

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

- Receive higher prices
- 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)
- Grocery stores, Restaurant, Food Banks
- Farm to School
- Cooperatives or Food Hubs
- Farmers' markets
- U-Pick
- Farm stands
- Ag Tourism
- Internet

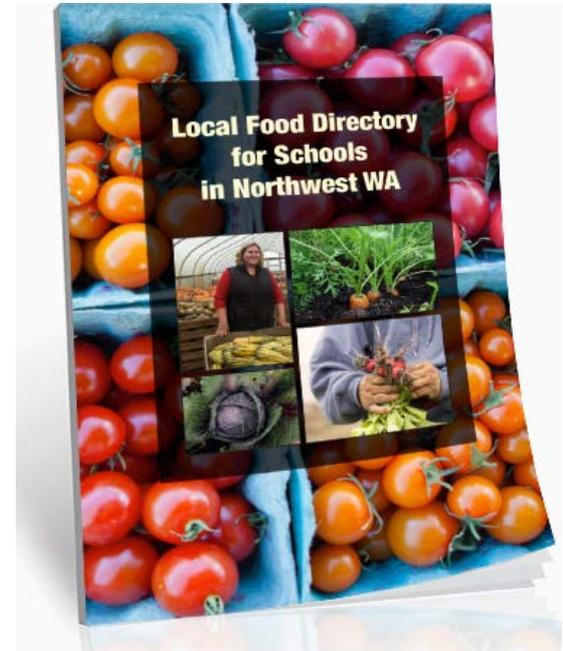
Community Supported Agriculture

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



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)



How it works

www.pugetsoundfoodhub.com

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
- Member equity of \$1000

Farmers Markets

- How it works
- Benefits
 - Develop customer base
 - Premium price
 - 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

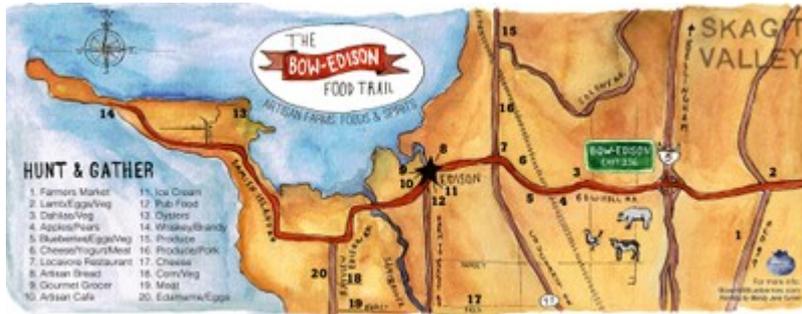
www.mountvernonfarmersmarket.org/

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

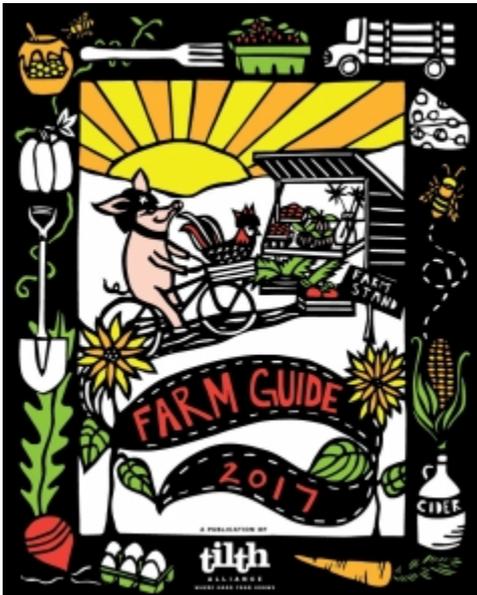


Agritourism

- <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

<https://grazecart.com>

www.barn2door.com/

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

Questions?

Anna Chotzen

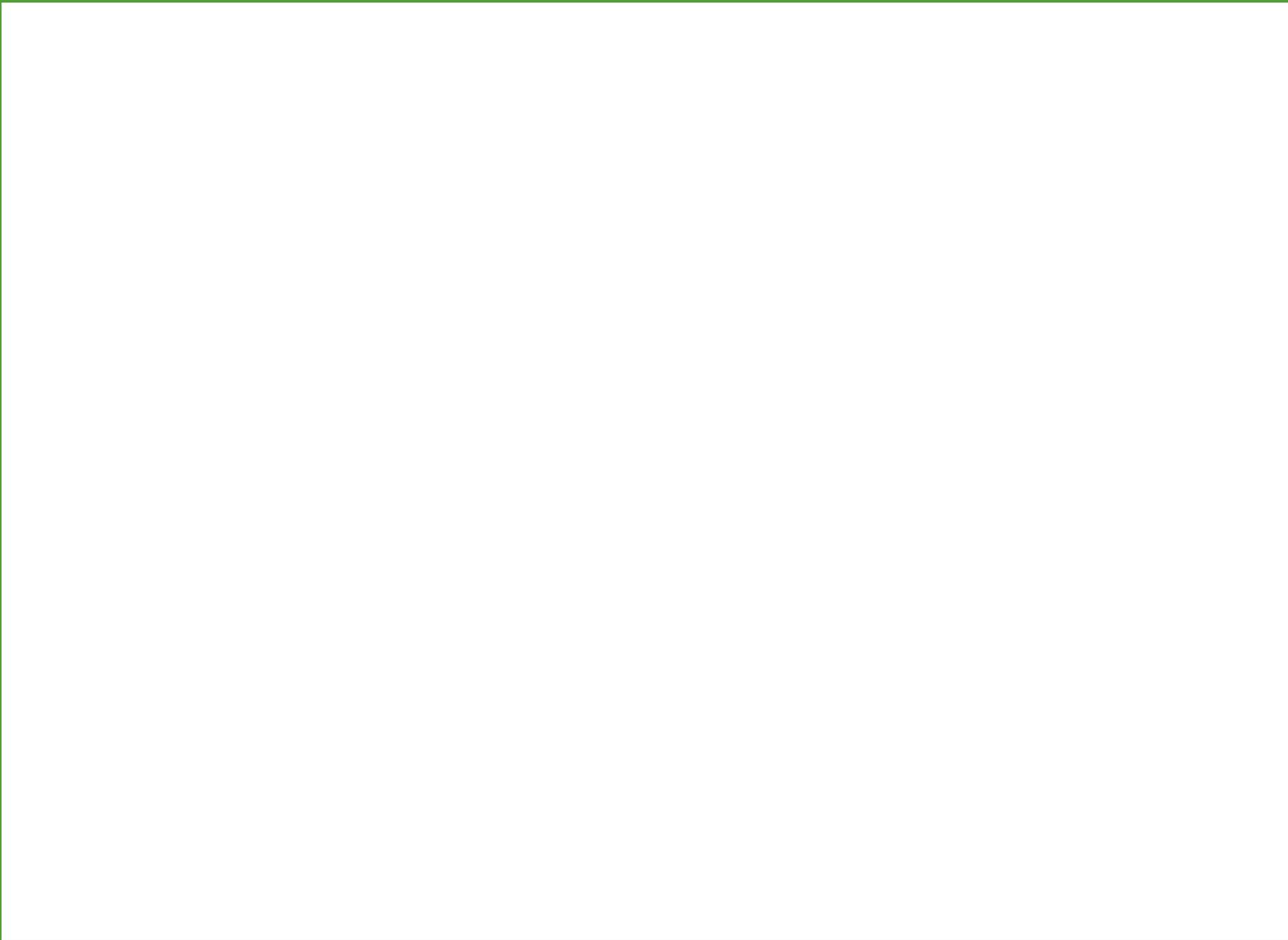
Viva Farms

anna@vivafarms.org

Food Safety Modernization Act

What is the FSMA Produce Safety Rule?

The Produce Safety Rule is part of the FDA Food Safety Modernization Act (FSMA) that was passed by President Obama on January 4, 2011. This regulation focuses on setting the first-ever federal regulatory standards for the production, harvest, and handling of fruits and vegetables, in an effort to prevent microbial contamination and reduce foodborne illnesses associated with fresh produce. The Produce Safety Rule was made available publicly on November 13, 2015 and was published in the Federal Register on November 27, 2015.



Is your produce intended for commercial processing that adequately reduces pathogens (for example, commercial processing with a “kill step”)?

Section 112.2(b)

YES

E

This produce is eligible for exemption from the rule,

provided you make certain statements in documents accompanying the produce, obtain certain written assurances, and keep certain documentation, as per Sections 112.2(b)(2) through (b)(6).

NO

Does your farm on average (in the previous three years) as per Section 112.5:

have < \$500k annual food sales,

AND

a majority of the food (by value) sold directly to “qualified end-users”?

Section 112.3(c)

“Qualified End-User” as defined in Section 112.3(c) means:

- the consumer of the food OR
- a restaurant or retail food establishment that is located—
 - (i) in the same State or the same Indian reservation as the farm that produced the food; OR
 - (ii) not more than 275 miles from such farm.

(The term “consumer” does not include a business.)

YES

E

Your farm is eligible for a qualified exemption from this rule,

which means that you must comply with certain modified requirements and keep certain documentation, as per Sections 112.6 and 112.7.

NO

**YOU ARE COVERED
BY THIS RULE.**

Created November 13, 2015

FSMA Compliance dates

Farm Size (in avg. annual produce sales)	Compliance Date	Inspections Start
Large Farms (\$500,000+)	January 26, 2018	Spring of 2019
Small Farms (\$250,000 - \$500,000)	January 28, 2019	Spring of 2020
Very Small Farms (\$25,000 - \$250,000)	January 27, 2020	Spring of 2021
Up to \$25,000	Exempt	

- Produce Safety Alliance Grower Trainings
- On-farm Readiness Reviews
- Good Manufacturing Practices and Preventive Controls for Human Foods rules (processed products)

Reading review and discussion:

- Why is quality so important to small-scale farm businesses?
- What are some ways to distinguish the quality of your product to consumers?
- What are the benefits and challenges to creating a Crop Production Plan?
- In what ways do your chosen market outlets inform your crop production plan?

Whole Farm Plan Peer Review

- Highlight the areas in your own plan that you think need further development or detail
- Exchange plans with a partner
- Take 10 minutes to read through the plan
- Come up with 3 strengths of the plan and 3 suggestions for improvement
- Take 5 minutes to discuss each plan as a pair

Upcoming Events

November 9-10: Tilth Conference

Field Trip # 2: November 23rd

NEXT WEEK

Readings:

- *The New Organic Grower*, Elliot Coleman – Chapter 24

Assignment Due: Whole Farm Plan Section III- Marketing Outlets and begin work on Financial Overview Section VIII