

Alluvial Farms pet treats market expansion

Produced with support from USDA Western Sustainable Agriculture Research and Education



Background

Alluvial farms est 2015
Farrow to finish, Animal Welfare Approved
120 hogs per year, ~\$260K annual gross revenue



Launched in May 2023

Two ingredient pork liver cracker for dogs and
pork liver meal topper for all pets.

Competative Landscape

What's out there now & industry trends



Trends:

Humanization of Pets | Sustainability and Ethical Sourcing | Pet Health and Wellness | Back-to-Basics Ingredients | Local and Artisanal Products | Customization and Personalization

Competitive Situation in the Pacific Northwest

Strong emphasis on sustainability, organic products, and supporting local businesses. The pet industry in this region is highly competitive, with numerous local and regional brands that emphasize quality, ethical sourcing, and environmental responsibility.

Local Brands and Artisanal Products: Consumers in this region are willing to pay a premium for locally made products, especially those that emphasize natural ingredients and minimal processing.

Large National Brands: National brands with organic and natural product lines also compete in this market. These brands often have more significant marketing budgets and distribution networks, but they may lack the authenticity and local connection that smaller, artisanal brands offer.

Retail Landscape: Specialty pet stores, farmers' markets, and co-ops are popular in the PNW, providing an excellent platform for local brands to reach their target audience. However, the presence of large retail chains and online platforms like Chewy and Amazon adds another layer of competition.

Community Engagement: Brands that actively engage with the local community through events, partnerships with local farmers, and social responsibility initiatives tend to build strong customer loyalty in the PNW.

Business Goals

01

Grow Alluvial Pets Club from 18 to 200 families by end of 2026.

- Monthly or bimonthly subscription.

02

Increase Total annual gross revenue to \$40K by end 2026.

- launched May 2023: \$5,700
- 2024 to date: \$13,000
- 2024 goal: \$17,000
- 2026 goal: \$40,000

03

Increase in-house production from 100 bags to 400 bags per month

- Weekly production runs of 100 bags each.
- Using some liver from other farms

Customer needs

Buy a high protein/low calorie treat.

Give their dogs a high value treat, that the dog loves and is also good for them.

Buy pet treats made with as few ingredients as possible.

Know the place/the farm where their pet's treats come from.

Support ethical ranching.

Support local businesses and take care of their local community.

User/Buyer Persona

Sarah Thompson, 34 y.o., lives in Bellingham, WA. Environmental Scientist.

Married, no children, but has a 5-year-old Border Collie named Max

Income: \$75,000 annually

Lifestyle: Eco-conscious, outdoor enthusiast, prefers local and organic products

Background:

Sarah is deeply connected to the outdoors and is passionate about environmental conservation. She spends her weekends hiking, camping, and exploring the natural beauty of the Pacific Northwest with her dog, Max. Sarah is health-conscious and applies the same standards to what she feeds Max, prioritizing his well-being with high-quality, natural, and ethically sourced products.

Values and Motivations:

- **Sustainability:** Sarah is committed to reducing her carbon footprint and supports brands that prioritize environmental sustainability.
- **Health and Wellness:** She believes in feeding Max only the best, with a focus on simple, nutritious ingredients that promote his health and vitality.
- **Local Support:** Sarah prefers to support local businesses and is willing to pay more for products made by farmers in her community.
- **Transparency:** She values transparency in sourcing and production and wants to know exactly where Max's treats come from and how they're made.

Buying Behavior:

- **Research-Oriented:** Sarah spends time researching products online, reading reviews, and checking ingredient lists before making a purchase.
- **Brand Loyalty:** Once she finds a brand that aligns with her values, she becomes a loyal customer and often recommends it to friends and family.
- **Shopping Habits:** She frequents local farmers' markets, specialty pet stores, and co-ops, and is also open to purchasing from local vendors online.
- **Communication Preferences:** Sarah appreciates brands that engage with their customers through social media, email newsletters, and community events.

Pain Points:

- **Lack of Transparency:** She is frustrated by brands that do not clearly disclose their sourcing and production practices.
- **Over-Processed Products:** Sarah avoids treats with long ingredient lists and additives, preferring those that are minimally processed.
- **Environmental Impact:** She is concerned about the environmental impact of pet products, especially packaging waste.

branding

Alluvial Farms has a two year SARE grant to do market research on pet treat branding, July 2024-July 2026



INITIAL RESEARCH SUGGESTS THE FOLLOWING KEY CONSUMER NEEDS TO INFORM BRANDING:

- Nutritious and sustainably sourced
- Few ingredients and transparently sourced.
- Supports local farmers while maintaining highest quality for pet health.
- Farm to furry-littl-face treats and supplements made with love.

OUR BRANDING AND MARKETING JOURNEY

- Conduct market survey to confirm and or narrow consumer insights around pet treats/nutrition.
- Build the brand positioning strategy.
- Embark on brand naming process for treats and powdered supplement
- Create a go to market brand slogan.
- Develop a 24 month marketing plan to achieve goals.

Schedule & Deadlines

PREWORK - TIMING TBD

- Market survey
- Brand positioning strategy
- Naming process
- Brand Slogan
- Marketing plan

01

Q1 '25

- website update
- contract with Native Marketing to work alongside marketing assistant to complete rebrand.
- hire marketing assistant to complete customer research & enact marketing plan

03

Q2 '25

- Attend spring craft shows
- marketing assistant and founder enacting marketing plan
- Native Marketing undertakes rebrand

03

Q3 '25

- Create new packaging based on rebrand
- marketing assistant and founder enacting marketing plan
- Native Marketing completes rebrand

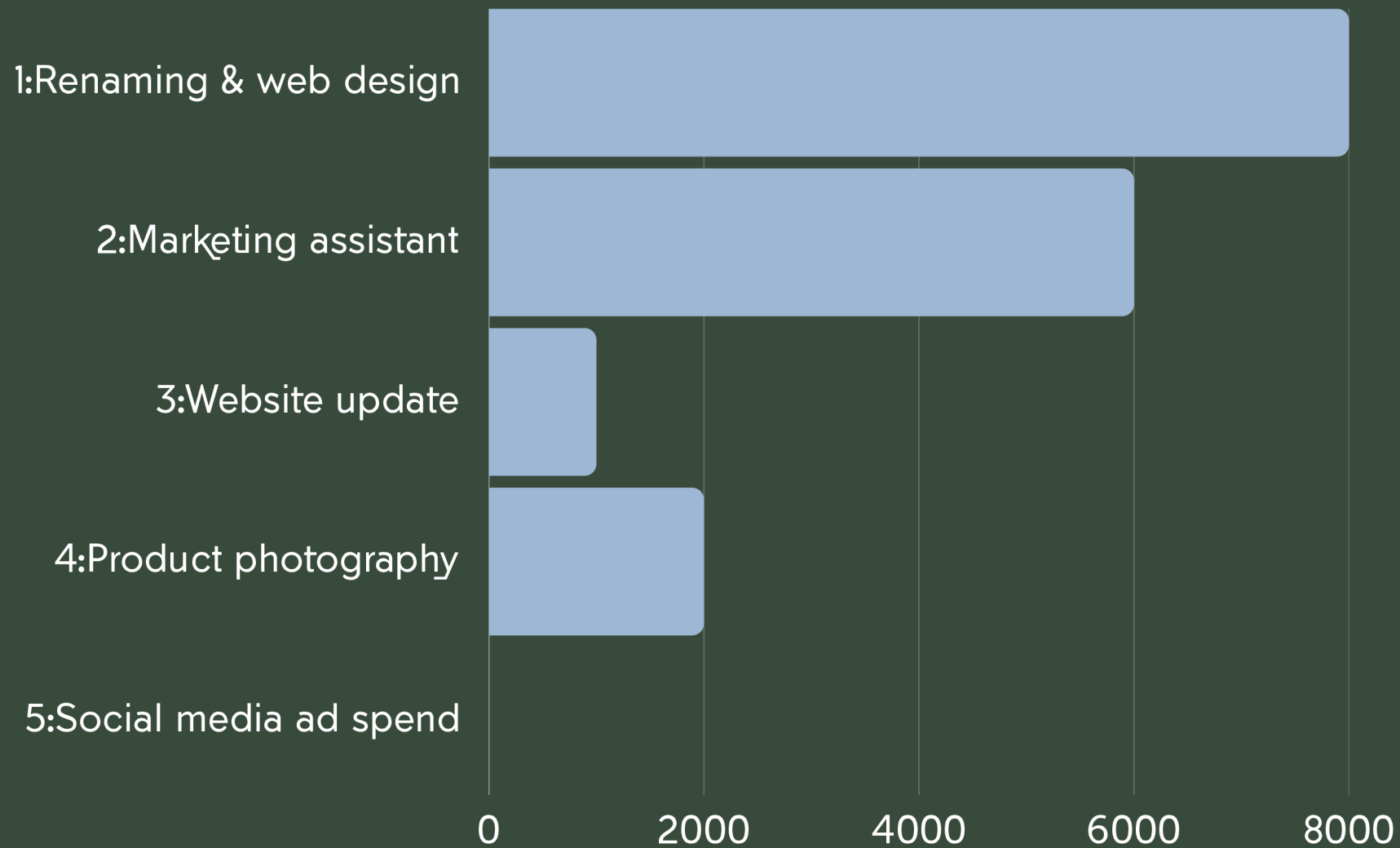
04

Q4 '25

- Four craft shows, two each in Seattle & Bellingham.
- Begin to seek media coverage.
- keep working towards ten local retail partners.
- work with consultant to finalize marketing plan for 2026.

Budget

2025-2026



Expenses associated with the campaign over 2025-2027

Item 01: contracted branding agency

Craig McAnsh worked with Alluvial Farms to complete this deck and has experience with pet food brands of our size. \$8K contract.

Item 02: contracted marketing assistant

Contracted marketing assistant to support Alluvial Farms to complete SARE funded customer research, interface with branding agency, graphic design, social media, & email campaigns. \$6K/year for at least two years.

Item 03: website updates

Marketing assistant enacts the website update with contractor Profituned. Update is described in the recent successful Alluvial Farms VAPG grant application. \$1000

Product photography

Professional photography by Katy Moran. \$2K

Item 04: social medial ad spend

\$50/week x two years

Marketing & Production Team



Matthew McDermott

Head of Farming, co-owner



Rob Jordan

Head of production, Farm-mate



Alex Durney

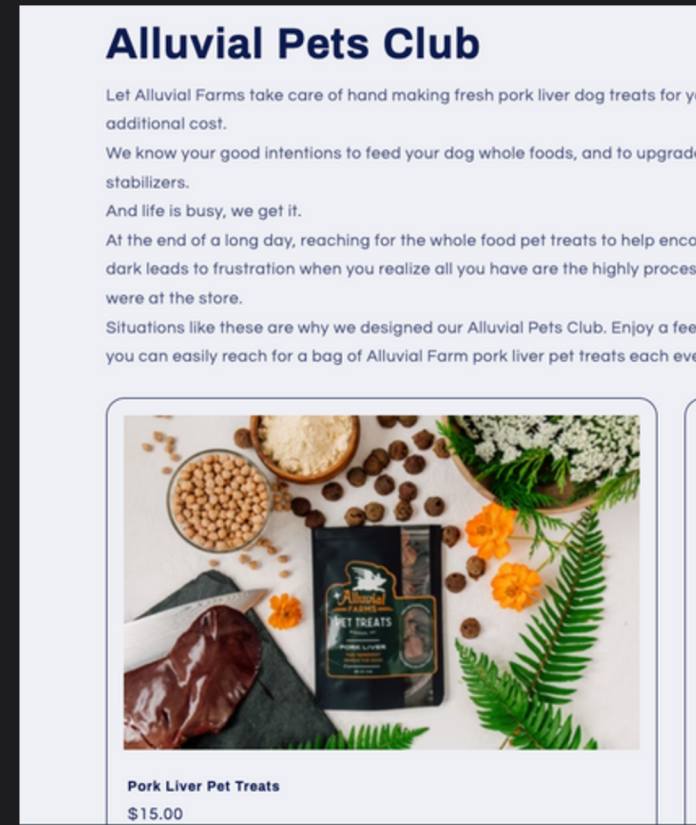
Sage & Fern Studio, formerly marketing assistant at Alluvial Farms

Marketing Channels

The following channels will help reach the campaign's target audience.



Attend regional craft shows & Bellingham Farmers Market



Drive online traffic to Alluvial Pets Club; monthly subscription service



Goal of ten local retailers



Seek media coverage to increase subscriptions

Marketing Mix

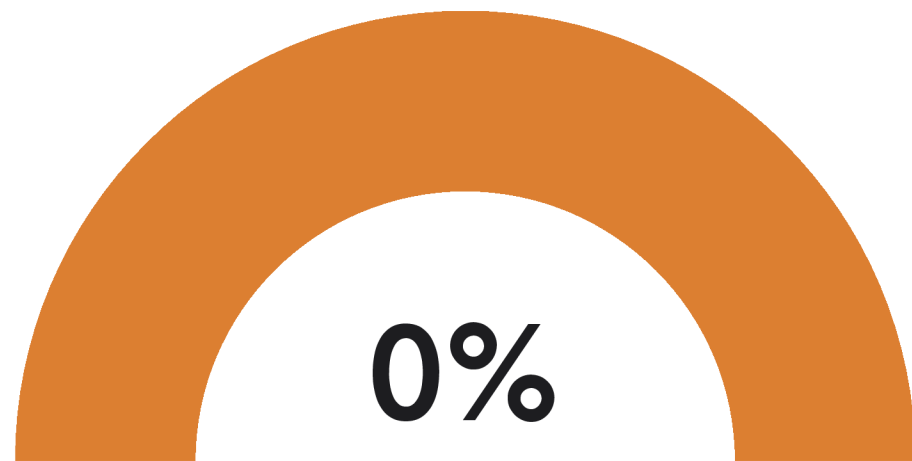
Identify the following details of this marketing plan in order to optimize it.

MARKETED PRODUCT	PRICE	PLACE	MARKETING
5 oz bag of pet treats	\$15	craft shows and BFM	e mail marketing & social
5 oz bag of pet treats	\$10	ecommerce subscription	"
5 oz bag of pet treats	15-17	ten local retailers	"

Key Performance Indicators

From baseline on September 1, 2024:

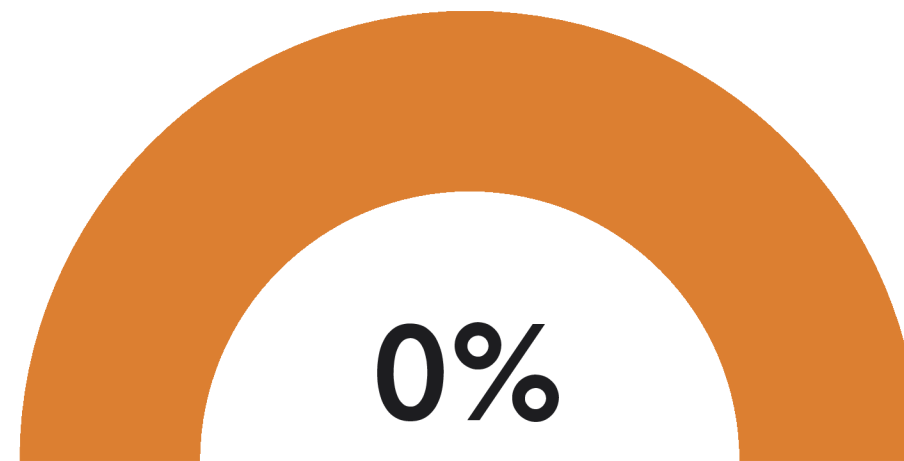
- 18 families subscribed.
- \$1300 monthly gross revenue from pet treats.
- 100 bags produced per month.



0%

KPI 01

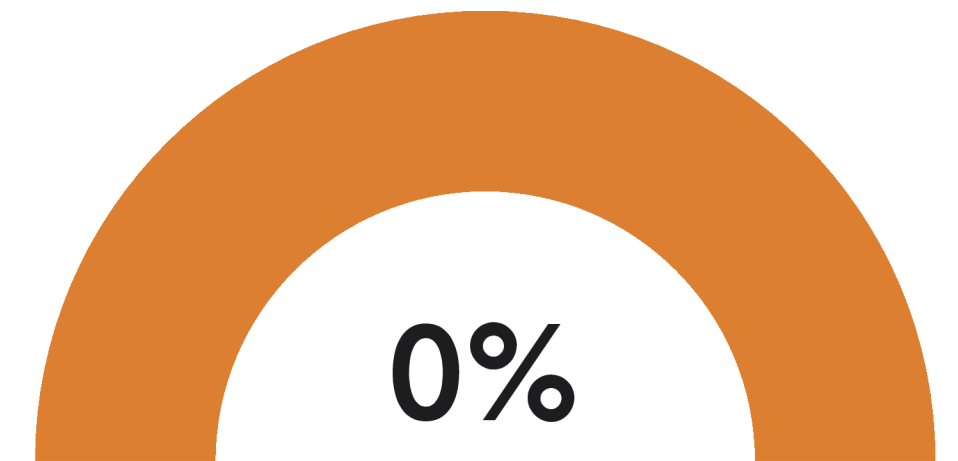
Number of families subscribed to Alluvial Pets.



0%

KPI 02

Gross monthly revenue from sales of pet treats.



0%

KPI 03

Number of bags produced per month.

Have a Question?

contact us

Phone

206 992 7034

Address

6825 Goodwin Road
Everson, WA 98247

Email

info@alluvialfarms.com

Website

www.alluvialfarms.com



Thank You.

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