

# Marketing Strategies for Urban Farmers

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**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

# Developing a Written plan

## [go.osu.edu/marketingplan](http://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



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[Cooperative Development](#)

[Team Academic Resources](#)

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### External Resources

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[Ohio Direct Marketing Blog](#)

# COVID-19 Farm Info


## go.osu.edu/foodfarmsafe

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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](#)

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**CFAES**

## Ohioline

Ohio State University Extension

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### 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 bre



# Resources You'll Need

[ohioagriculture.gov](http://ohioagriculture.gov)

Scroll down, click food safety

Search under food safety



Food Safety

## Registration Forms for ODA

Farm market

Farmers' market

Farm product auction

Rules for cottage foods and more

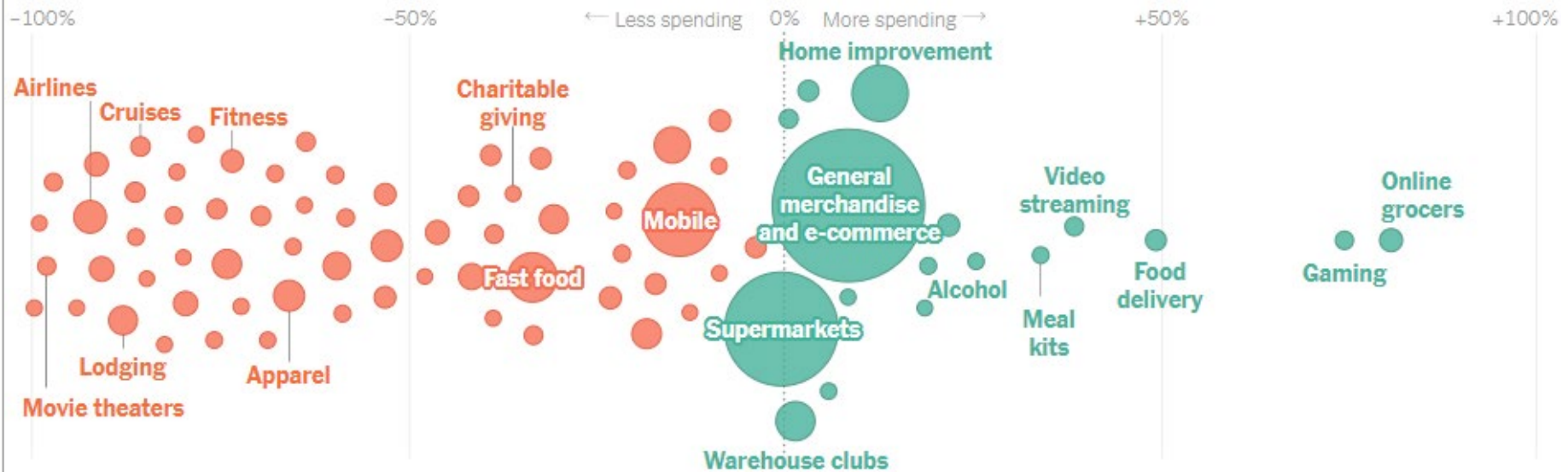
# Today's Agenda

1. Trends in Local Foods
2. Marketing Channels
3. Align 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



Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.

The New York Times: <https://www.nytimes.com/interactive/2020/04/11/business/economy/coronavirus-us-economy-spending.html>

## Food Sector

Contactless Delivery, Curbside Pick Up and others will become the norm for many reasons



1

2

3

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**



1.4 MILLION TONS IMPORTED

1.1 MILLION TONS EXPORTED

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.



INDUSTRIAL FARMING METHODS PROMOTE SOILEROSION, 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 livingwage jobs.

5% ↑  
= \$100 million

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.

LOCAL  
NON-LOCAL



## 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 same had to be changed from “adult-onset” to “Type II” diabetes

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



ANTIOXIDANTS

choose organic!

ANTIOXIDANTS

fruits & 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.

## 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.



Q 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: 1. favor food grown in an environmentally responsible way, 2. delivered with minimal petroleum use, 3. 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



Dark greens



**Cauliflower**



**Proudly  
Imperfect**



**Mushrooms**  
(Progressive Grocer)



# Do it yourself (kind of...)

Something  
we can do well!

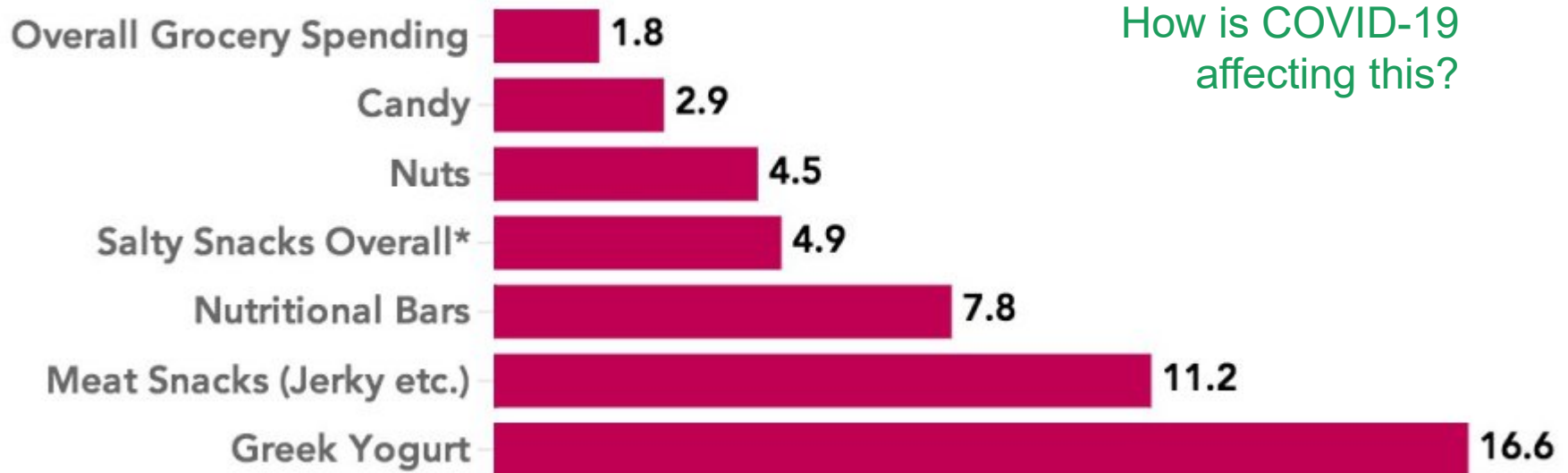
**Farm Meal Kits**  
**Snack Kits**  
**Health Kits**





# Snacks

We're Spending More On Snacks, Less On Meals  
Percent Growth



The Huffington Post Data: Nielsen. \*Salty snacks include chips, crackers, pretzels etc. HP

## 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, ...

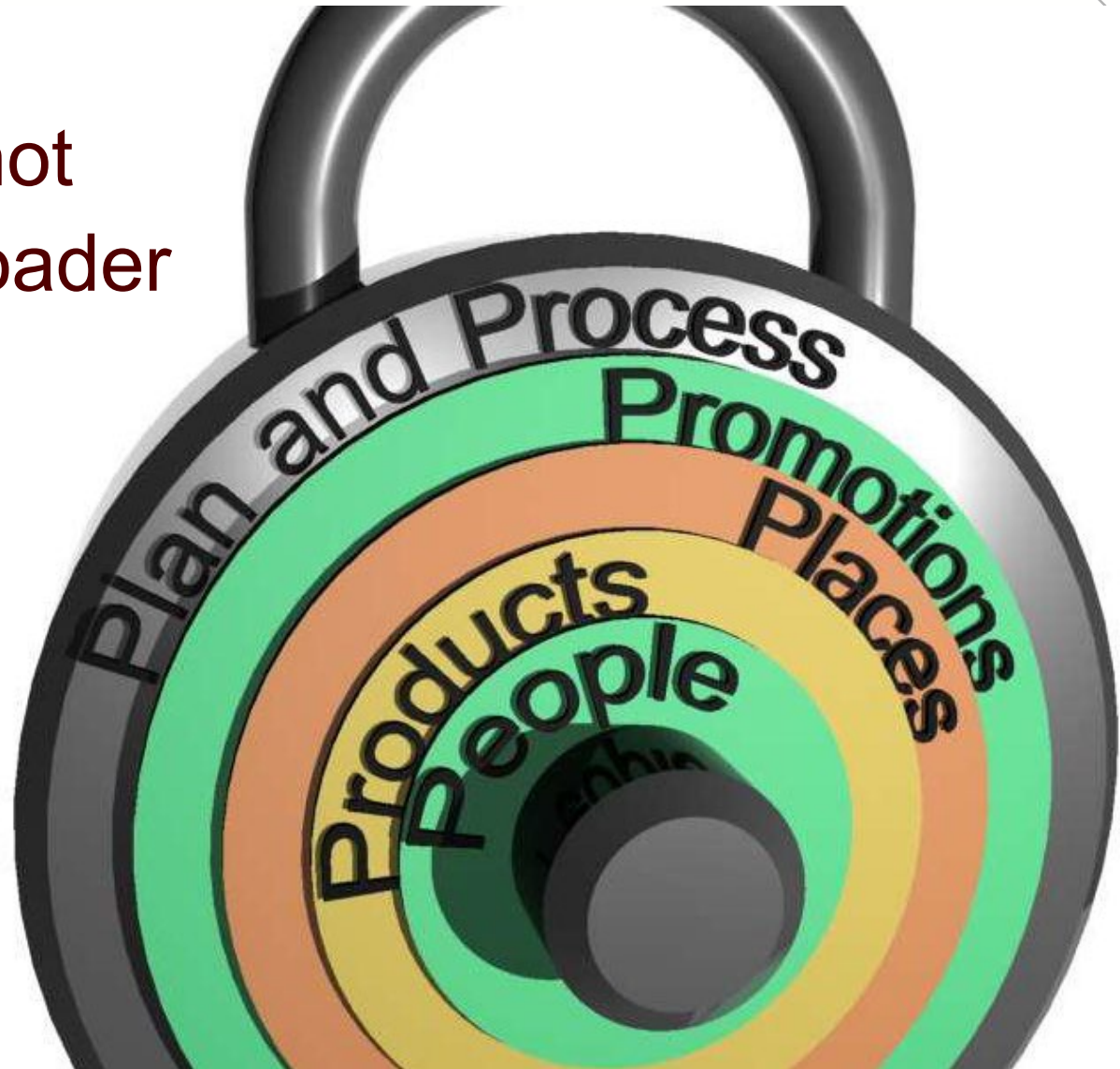


Lady Buggs Farm,  
Youngstown, OH

# 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





Local Food Marketing Guide  
[go.osu.edu/marketguide](http://go.osu.edu/marketguide)

# WISCONSIN LOCAL FOOD MARKETING GUIDE



*A Producer's Guide to Marketing Locally Grown Food*

**THIRD EDITION**

A GENERAL GUIDE TO PRICING FOR DIRECT  
FARM MARKETERS AND VALUE-ADDED  
AGRICULTURAL ENTREPRENEURS

Megan L. Bruch, Marketing Specialist  
Matthew D. Ernst, Independent Writer  
Center for Profitable Agriculture

# Pricing

## Observing trends in other markets

- USDA 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](http://go.osu.edu/pricing)

# Align Your Digital Marketing



# DeviceReady: Managing Your Online Presence

[go.osu.edu/deviceready](http://go.osu.edu/deviceready)



# DeviceReady: Managing Your Online Presence

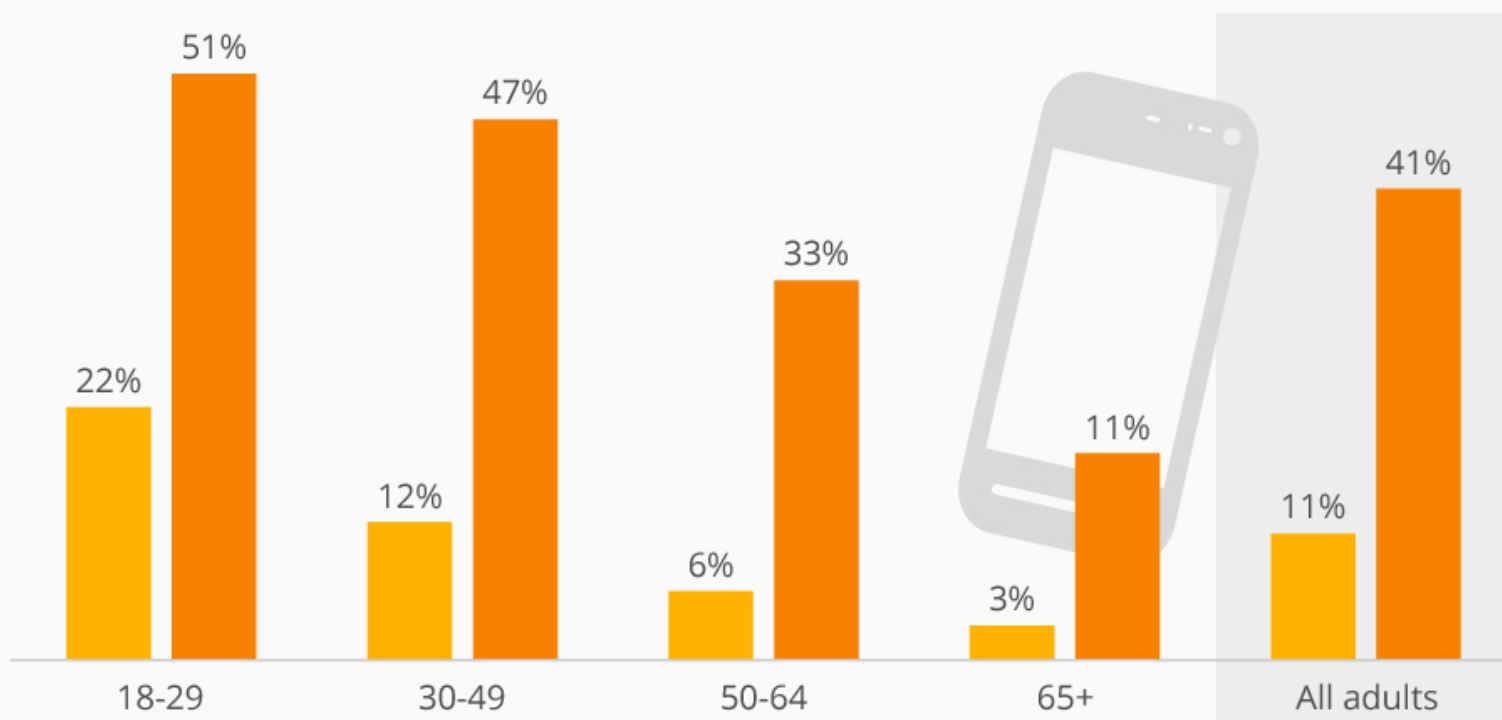
- Link all online components
- Mobile Compatibility
- Social media options and offers
- GPS because of new cars
- App opportunities
- Social Media management



## America's Growing Smartphone Addiction

% of American smartphone owners who check their phones at least several times an hour

Every few minutes      A few times an hour



@StatistaCharts

Based on a survey among 15,747 smartphone owners  
conducted April 17-May 18, 2015

Source: Gallup

statista

# The Rise of the Mobile Consumer

Shoppers look for information:



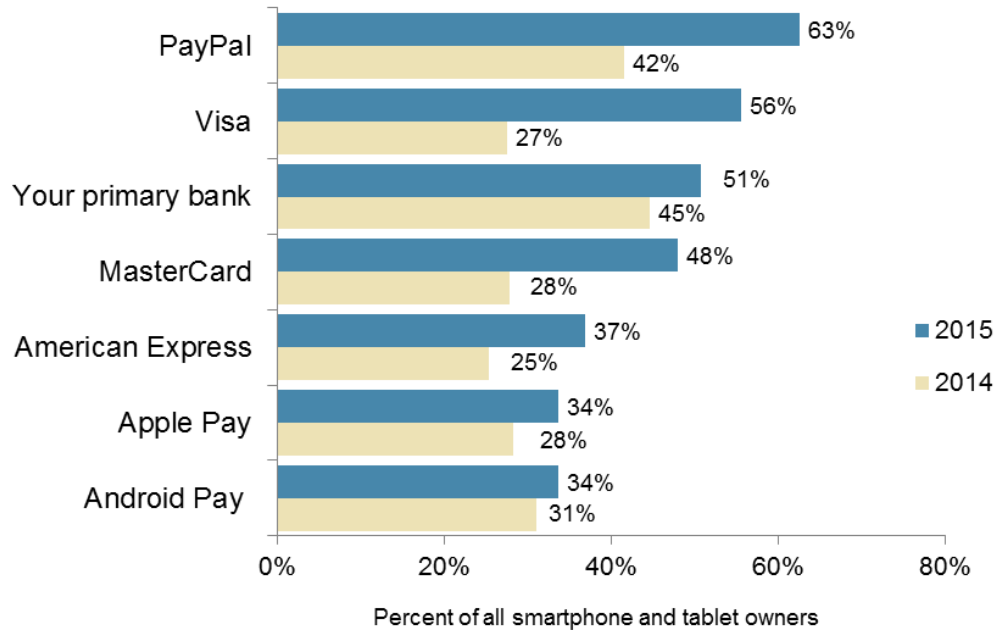
# Using Mobile Devices for payment

- Credit/
- Mobile

## Federal R

- What's
- improve
- track lo
- offer sp
- NFC pa

Primary Bank Loses Top Spot as Mobile Wallet Provider

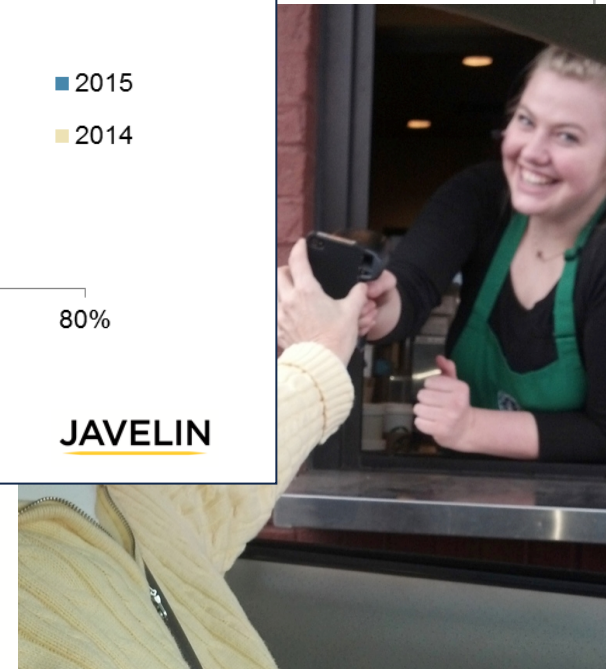


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**JAVELIN**

ng Pay

sh/cards





# 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.

FREE & EZ	PAY & GO
Truly Free!	No Monthly Fees
250 Free SMS /month	1 Demo Keyword 5 cents/SMS 10 cents/MMS
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>
ADDITIONAL BONUS 1 Free Demo Keyword	ADDITIONAL PURCHASES \$25/keyword/month



### 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.

# Social Media Marketing

# Social Media

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

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

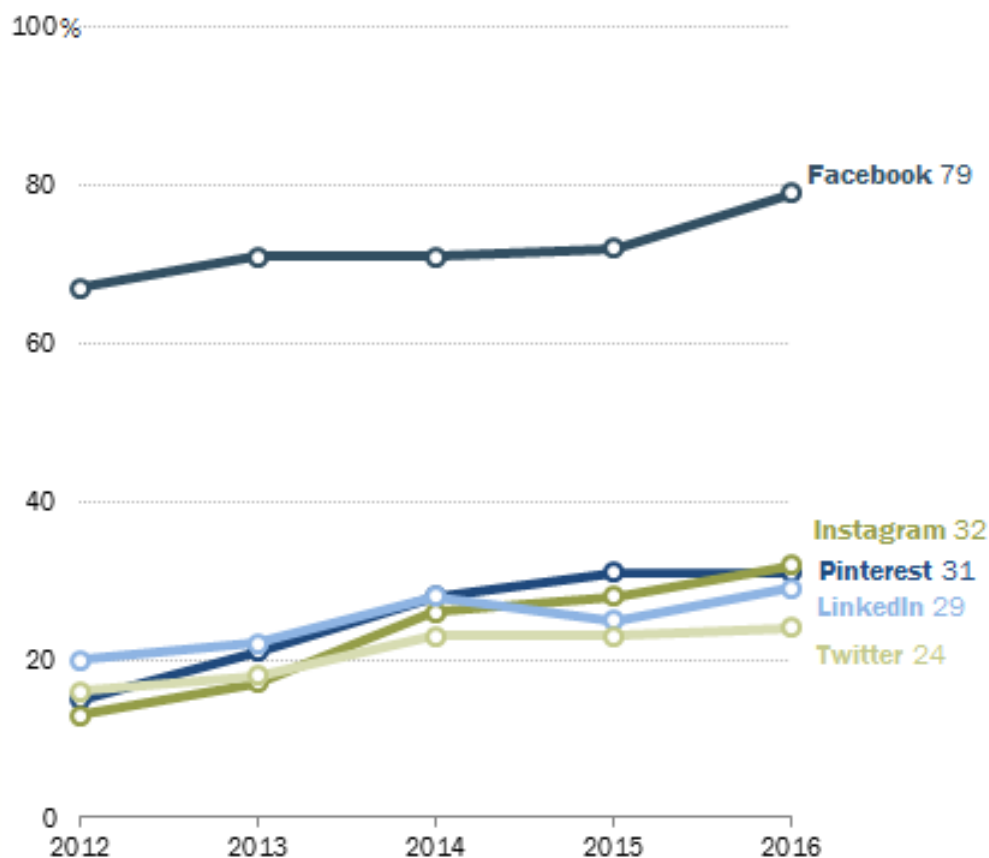
Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

## Facebook remains the most popular social media platform

% of online adults who use ...



## **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

 Eisenhauer Family Farm

 ROBISON LIVESTOCK AUCTIONEERS

**RICHLAND COUNTY FAIRGROUNDS**  
John Hartz Building  
750 Home Road  
Mansfield, OH 44906

 DEPENDS ON THE CLUB GOATS

 LEMA BOER GOATS

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

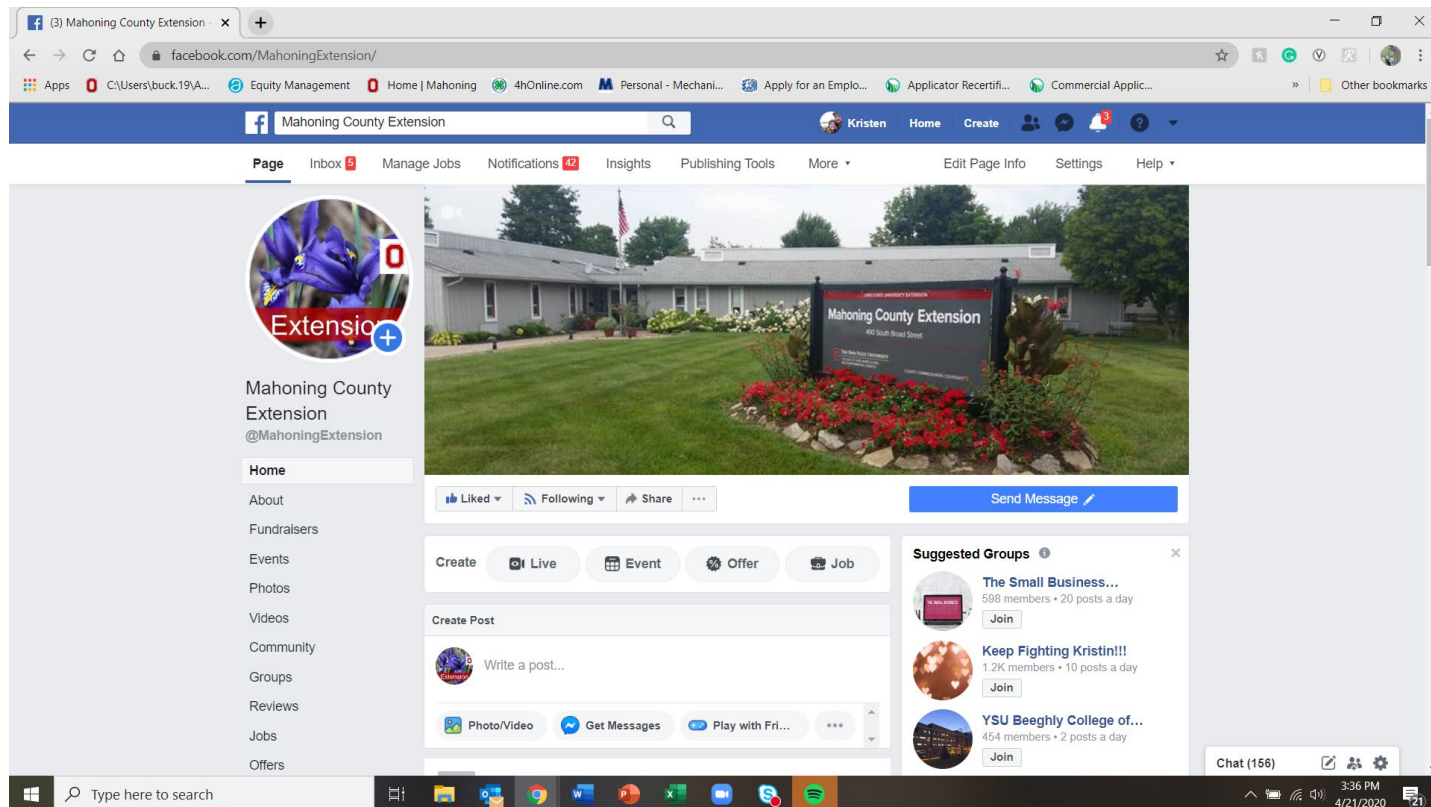


# Remember the 4 P's

- 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

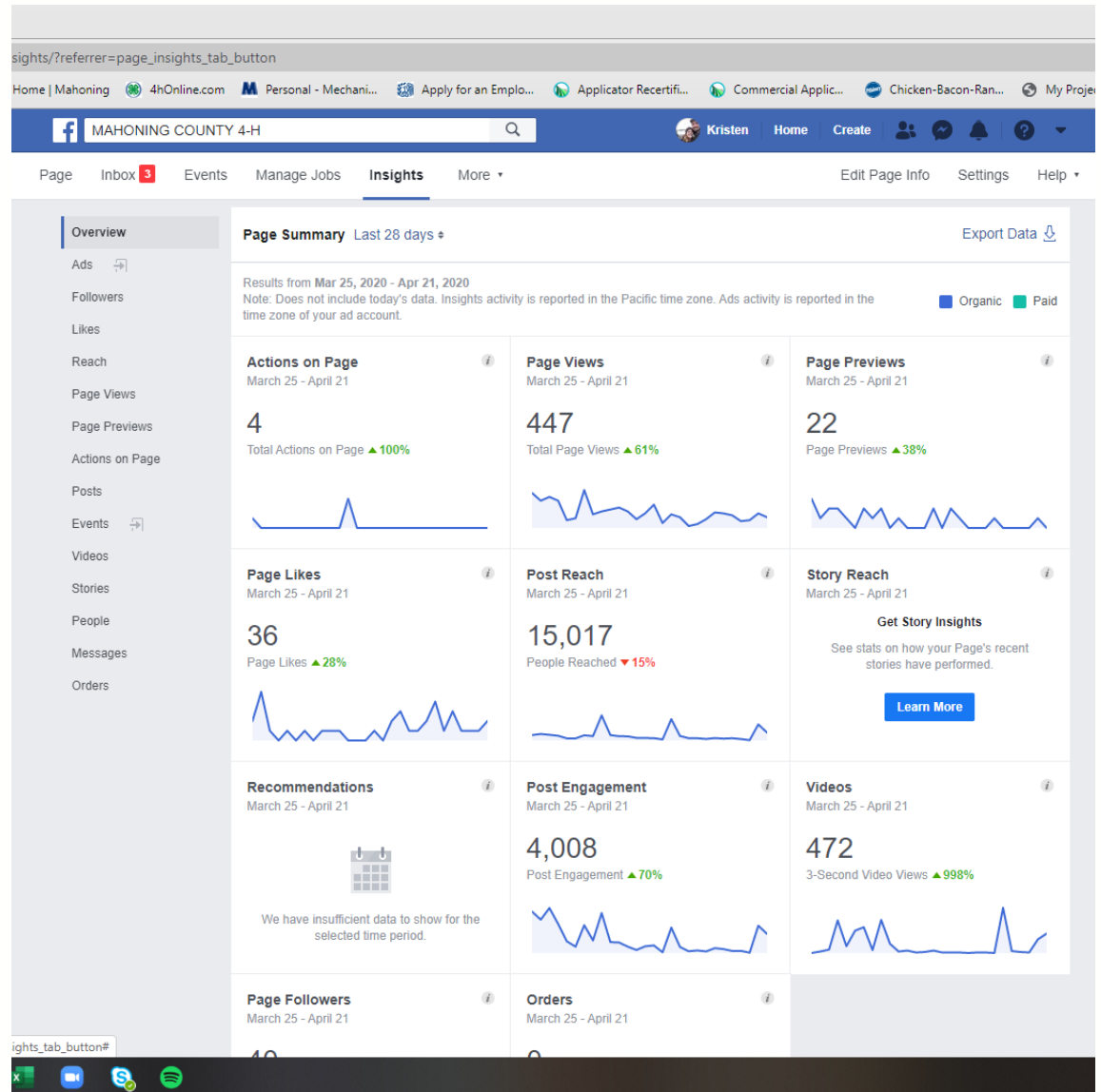
# Facebook

- Basics
- Starting a Page
- Post
- Publishing Tools



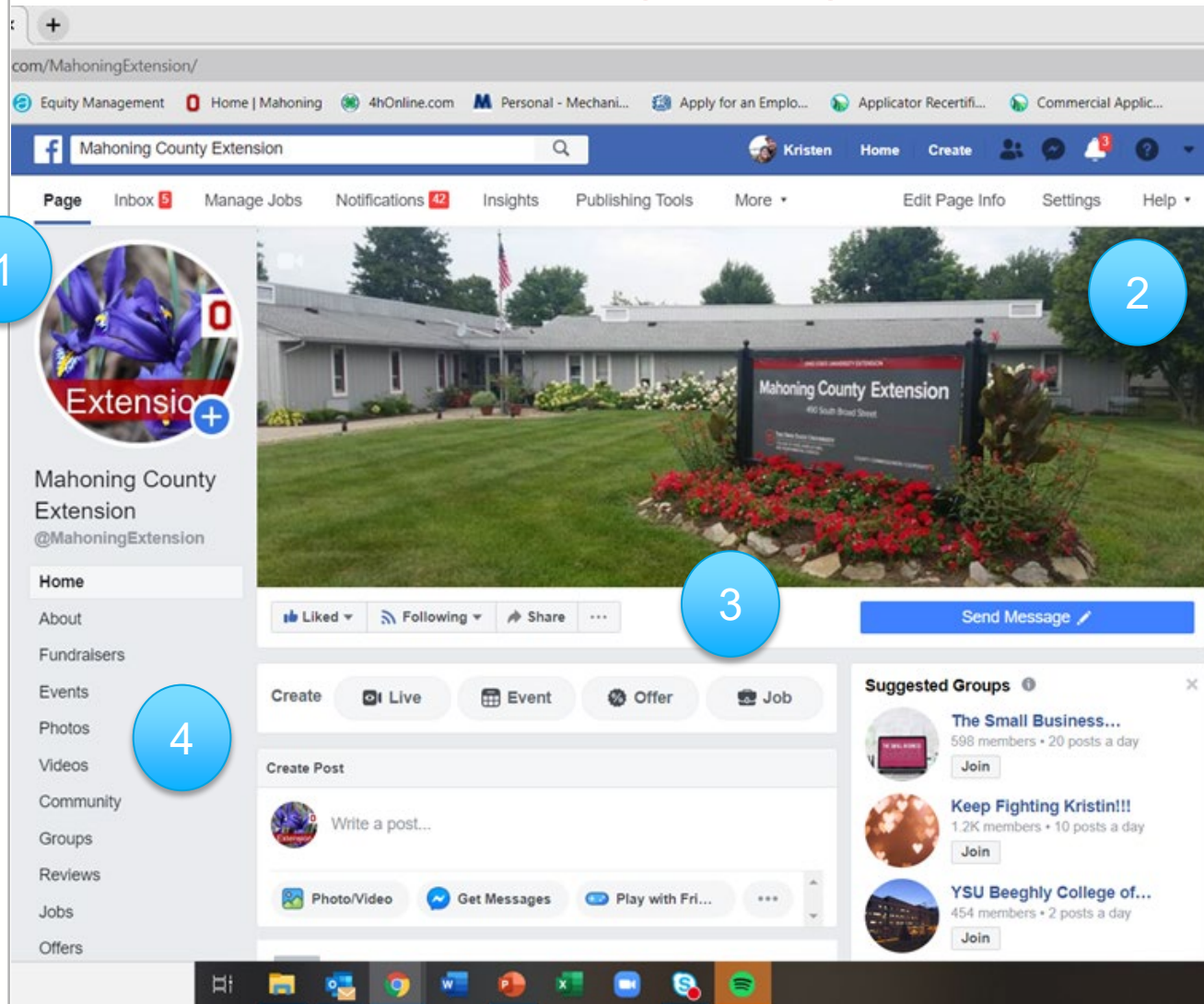
# Facebook- Basic

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





# Facebook- Starting a page



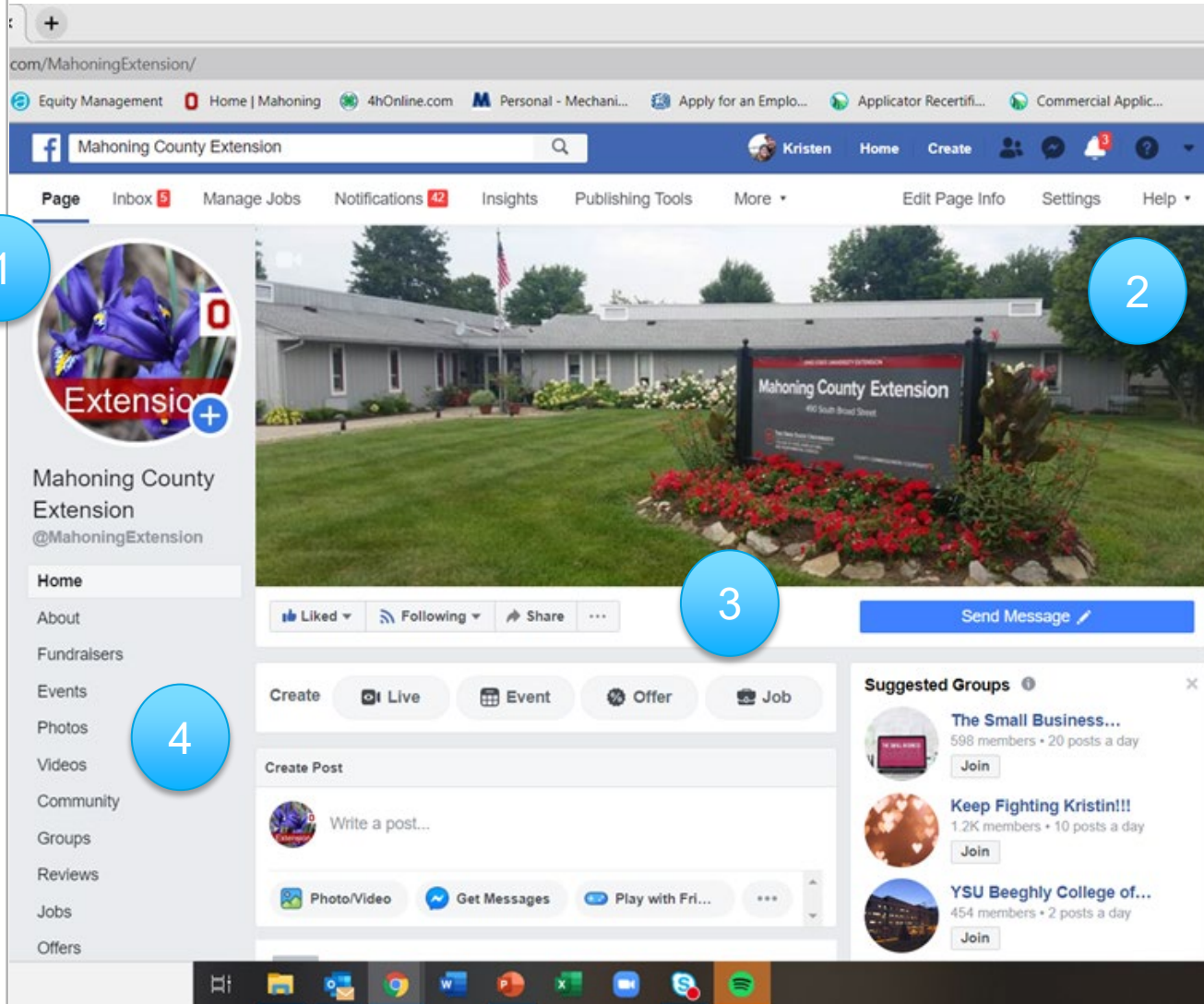
## 1 Profile Picture

- Use Logo if you can
- Don't change often

## 2 Cover Photo

- Use Logo if you can
- Change Whenever

# Facebook- Starting a page



3

## Action Bar

- Change to fit your need

4

## 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



**MAHONING COUNTY 4-H**  
March 17 · 🌐

Parents, are you scrambling for ideas to fill your day while schools are closed? Sign up for 4-H @ Home!

You'll receive a free, daily e-mail with a family friendly 4-H activity.  
Register here: <https://4hathome.eventbrite.com>

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**4-H @ Home** 

Hosted by SC 4-H Midlands Region

Schools are closed, but that doesn't mean the learning has to stop. Join us for a daily 4-H activity sent via e-mail. Activities can be completed at home using common household materials. Some may require internet access.

**Daily lessons begin Wednesday, March 18**

**Cost: FREE**  
**4-H Membership NOT required**

**Youth ages 5-18**

Register here:  
<https://4hathome.eventbrite.com>

Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.

**CLEMSON**  
COOPERATIVE EXTENSION

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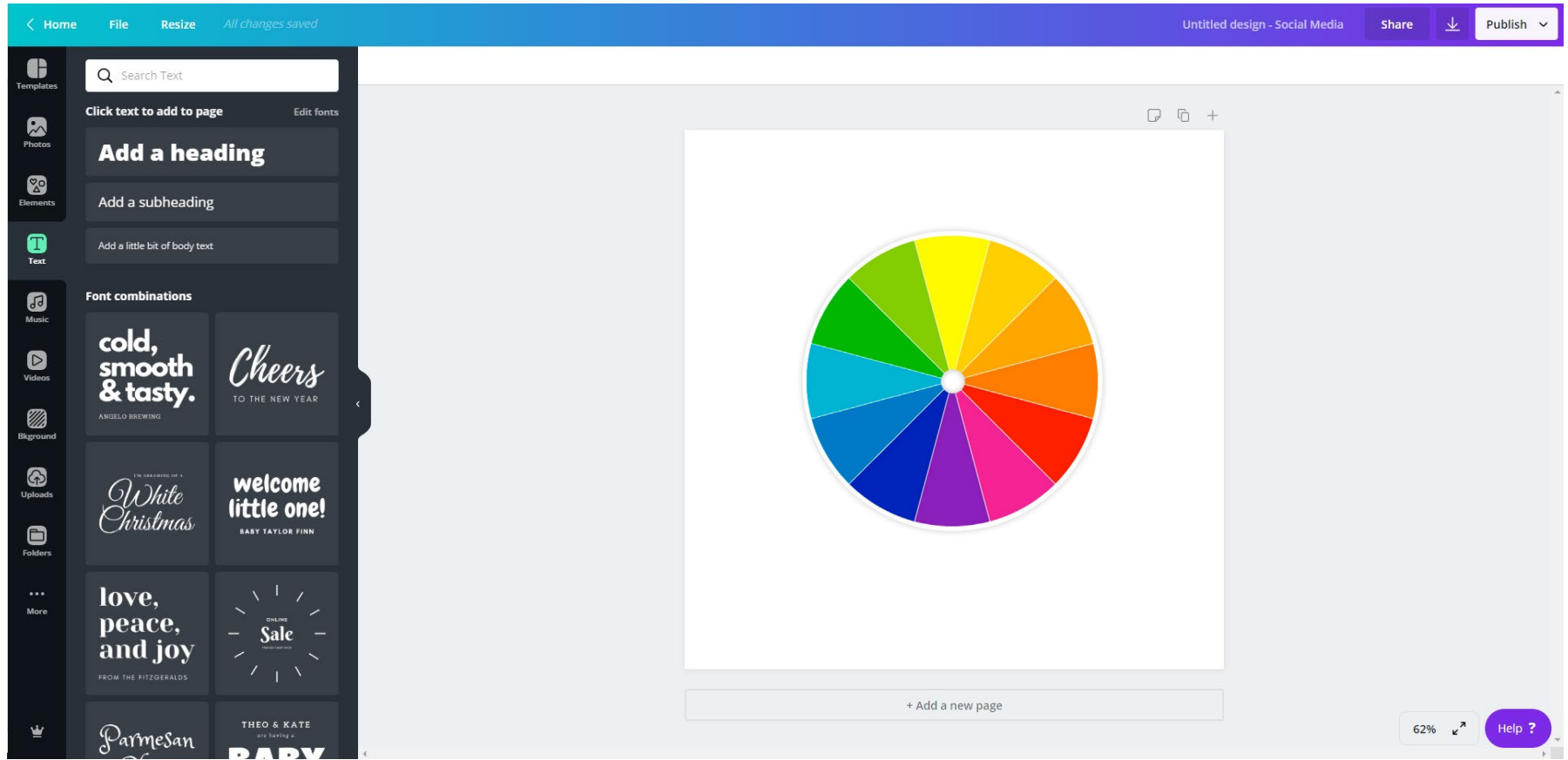
**12,024** People Reached      **812** Engagements      [Boost Post](#)

  **23**      2 Comments 198 Shares

 Like       Comment       Share      

# Facebook- Posts

- Canva
- Color.adobe.com





# Facebook- Posts

- Canva



# 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 interface for Mahoning County Extension, showing the Publishing Tools section. The left sidebar lists navigation options: Stories, Posts, Videos, Tools, Jobs, Branded Content, Lead Ads Forms, and Shop. The main content area displays a list of Drafts, including posts and videos, with search and action options.

**Stories**  
Story Archive

**Posts**  
Published Posts  
Scheduled Posts  
**Drafts**  
Expiring Posts

**Videos**  
Video Library  
Videos You Can Crosspost

**Tools**  
Creator Studio  
Sound Collection

**Jobs**  
Job Applications

**Branded Content**  
Posts to Review  
Your Posts












**Lead Ads Forms**  
Forms Library  
Draft Forms Library  
Leads Setup

**Shop**  
Pending Orders  
Orders

**Drafts**

Search... Actions


Showing 1 - 11 of 11

<input type="checkbox"/>	Posts	Date Updated
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, August 17th for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:05 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, August 17th for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:04 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, June 22nd for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:04 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, June 22nd for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:04 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, May 18th for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:04 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, May 18th for coffee with the Master Gardeners Series!	Mar 24, 2020 at 2:04 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, October 19th for coffee with the Master Gardeners	Mar 2, 2020 at 3:45 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, October 19th for coffee with the Master Gardeners	Mar 2, 2020 at 3:44 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, September 21st for coffee with the Master Gardeners	Mar 2, 2020 at 3:43 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you enjoy coffee and learning something new? Join us for Monday, September 21st for coffee with the Master Gardeners	Mar 2, 2020 at 3:41 PM Kristen Eisenhauer
<input type="checkbox"/>	 Do you know anyone that would benefit from time spent outdoors and in the garden? We have good news! Our Jr. Master Gardener	Feb 17, 2020 at 6:57 PM Kristen Eisenhauer



# Videos are a must!

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



A Facebook video player interface. The main video shows a woman with short brown hair, wearing a black t-shirt with the 'White House Fruit Farm' logo and blue jeans, standing in a well-stocked store. The shelves are filled with jars of preserves and bags of snacks. The video player has a progress bar at the bottom, showing it is at 2:07. Below the video, the caption reads: 'White House Fruit Farm is currently offering Curbside Pick-Up Only'. The Facebook interface includes a search bar at the top, navigation links (Eric, Home, Create), and a 'Watch' section on the right with a list of 'Up Next' videos. At the bottom, there are engagement buttons (Like, Comment, Share) and a comment input field.

White House Fruit Farm is currently offering Curbside Pick-Up Only

White House Fruit Farm

9.8K Views · about 2 weeks ago

Eric Home Create

Watch

Search videos

Up Next

- WHFF DELI COUNTER  
White House Fruit Farm  
4.1K Views  
0:12
- March 2020 at White House Fruit Farm  
White House Fruit Farm  
2.3K Views  
3:38
- Time to make the donuts.  
White House Fruit Farm  
43K Views  
1:10
- WHFF Holiday Hours  
White House Fruit Farm  
3.9K Views  
0:49
- Too pretty not to share our Gift Barn, which is the perfect reminder t...  
White House Fruit Farm  
2K Views  
0:15
- Summer Music Series /August 25  
White House Fruit Farm  
3.5K Views  
0:19

Like Comment Share

280 22 Comments 89 Shares

Write a comment...

# 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.



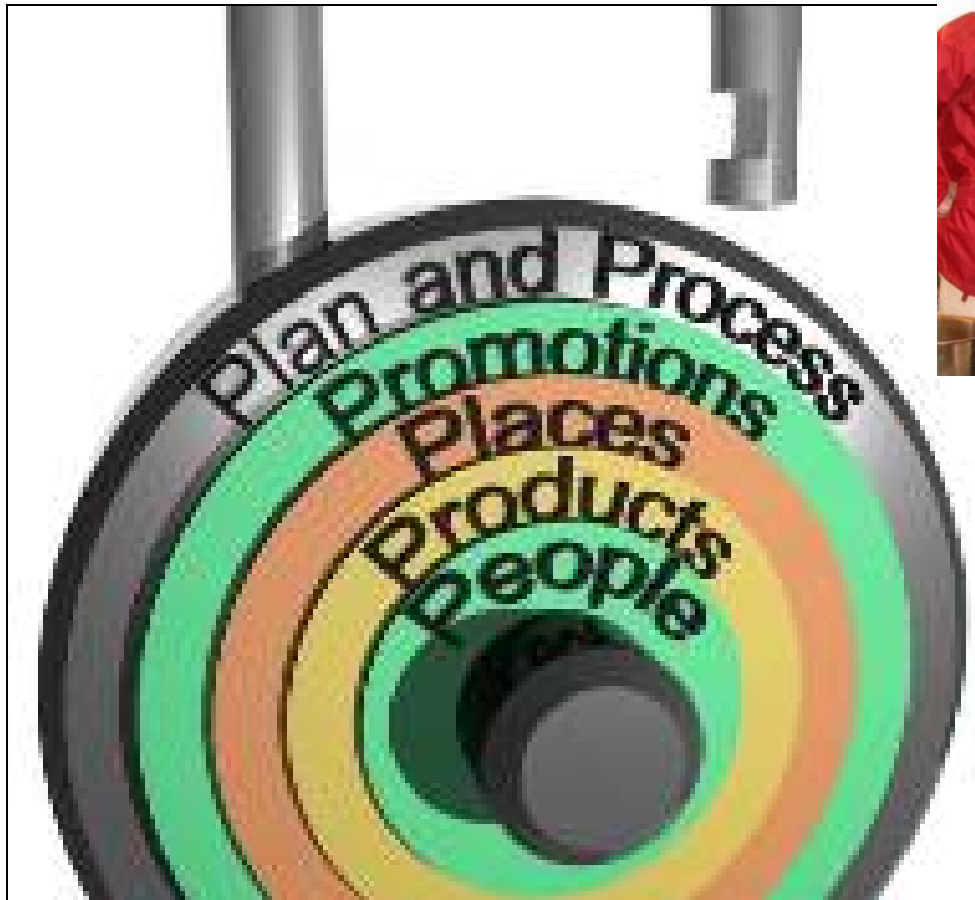
# The Bad

- **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?

## **Eric Barrett**

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OSU Extension Mahoning County  
barrett.90@osu.edu

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