
 - It is pasture raised
 - It is a tenderloin
 - a and b
 - all of the above
- to understand what motivates our target consumer to make purchases we can:
 - talk to them directly
 - interact through social media
 - observe behavior
 - all of the above
- Suggestive selling will
 - Require you to be dishonest with your customers
 - Trick consumers into buying products they may not want
 - Sell more of your products to each customer
 - Encourage kids to beg their parents for sugar-laden snacks
- To open a sale, you should:
 - Make eye contact with your customers
 - Greet your customers
 - Turn your back to the customer
 - Ask open ended questions
 - a, b, d
 - all of the above
- Farmers should never price compete with supermarkets. What is the most significant reason why farmers prices can and should be higher than a supermarket
 - Farmers should always have the lowest price
 - Farmer quality and uniqueness justifies a higher price
 - Supermarkets often use produce as a loss leader
 - Supermarkets are imitating farmers markets
- True or False: No matter what the product is, the marketing principles and strategies are the same.
 - True
 - False
- Transferring your knowledge of your product to consumers is important because:
 - It build your credibility
 - It helps consumers to see the benefits of your product
 - It answers questions that consumers have about your product
 - It motivates people to purchase your product
 - All of the above