RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY

Marketing your Produce
Producing for your Market

Rick VanVranken
Rutgers Cooperative Extension-Atlantic County
6260 Old Harding Hwy.
Mays Landing, NJ 08330
609-625-0056
vanvranken@njaes.rutgers.edu

RUTGERS
New Jersey Agricultural
Experiment Station


JERSEY
FRESH
FROM THE GARDEN STATE

RUTGERS
New Jersey Agricultural Experiment Station

Peppers

Pablano,
Anaheim

Jalapeno,
Cayenne

Thai

Scotch bonnet/habanero

Hot, hotter & hottest,
but some like them mild!

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County


SUPER
THE QUALITY FOOD PEOPLE


69
69


FRUITS & VEGETABLES
ACME

RUTGERS
New Jersey Agricultural Experiment Station

Marketer – Sales & Merchandising


FRUITS
VEGETABLES
&
HERBS
FOR SALE


Springdale Farm Market
THYME

RUTGERS
New Jersey Agricultural Experiment Station

Ohio's Fun Kzar

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Postharvest/Packaging Technology

RUTGERS
New Jersey Agricultural Experiment Station

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

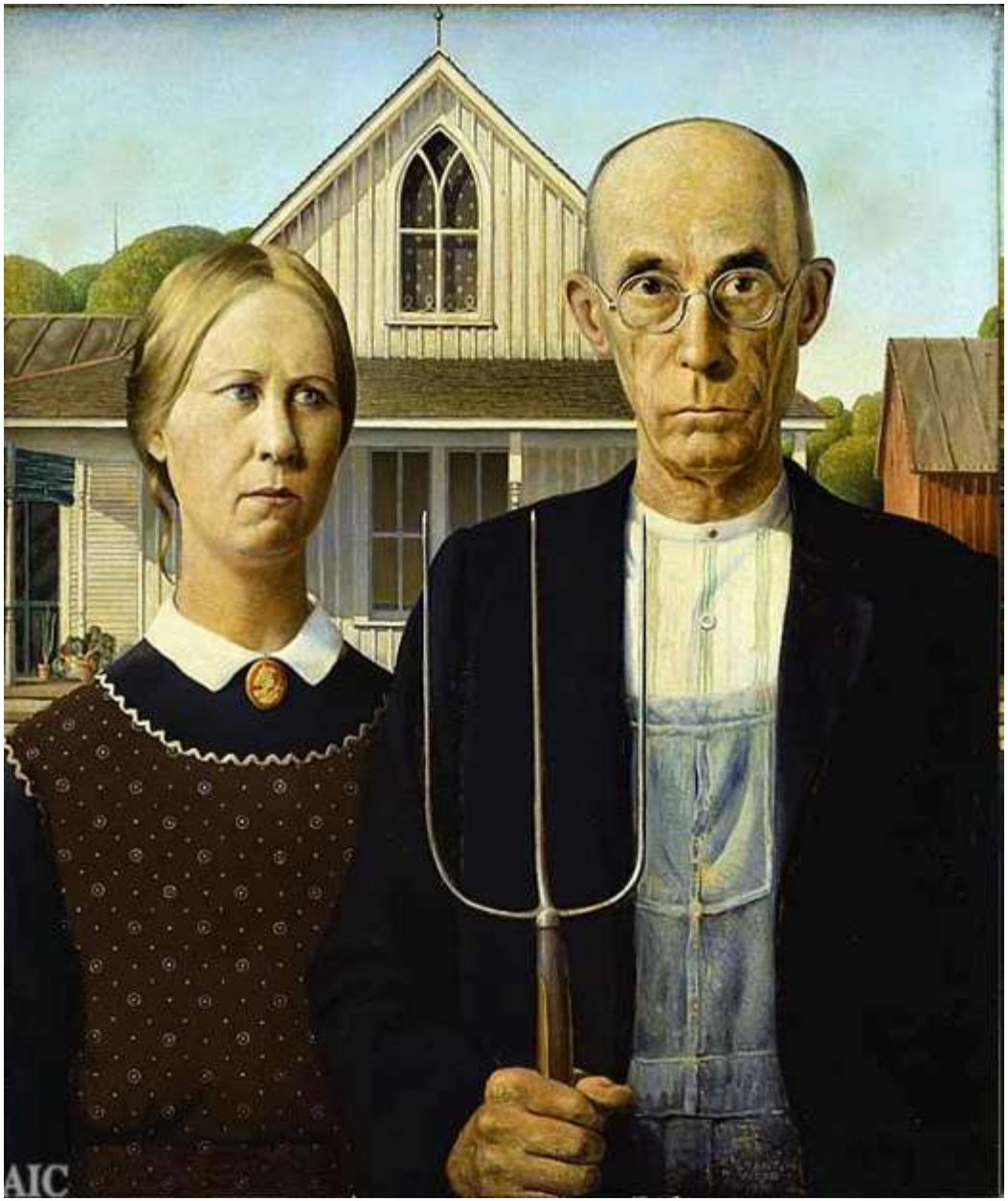
RUTGERS
New Jersey Agricultural
Experiment Station

RUTGERS

New Jersey Agricultural
Experiment Station

RUTGERS
New Jersey Agricultural
Experiment Station

RUTGERS
New Jersey Agricultural Experiment Station



Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Marketing

- What?
- Where?
- When?
- Who?
- How?

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

WHY?

farm value marketing expenses

$130.0 billion $557.5 billion

18.8 ¢ **81.2¢**

WHAT A DOLLAR SPENT ON FOOD PAID FOR IN 2002, IN CURRENT DOLLARS

Source: Elitzak, Howard. USDA-ERS, Food Marketing and Price Spreads: USDA Marketing Bill. November 7, 2003.

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Specialty Vegetables?

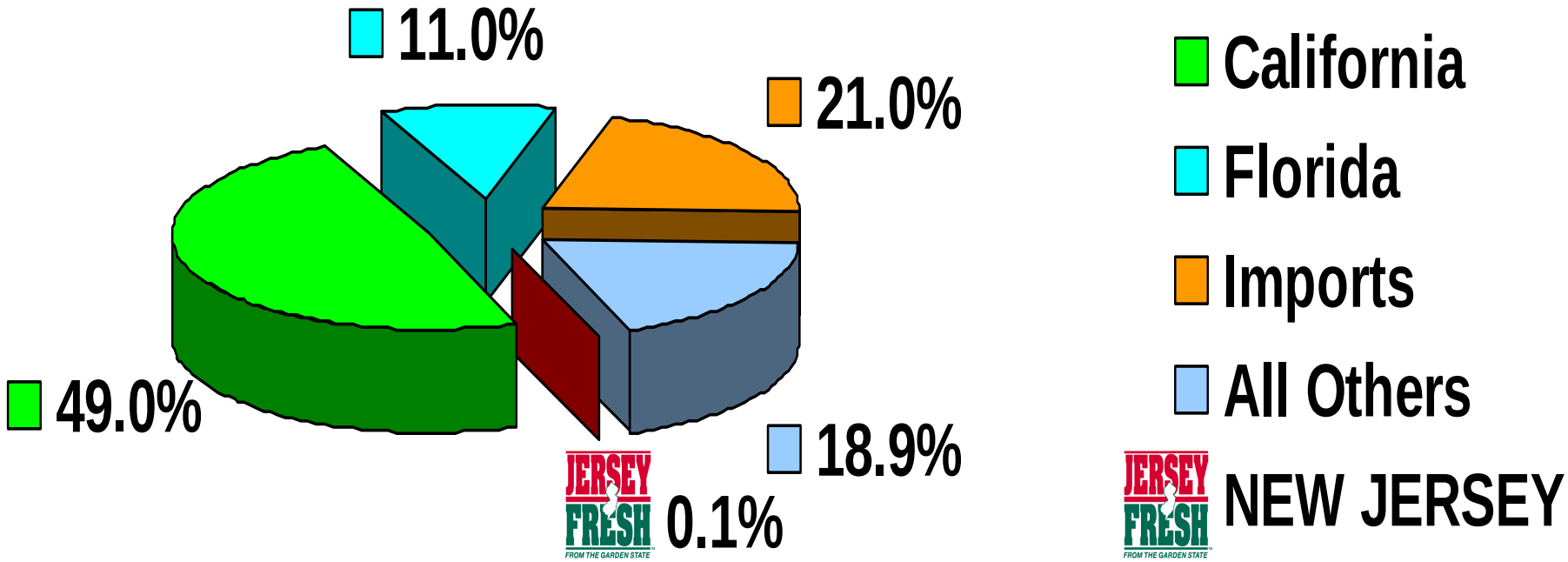
- Quality
- Variety
- Quantity
- Price
- Service

- Any vegetables other than potatoes are considered specialties!

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Our Slice of the Vegetable Pie



Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Marketing Specialty Vegetables

Opportunity is nowwhere

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

#1 Rule in Marketing

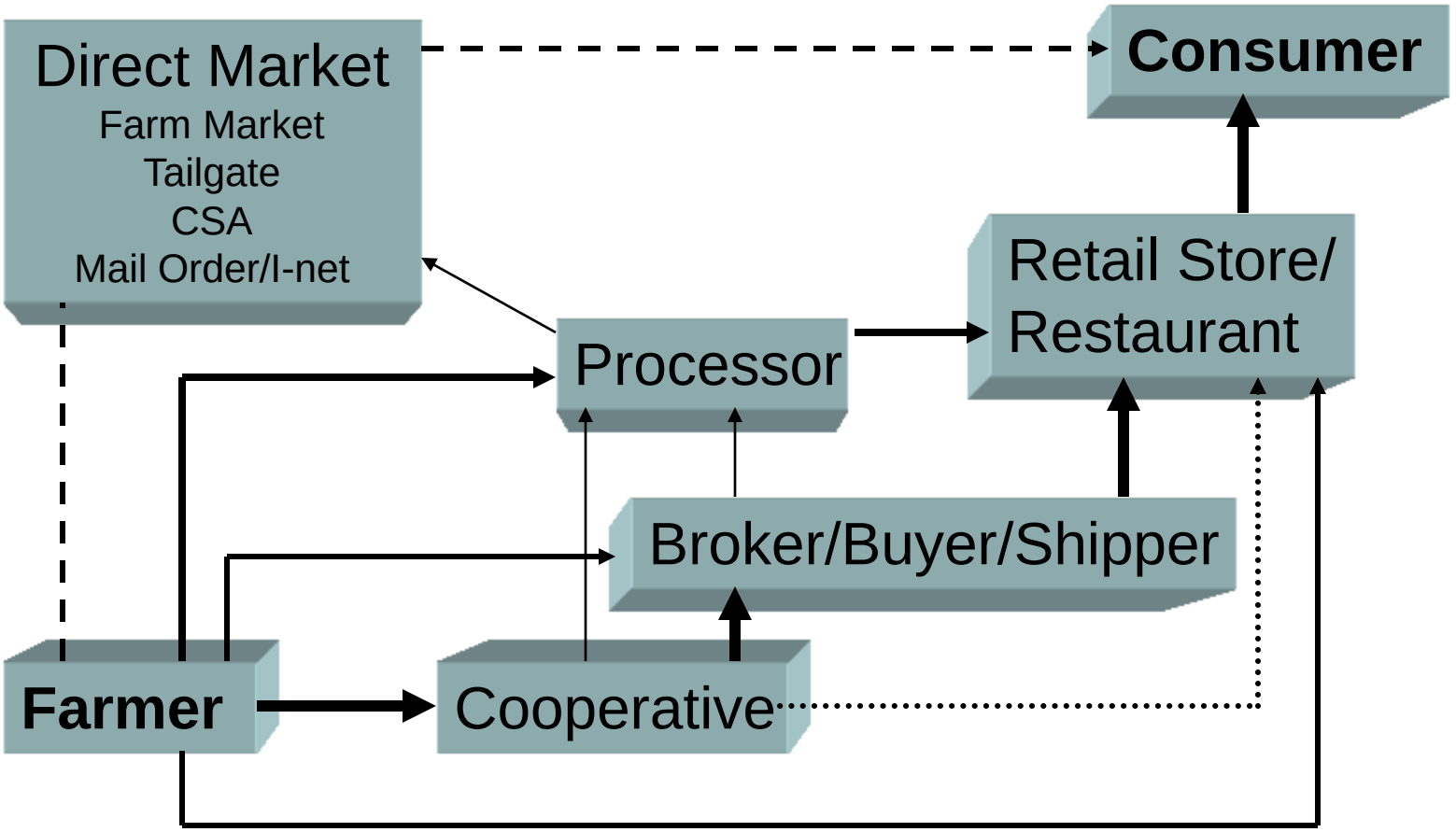
- Give the consumer what he/she wants!

- Grow the right crop
- Harvest at correct stage
- Package appropriately for the customer/consumer
- Avoid costly mistakes
- Keep the buyer happy!

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

The Food Chain Back to the Farm



Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Merchandising

- **Image** (to reflect)
- **Promotion** (to publicize)
- **Advertising** (to inform)
- **Layout** (to arrange)
- **Display** (to show)
- **Product mix** (to select)
- **Labeling** (to identify)
- **Pricing** (to value)
- **Customer service** (to perform)
- **Communication** (to understand)

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Merchandising

- Image (to reflect)
  - Appearance
    - Bounty
      - Bulk displays
      - Full displays
      - Variety
  - Freshness
  - Color
  - Lighting
- Convenience
  - Easy access
  - Value-added
- Tie-ins
  - Impulse
  - Specials

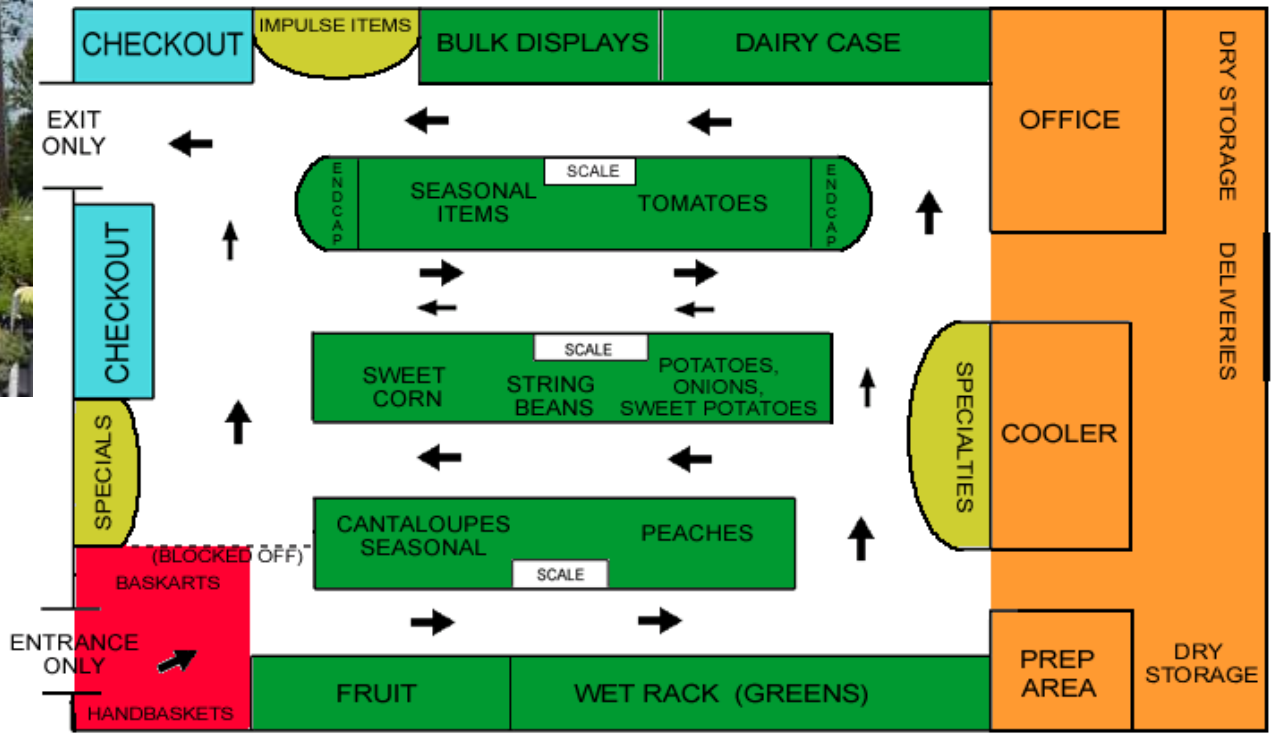
Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Get the customer…
In the door & throughout the store

FIGURE 1 : SAMPLE MARKET LAYOUT

Click on the colored portions of the diagram for more detailed information about the layout and design.



Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County


Naturally Aged
CABOT
Vermont Cheddar


JERSEY FRESH
JERSEY FRESH
JERSEY FRESH
JERSEY FRESH
JERSEY FRESH
JERSEY FRESH
JERSEY FRESH
JERSEY FRESH

RUTGERS
New Jersey Agricultural Experiment Station

Know your customers - How?

- Communicate = ADVERTISING
  - Word of Mouth
  - Classified Ads
  - Newspaper Ads
  - Radio
  - Television $$$
  - Post cards
  - Newsletters
  - Signs – on site or off
  - Packaging and Display
  - Email
  - Website
  - Blogging
  - Social Media
- *Ask questions*
  - Surveys
  - In-person
  - Coupons
- *Visit the community*
  - Markets
  - Trade shows
  - Events
- *Read about them and what they read*
  - Trade publications
  - Food magazines

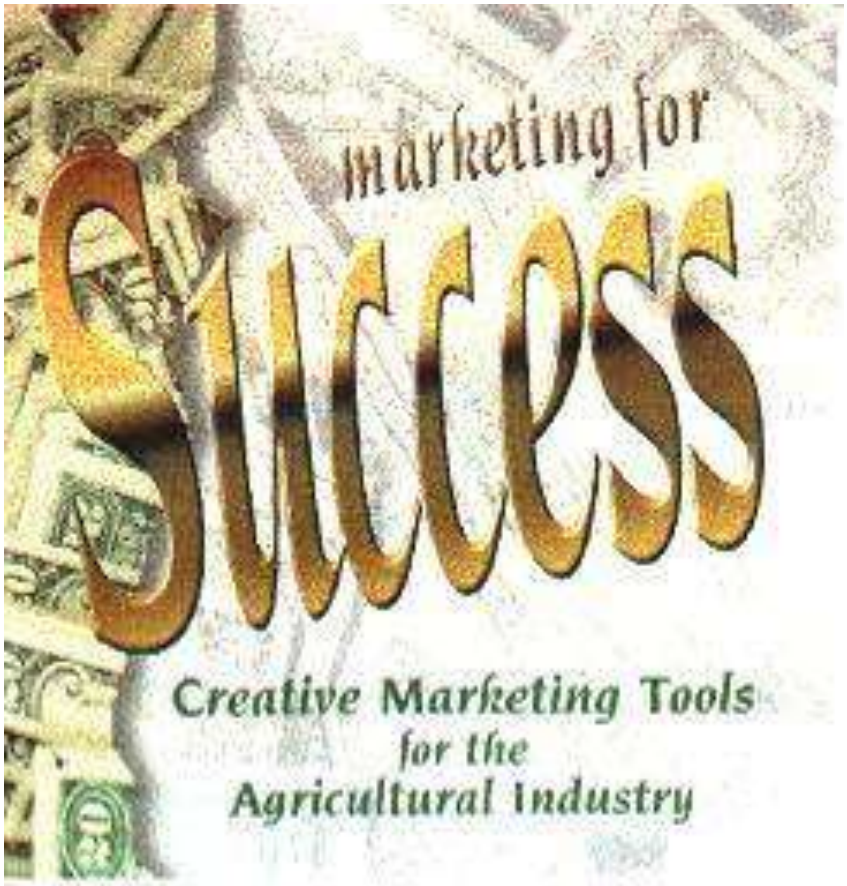
Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County


Please
HELP YOURSELF
to DELICIOUS CORN
Please
HELP YOURSELF
to DELICIOUS CORN


Empire
Apple's

RUTGERS
New Jersey Agricultural Experiment Station

Guerilla Marketing Down on the Farm



- "Matty Matarazzo, media-whiz owner of Matarazzo Farms...is a master of using the media to gain free publicity."

- "...an album full of press clippings... largely as the result of sending out at least one news release a week."

—from *Sell What you Sow* by Eric Gibson

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

- "We can spend thousands of dollars on advertising, commercials and radio … none give us the most important reward of the press release—credibility.
  - Robert "Matty" Matarazzo

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

RUTGERS
New Jersey Agricultural Experiment Station

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County

You are here: Home | Better Marketing Planning | General Farm Marketing Principles

Search

Go

- Advanced Search
- Search Tips
- Site Map

Useful Links

- USDA Home
- RMA Home
- FSA Home
- NRCS Home
- National Ag Law Center
- The National Ag Risk Library
- NOAA Weather Service

State and Local Links

- Cooperative Extension
- State Ag Departments

Risk Resource PDFs

- SWOT Analysis

General Farm Marketing Principles

Better Marketing Planning

This unit describes different ways to analyze your marketing situation before you get started on writing your plan. You will also have an opportunity to learn how to do your own SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats. At the end of the SWOT practice session, you will be able to print out a SWOT worksheet and do your own analysis.

- Cooperatives (PDF)
- Knowing Your Market — The Most Challenging Part of a Business Plan (PDF)
- SWOT Analysis (PDF)
- Travel the Road to Success with a Marketing Plan (PDF)
- Whole Farm, Profit Objective Pricing (PDF)
- Writing a Commodity Marketing Plan (PDF)

You are here: Home | Better Marketing Planning

Search

Go

- Advanced Search
- Search Tips
- Site Map

Useful Links

- USDA Home
- RMA Home
- FSA Home
- NRCS Home
- National Ag Law Center
- The National Ag Risk Library
- NOAA Weather Service

State and Local Links

- Cooperative Extension
- State Ag Departments

Risk Resource PDFs

- SWOT Analysis
- Risk Management

Better Marketing Planning

The information presented here is a general overview of market planning. If you have questions beyond the scope of this module, please contact the professionals at your Cooperative Extension Service, Land Grant College or University, or your State Department of Agriculture.

- Marketing Tools for Farm Commodities
- Dairy Marketing Resources
- Livestock Marketing Resources
- Direct Marketing of Farm Produce and Products
- General Farm Marketing Principles
- For More Information

Note: These links will take you off the RMA Web site. Although we make every effort to link to quality sites, RMA is not responsible for the content or privacy policies used by non-federal government Web sites. RMA does not endorse any products, private or public, available on these sites. Linking Policy.

Search
Go
- Advanced Search
- Search Tips
- Site Map

Useful Links
- USDA Home
- RMA Home
- FSA Home
- NRCS Home
- National Ag Law Center
- The National Ag Risk Library
- NOAA Weather Service

State and Local Links
- Cooperative Extension
- State Ag Departments

Risk Resource PDFs
- SWOT Analysis

Direct Marketing of Farm Produce and Products

Direct marketing is a fast growing section of agriculture. This unit gives you access to some of the leading sources for many different kinds of direct marketing.

- Beef: Marketing Alternatives
- Determining Prices for CSA Share Boxes (PDF)
- Developing a Roadside Farm Market (PDF)
- Direct Marketing as a Value-Added Opportunity for Agriculture (PDF)
- Direct Marketing of Your Production and Products (PDF)
- Fruit and Vegetable Marketing for Small-Scale and Part-Time Growers (PDF)
- Guide to Marketing for Small Scale Aquaculture Producers (PDF)
- Marketing Strategies for Farmers and Ranchers (PDF)
- Niche Marketing (PDF)
- Pork: Marketing Alternatives

Note: These links will take you off the RMA Web site. Although we make every effort to link to quality sites, RMA is not responsible for the content or privacy

RUTGERS
New Jersey Agricultural Experiment Station

Agricultural Marketing

- What?
  - What can you produce profitably that your customer wants!
- Where?
  - Wholesale or Retail!
- When?
  - Seasonal or year-round
- Who?
  - Know your customer!
- How?
  - Communicate!

Rick VanVranken, Agricultural Agent
Cooperative Extension of Atlantic County


Thank you!
EXIT
Thanks
Come Again
Any Questions?