

Sell What You Grow



Ways to Market your Product
Locally and Regionally

Sustainable Small Farming & Ranching



Skagit
County

WASHINGTON STATE UNIVERSITY
EXTENSION



CULTIVATING SUCCESS™
sustainable small farms education

The Basics of Direct Marketing

- Capture more of the profit
- Disperses market risk
- Develop unique product identity
- Increase consumer-farmer connection and provide product feedback

Reap New Profits

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The Sustainable Agriculture Network (SAN) is the national outreach arm of the Sustainable Agriculture Research and Education (SARE) program administered by USDA-CSREES. This bulletin was produced in partnership with the National Center for Appropriate Technology (NCAT).

Marketing Strategies for Farmers and Ranchers



CATTLE RANCHER PEGGY SECHRIST (IN PLAID SHIRT), AND HUSBAND, RICHARD, INTRODUCE NEW CUSTOMERS TO PASTURE-RAISED BEEF BY STAGING TASTINGS AT MARKETS AROUND THE AUSTIN, TEXAS, AREA. PHOTO BY JERRY DEWITT

www.sare.org

Direct Marketing Options

- Community supported agriculture (CSA)
- Farmers' markets
- Grocery stores, Restaurant, Food Banks
- U-Pick
- Farm to School
- Farm stands
- Cooperatives or Food Hubs
- Ag Tourism
- Internet

Community Supported Agriculture

- How it works
- Benefits
 - Payment occurs at the beginning of season
 - Quantity harvested is guaranteed sale
- Challenges
 - Requires advanced planning
 - Experience in production
 - Distribution



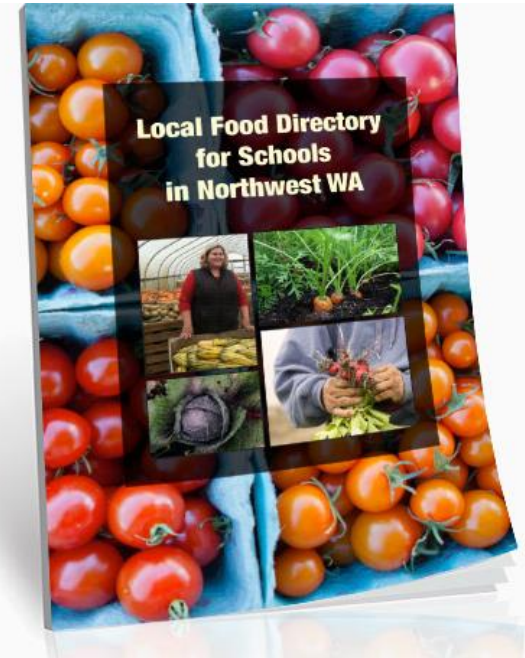
Check out
Helsing Junction Farm at

<http://www.helsingfarmcsa.com>



Farm to School

- How it Works
- Benefits
 - Contract sales
 - Efficiency of scale (production)
 - Healthy produce to kids
- Challenges
 - Requires Food Safety (GAP) certification
 - Lower Price per unit
 - Hard market to get into for new business



<http://www.wafarmentoschool.org/>

Direct Sales to Restaurants

- How it works
- Benefits
 - Price maker instead of taker
 - Interest in unique product
 - Direct communication with single buyer
- Challenges
 - Schedule
 - Particularity of buyer



Farmer Fisher Chef Connection
March-Seattle

Farm to Table Trade Meeting
February-Bellingham

Farm Stands



- How it works
- Benefits
 - Low transportation cost
 - Extra sales location
- Challenges
 - Product loss
 - Everyday display=everyday harvest
 - Payment- staff or honor system
 - Location and regulations

Puget Sound Food Hub

(Farmer Cooperative)



www.pugetsoundfoodhub.com

- How it works
- Benefits
 - Low transportation cost
 - Increases sales marketing area
 - Price setter not taker
 - Maintain farm brand to buyers
- Challenges
 - Requires Liability Insurance

www.campbellriskmanagement.com

 - Requires internet and marketing knowhow
 - Application required and farm competition

Farmers Markets

- How it works
- Benefits
 - Develop customer base
 - Receive full retail value
 - Customers come to you
 - Communicate growing practices direct to consumer
- Challenges
 - Labor and time
 - Product loss
 - Competition
 - Requires customer service skills
 - Every market is different



To learn more about
farmers markets, visit:

www.wafarmersmarkets.com

seattlefarmersmarkets.org

www.bellinghamfarmers.org

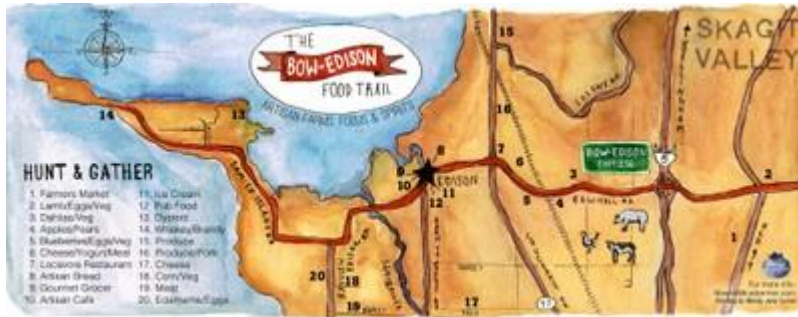
www.mountvernonfarmersmarket.org/

U-Pick Operations

- How it works
- Benefits
 - Customers come to you
 - Reduced harvest labor
 - Price setter
- Challenges
 - Staffing
 - Regulations
 - Liability
 - Marketing and Communication



Ag Tourism



- How it works
- Benefits
 - Customers come to you
 - Selling an experience
 - Future customers



- Challenges
 - Staffing
 - Regulations
 - Liability
 - Marketing and Communication



Agritourism

- <http://www.outstandinginthefield.com/>
- <http://bowedisonfoodtrail.tumblr.com/>
- <http://www.festivaloffamilyfarms.com/>
- <http://www.bellewoodfarms.com/>

Let the Internet work for you

- Promote your products and availability
- Sell your products
- Have your own web site or get listed in a online guide or directory



www.localharvest.org
www.eatwellguide.org
www.pugetsoundfresh.org/

Resources

- WSDA Greenbook

<http://agr.wa.gov/marketing/smallfarm/greenbook/>

- USDA Farmer Direct Marketing

www.ams.usda.gov/directmarketing

- North American Farm Direct Marketing Assn.

www.nafdma.com