Marketing Strategies for Urban Farmers

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Developing a Written plan

go.osu.edu/marketingplan

A Marketing Plan

Developing a written marketing plan usually begins with a situation analysis (Cooper, 2000), and determining how to manage resources and risks. If you’re looking for financing, most potential funders wish to see a complete business plan (Mason & Stark, 2004). Other good reasons to create a plan include giving your business a competitive advantage by being prepared for contingencies (Honig, 2004).

- Resource Management
- Risk Management
- Marketing & business plan/management (Goals, Milestones, Budget, Calendar)

Resources for Entrepreneurs

Interactive Business Plan (Microsoft Word document)

Financial Spreadsheet (Excel spreadsheet)

Business Planning Video, Brad Bapst

Related Content

- Agencies and Organizations
- Community Development
- Cooperative Development
- Team Academic Resources
- Team Collaborators

External Resources

- Follow us on Twitter
- Like us on Facebook
- Ohio Direct Marketing Blog
COVID-19 Farm Info

go.osu.edu/foodfarmsafe

Factsheets

The Coronavirus 2019 (COVID-19) pandemic is a rapidly evolving situation. Science-based information is available and updated as new information becomes available at the CDC and Ohio Department of Health. The following are resources specific to specialty crop producers, marketers and consumers on COVID-19 and food safety. As the scientific community learns more about COVID-19 information in these factsheets will be updated.

FOOD SAFETY FAQ

COVID-19 AND FOOD SAFETY FAQ

COVID-19 INFORMATION FOR THE PLAIN COMMUNITY

SPECIALTY CROP FARM OPERATORS

COVID-19 FOOD SAFETY: FARM OPERATORS

PRODUCE AUCTIONS

COVID-19 FOOD SAFETY: PRODUCE AUCTIONS

HOW TO SAFELY REMOVE DISPOSABLE GLOVES

HOW TO SAFELY REMOVE REUSABLE GLOVES

FARM MARKETS & U-PICK FARMS

COVID-19 FAQ FOR U-PICK FARMS- STEPS FOR FARM MANAGERS

BEST FOOD SAFETY PRACTICES-FARM STAND AND U-PICK PRODUCE OPERATIONS

COVID-19 FAQ FOR FARMERS MARKETS- STEPS FOR MARKETS AND MARKET MANAGERS
Selling Eggs in Ohio: Marketing and Regulations

Direct Food and Agricultural Marketing Series

Peggy Kirk Hall, Assistant Professor and Field Specialist, Agricultural and Resource Law
Eric Barrett, Assistant Professor and Extension Educator, Agriculture and Natural Resources, Mahoning County
Emily G. Adams, Extension Educator, Agriculture and Natural Resources, Coshocton County
Heather Neikirk, Extension Educator, Agriculture and Natural Resources, Stark County

Eggs are in high demand from farms and at farmers markets. The Ohio Farmers Market coalition states that eggs are one of their most requested products at markets across Ohio. As the popularity of backyard poultry flocks continue to rise, interest is increasing to sell eggs from chickens, ducks, geese, turkey and other poultry. This fact sheet explores direct marketing of eggs, from choosing appropriate breeds to good handling practices for food safety, as well as the possible licensing, regulatory requirements, and insurance coverage considerations for selling eggs in Ohio.

Choosing Chicken Breeds for Production and Sales

Choosing to direct market eggs requires the producer to ask and obtain answers to several critical questions before investing in raising poultry for egg production. These questions include:

- What is the best breed fit with my operation?
- What are the common poultry breed characteristics?
- What is the market for selling eggs in my community?
- What size and color of eggs do customers in my area prefer?

The table below will assist beginning direct marketers in answering these questions by looking at brooders, egg production and market demand.
Resources You’ll Need

ohioagriculture.gov
Scroll down, click food safety
Search under food safety

Registration Forms for ODA
Farm market
Farmers’ market
Farm product auction
Rules for cottage foods and more
Today’s Agenda

1. Trends in Local Foods
2. Marketing Channels
3. Alight Your Digital Marketing
4. Social Media Marketing
Trends in Local Foods
The Black Swan: COVID-19

Change in Spending from Same Week One Year Ago

Food Sector
Contactless Delivery, Curbside Pick Up and others will become the norm for many reasons
why we all should be EATING LOCAL

ENVIRONMENT

Eating locally grown produce and foods manufactured close to home is one of the most significant ways to do something good for the environment.

if every U.S. citizen ate just one meal a week composed of locally and organically raised meats, grains, & produce, U.S. consumption would be reduced by 1.1 million barrels of oil per week

In the U.S. we export 1.1 million tons of potatoes, while we also import 1.4 million tons. Food transport has become not about feeding people but about making a profit, at great cost to our environment.

ENVIRONMENTAL FACTS

INDUSTRIAL FARMING METHODS PROMOTE SOIL EROSION, SALINIZATION, DESERTIFICATION, & LOSS OF SOIL FERTILITY.

FAO (Food & Agriculture Organization Of The United Nations) ESTIMATES OVER 25% OF ARABLE LAND IS ALREADY COMPROMISED

ECONOMY

Eating locally produced foods supports local farmers and contributes to the local economy in a direct and sizable way. Also, as the sustainable food production sector grows so does the number of living wage jobs.

an increase in regional food consumption of 5% could translate into a net benefit of $100 million for the region

how much goes back to the farmer?

$90 on the dollar

$27 on the dollar

the other $79 goes to pay for marketing, distribution, etc.

80% EXPORTED OUT OF STATE

60% EXPORTED OUT OF THE COUNTRY

OF FOOD PRODUCED IN OREGON

ONLY 20% CONSUMED IN STATE

OREGIANS

80% EXPORTED OUT OF STATE

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OF FOOD PRODUCED IN OREGON

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OREGIANS

what does “local” mean?

A local diet consists of foods from between one hour’s drive and 100 miles away, depending on availability. The average dinner travels 1,500 miles from its’ source to your plate.

0 MILES 100 MILES 200 MILES 300 MILES 600 MILES 900 MILES 1200 MILES 1500 MILES

HEALTH

A diet of local foods ensures awareness of how they were made. Processed foods and those from large industrial farms often contain pesticides, preservatives, genetically modified ingredients and have fewer nutrients.

Numerous studies show a direct relationship between a diet of cheaply made, processed foods and increased risk of diabetes, cardiovascular issues, joint problems, and many cancers.

NATIONALLY, THE INCIDENCE OF OBESITY-ASSOCIATED DIABETES* HAS MORE THAN DOUBLED SINCE 1990

*children are the fastest growing victims – the name had to be changed from “adult-onset” to “Type II” diabetes

IN MULTNOMAH CO. 55% OF THE POPULATION QUALIFIES AS OVERWEIGHT OR OBESE, 24% ARE CONSIDERED OBSE

fruit & vegetables grown without pesticides and herbicides contain 50% to 60% more antioxidants than their sprayed counterparts.

omega-3 fatty acids are found in fish, poultry, meat, and flaxseed: a direct link exists between these compounds and happiness (lower risk of depression) and cardiovascular health.

pasture raised beef has omega-3 levels up to six times higher than CAFO (concentrated animal feeding operations) beef.

choose organic!

what if something I absolutely can’t live without, like coffee, isn’t grown locally? A buy Fair Trade...

Sustainable eating isn’t just about food-distance. The three basic components of responsible eating are to favor food grown in an environmentally responsible way, delivered with minimal petroleum use, in a manner that doesn’t exploit the farmers.
Top 10 Concept Trends

1. **Hyper-local** (e.g. restaurant gardens, onsite beer brewing, house-made items)
2. Chef-driven fast casual concepts
3. Natural ingredients/clean menus
4. Food waste reduction
5. Veggie-centric/vegetable-forward cuisine (e.g. fresh produce is star of the dish)
6. **Environmental sustainability**
7. Locally sourced meat and seafood
8. Locally sourced produce
9. Simplicity/back to basics
10. Farm/estate-branded items
Dark Greens (Restaurant Association) + Plant-based protein market growth

Cauliflower

Proudly Imperfect

Mushrooms (Progressive Grocer)
Do it yourself (kind of...)

Something we can do well!

Farm Meal Kits
Snack Kits
Health Kits
## Snacks

**How is COVID-19 affecting this?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Grocery Spending</td>
<td>1.8</td>
</tr>
<tr>
<td>Candy</td>
<td>2.9</td>
</tr>
<tr>
<td>Nuts</td>
<td>4.5</td>
</tr>
<tr>
<td>Salty Snacks Overall*</td>
<td>4.9</td>
</tr>
<tr>
<td>Nutritional Bars</td>
<td>7.8</td>
</tr>
<tr>
<td>Meat Snacks (Jerky etc.)</td>
<td>11.2</td>
</tr>
<tr>
<td>Greek Yogurt</td>
<td>16.6</td>
</tr>
</tbody>
</table>

*Data: Nielsen. *Salty snacks include chips, crackers, pretzels etc.*

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### Millennial Snackers

... rapidly expanding trend of eating between meals, especially among Millennials (generally defined as 18-34-year-olds)
Agritourism Experiences

- Virtual visit, guided tour
- **On-line Class**
- Sense-sational Experiences

- Urban Farm Visits
- Do-It-Yourself Classes
- Recreation - Experiencing the outdoors
- Entertainment, Adventure, Celebration
- Educational, heritage or recreational activities’
- Eating locally grown or locally prepared food
- Overnight stays – B&B, cabin, cottage, …

Lady Buggs Farm, Youngstown, OH
Marketing Channels
Marketing is not only much broader than selling, it is the whole business seen from the customer’s point of view.

Peter Drucker
Marketing Channels for Urban Farmers

- Wholesale
- Direct to wholesale
- Retail
Wholesale:
- Other institutions
- Food manufacturer
- Distributor
- Grocery Store
- Schools
Direct to Wholesale:
- Other farmers
- Restaurants, caterers, food trucks
- Grocery stores and other food retailers
Retail markets:
- Farmers market
- On-farm market
  - Pick-Up & Delivery
- Off-farm retail market
  - i.e. Set up in Parking lot or other retail space
- CSA
- Agritourism
- PYO or CYO
- Online sales
Pricing

Observing trends in other markets

- USDAG Terminal Market
  http://marketnews.usda.gov/portal/fv
- Look at other farm markets
- Auctions, like Mt. Hope

TN Guide to Pricing
go.osu.edu/pricing
Align Your Digital Marketing
DeviceReady:
Managing Your Online Presence

go.osu.edu/deviceready
DeviceReady: Managing Your Online Presence

- Link all online components
- Mobile Compatibility
- Social media options and offers
- GPS because of new cars
- App opportunities
- Social Media management

go.osu.edu/deviceready
America's Growing Smartphone Addiction
% of American smartphone owners who check their phones at least several times an hour

- 51% of 18-29 year olds check their phones every few minutes.
- 47% of 30-49 year olds check their phones every few minutes.
- 33% of 50-64 year olds check their phones every few minutes.
- 3% of 65+ year olds check their phones every few minutes.
- 41% of all adults check their phones a few times an hour.

Based on a survey among 15,747 smartphone owners conducted April 17-May 18, 2015
Source: Gallup
The Rise of the Mobile Consumer

Shoppers look for information:

- 87% Before visiting a store
- 79% While visiting a store
- 35% After visiting a store
Using Mobile Devices for payment

• Credit/Debit cards – Square,
• Mobile Wallets – Android, Apple or Samsung Pay

Federal Reserve – 2020 - Mobile exceeds cash/cards

• What’s in it for retailers
• improve customer relations
• track loyalty rewards in real time
• offer special promotions to mobile
• NFC payments “tap & go”

Primary Bank Loses Top Spot as Mobile Wallet Provider

<table>
<thead>
<tr>
<th>Mobile Wallet</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal</td>
<td>42%</td>
<td>63%</td>
</tr>
<tr>
<td>Visa</td>
<td>27%</td>
<td>58%</td>
</tr>
<tr>
<td>Your primary bank</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>MasterCard</td>
<td>28%</td>
<td>48%</td>
</tr>
<tr>
<td>American Express</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>Apple Pay</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Android Pay</td>
<td>31%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Percent of all smartphone and tablet owners

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Texting Services & How they work

- Not a group text – not managed on your texting app
- They can opt in or opt out

What are Keywords?
Keywords allow your customers to join your SMS text messaging list by texting a word to a short code. The process is simple and you can try it yourself - text joes to 313131. When a customer texts your keyword to our short code we'll send your customized auto-response and we'll add that person to your text messaging list.

Demo keywords are random letters and numbers that are assigned (e.g. "EZQ3188428"). Every account comes with one free demo keyword. You can purchase a custom keyword (e.g. "PIZZA") based on availability for $25/month on the Pay & Go plan; pre-paid plans include at least one custom keyword.

Reach More People
More than 95% of text messages are read within five minutes of receipt.

Grow Your Business
More messages received means more engagement, more leads, more business.

Save Money
At only pennies per text, text messaging is as affordable as it is effective.

go.osu.edu/deviceready
Social Media Marketing
Social Media

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

<table>
<thead>
<tr>
<th>Category</th>
<th>% Use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
<td>79%</td>
</tr>
<tr>
<td>Men</td>
<td>75</td>
</tr>
<tr>
<td>Women</td>
<td>83</td>
</tr>
<tr>
<td>18-29</td>
<td>88</td>
</tr>
<tr>
<td>30-49</td>
<td>84</td>
</tr>
<tr>
<td>50-64</td>
<td>72</td>
</tr>
<tr>
<td>65+</td>
<td>62</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>77</td>
</tr>
<tr>
<td>Some college</td>
<td>82</td>
</tr>
<tr>
<td>College+</td>
<td>79</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>84</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>80</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>75</td>
</tr>
<tr>
<td>$75,000+</td>
<td>77</td>
</tr>
<tr>
<td>Urban</td>
<td>81</td>
</tr>
<tr>
<td>Suburban</td>
<td>77</td>
</tr>
<tr>
<td>Rural</td>
<td>81</td>
</tr>
</tbody>
</table>

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016. “Social Media Update 2016”

THE OHIO STATE UNIVERSITY COLLEGE of FOOD, AGRICULTURAL, and ENVIRONMENTAL SCIENCES
Activity: What sites should I be on?

• Facebook – why not?
• Twitter – why?
• Instagram – for filters
• Snapchat – for filters and geofencing

• Realize this…
  • Google and social media give you more news relating to what you click and what you like.
Best Practices in Social Media Marketing

• Post enough but don’t post too much
  – 1 to 2 posts a day
  – What are you posting
  – Why are you posting it
  – Who is posting
  – When are you posting
  – Who are you targeting
Best Practices in Social Media Marketing

• Have Brand Recognition
  – Create a Brand
  – Use your brand when you can
  – Use the same colors
  – Share your values
Best Practices in Social Media Marketing

• Use a call to action
  – Share…
  – Comment…
  – Like…
  – Post…
  – Try…
  – Challenge…
  • Use your product in the challenge
Best Practices in Social Media Publicity

- Use your brand
- Have good images
- Use hashtags, geotags, etc.
- Simple, yet informational
- Share across all accounts
- Expand what you sell?

EISENHAUER & FRIENDS
NO FOOLIN’ AROUND BOARD SALE
SHOW GOATS - SELECT WETHERS & DOES
3.29.2020 | 2-4 PM
RICHLAND COUNTY FAIRGROUNDS
John Hartz Building
750 Home Road
Mansfield, OH 44906
Contact Randy about your future champions: (419) 512-2110
Best Practices in Social Media Advertising

• Follow what you do for publicity
• Set a budget
• Why pay for it
• What value is it adding
Remember the 4 P’s

• **Product**
  – What do people care about
  – Buzz words

• **Place**
  – 3 out of 4 Americans have social media

• **Promotion**
  – Use offline marketing to direct to online

• **Price**
  – Know your price
  – What will your customers think
  – What are others pricing
Facebook

- Basics
- Starting a Page
- Post
- Publishing Tools
Facebook - Basic

- Build a relationship with your base
- Keep up to date and informative
- Invite your friends
- Facebook will provide data
Facebook- Starting a page

1. Profile Picture
   - Use Logo if you can
   - Don’t change often

2. Cover Photo
   - Use Logo if you can
   - Change Whenever

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Facebook - Starting a page

1. Page Tabs
   - Fill Out all info
   - Can Change

2. Action Bar
   - Change to fit your need

3. Page Tabs
   - Fill Out all info
   - Can Change
Facebook- Posts

- Short & Simple
- Fun-To- Read
- Eye Catching
- Use Photos
  - 53% more likes
  - 104% more comments
Facebook - Posts

- Canva
- Color.adobe.com
Facebook- Posts

- Canva

**What are you planting?**

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**Sew Fun Saturday**

April 4, 2020 9 AM to 12 PM

Cost: $5

Location: Mahoning County Extension Office

Limited to 20 People
Facebook Posts

- Events
  - Use eye-catching photos
  - Have a full description
  - Time
  - Location
  - Tag Co-Hosts or Partners
  - Will remind
Facebook- Posts

• Facebook Live
  – Be yourself
  – Use a tripod or stand
  – Flip the camera
  – Turn off any background noise
  – Have an outline or talking points
  – Decide before hand about comments
  – Have fun!
# Facebook Publishing Tools

![Facebook Publishing Tools](image)

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<th>Drafts</th>
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<td>Do you enjoy coffee and learning something new? Join us for Monday, August 17th for coffee with the Master Gardeners Series!</td>
<td>Mar 24, 2020 at 2:05 PM</td>
<td>Kristen Eisenhauer</td>
</tr>
<tr>
<td>Do you enjoy coffee and learning something new? Join us for Monday, August 17th for coffee with the Master Gardeners Series!</td>
<td>Mar 24, 2020 at 2:04 PM</td>
<td>Kristen Eisenhauer</td>
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<td>Kristen Eisenhauer</td>
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<td>Do you enjoy coffee and learning something new? Join us for Monday, September 21st for coffee with the Master Gardeners Series!</td>
<td>Mar 2, 2020 at 3:44 PM</td>
<td>Kristen Eisenhauer</td>
</tr>
<tr>
<td>Do you enjoy coffee and learning something new? Join us for Monday, September 21st for coffee with the Master Gardeners Series!</td>
<td>Mar 2, 2020 at 3:43 PM</td>
<td>Kristen Eisenhauer</td>
</tr>
<tr>
<td>Do you know anyone that would benefit from time spent outdoors and in the garden? We have good news! Our Jr. Master Gardener</td>
<td>Feb 17, 2020 at 6:57 PM</td>
<td>Kristen Eisenhauer</td>
</tr>
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**THE OHIO STATE UNIVERSITY COLLEGE of FOOD, AGRICULTURAL, and ENVIRONMENTAL SCIENCES**
Videos are a must!

- Start with tour of farm or products
- Add your personality
- Show you care for customers
Reviews & Ratings

• 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (via Ambassador)

• Online adults aged 18-34 are most likely follow a brand via social networking (95%). (Via: Marketing Sherpa)

• 78% of people who complain to a brand via Twitter expect a response within an hour. (via: Lithium)

• 92% of respondents reported that a positive recommendation from a friend has the biggest influence on whether they buy a product. (via: Olga)
The Good

• **4 or 5 star review; positive statements**
  • Acknowledge the comment/review by liking it/thumbs up
  • Thank the reviewer – appreciating the comments, please come back and visit
  • Use positive reviews for testimonials on your website, other social media, etc.
The Bad

• 1-3 star reviews; bad experiences
  • Acknowledge the comment
  • Recognize the bad situation – I’m sorry you had a bad experience….
  • Ask for date/time of situation – Was it weather related? Was it extra busy? Was it the start/end of the day
  • Encourage them to contact you privately and directly – instant message, phone number, email
  • Follow up with the customer in a few days.

It’s hard not to take it personal when someone leaves a bad comment or a review.
Are You MarketReady?
Your Plan …
“The good news is that marketing will be around forever. The bad news is that it won’t be exactly the way you learned it because of the rapidly changing marketplace.”
Questions?

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