

Marketing your Produce Producing for your Market

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Peppers



Pablano,
Anaheim



Jalapeno,
Cayenne



Thai



Scotch bonnet/habanero

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



Marketer – Sales & Merchandising





Ohio's Fun Kzar

MAIZE VALLEY
market & winery

SITE MAP :: ABOUT US :: DIRECTIONS :: CONTACT

WINERY ONLINE STORE CALENDAR FALL WINE INFO HOMEGROWN EVENTS ENTERTAINMENT HOURS

CALENDAR OF EVENTS

[Cruisin the Vines Car Cruise](#)
6:00 to 9:00

[Live Entertainment and great food every Friday and](#)
7:30 to 9:30

[Complete Listings](#)

YouTube **facebook**

blog **Join Our E-mail**

welcome

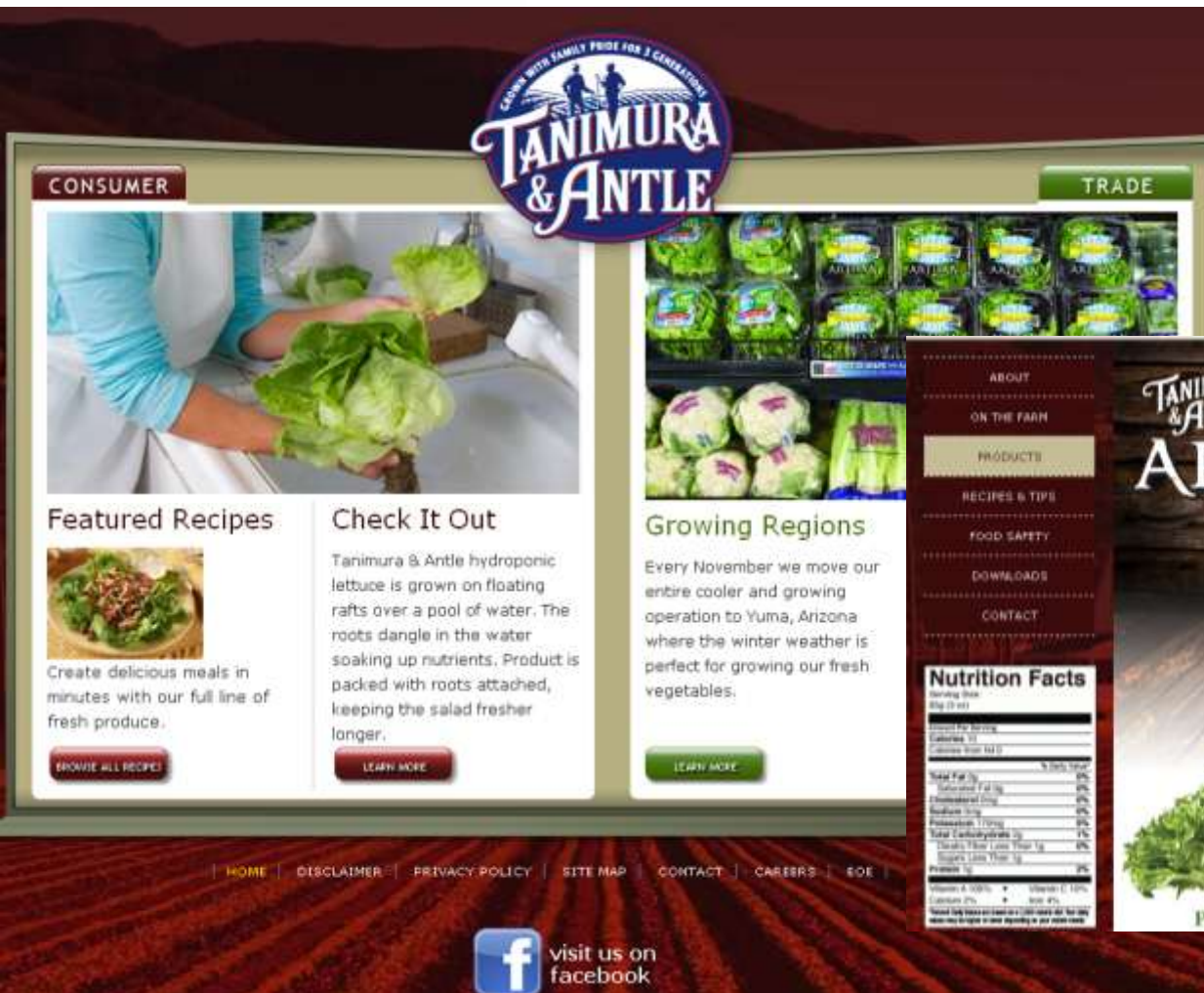
PLEASE VISIT US SOON!

PARTY ROOM FOR RENT

VINTNER'S DINNERS


MICHELLE'S SUSAN G. KOMEN 3 DAY WALK FOR THE CURE PAGE

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CONSUMER **TRADE**

TANIMURA & ANTLE
GROWN WITH FAMILY PRIDE FOR 3 GENERATIONS



Featured Recipes



Create delicious meals in minutes with our full line of fresh produce.

[BROWSE ALL RECIPES](#)

Check It Out


Tanimura & Antle hydroponic lettuce is grown on floating rafts over a pool of water. The roots dangle in the water soaking up nutrients. Product is packed with roots attached, keeping the salad fresher longer.

[LEARN MORE](#)

Growing Regions

Every November we move our entire cooler and growing operation to Yuma, Arizona where the winter weather is perfect for growing our fresh vegetables.

[LEARN MORE](#)



Nutrition Facts

Per 100g (3.5oz)

	% Daily Value*
Total Fat 1g	2%
Total Crisp 2g	4%
Crunchiness 1g	2%
Hydroponic 1g	2%
Roots 1g	2%
Total Crispiness 1g	2%
Total Freshness 1g	2%
Total Taste 1g	2%
Total Quality 1g	2%
Total Value 1g	2%

*Percent Daily Values are based on a diet of other people's secrets.



TANIMURA & ANTLE
ARTISAN
LETTUCE

[Browse Recipe Ideas »](#)



PETITE TANGO



PETITE GEM
Dense compact heads that are crunchy with a sweet mild flavor.



PETITE OAK



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Postharvest/Packaging Technology



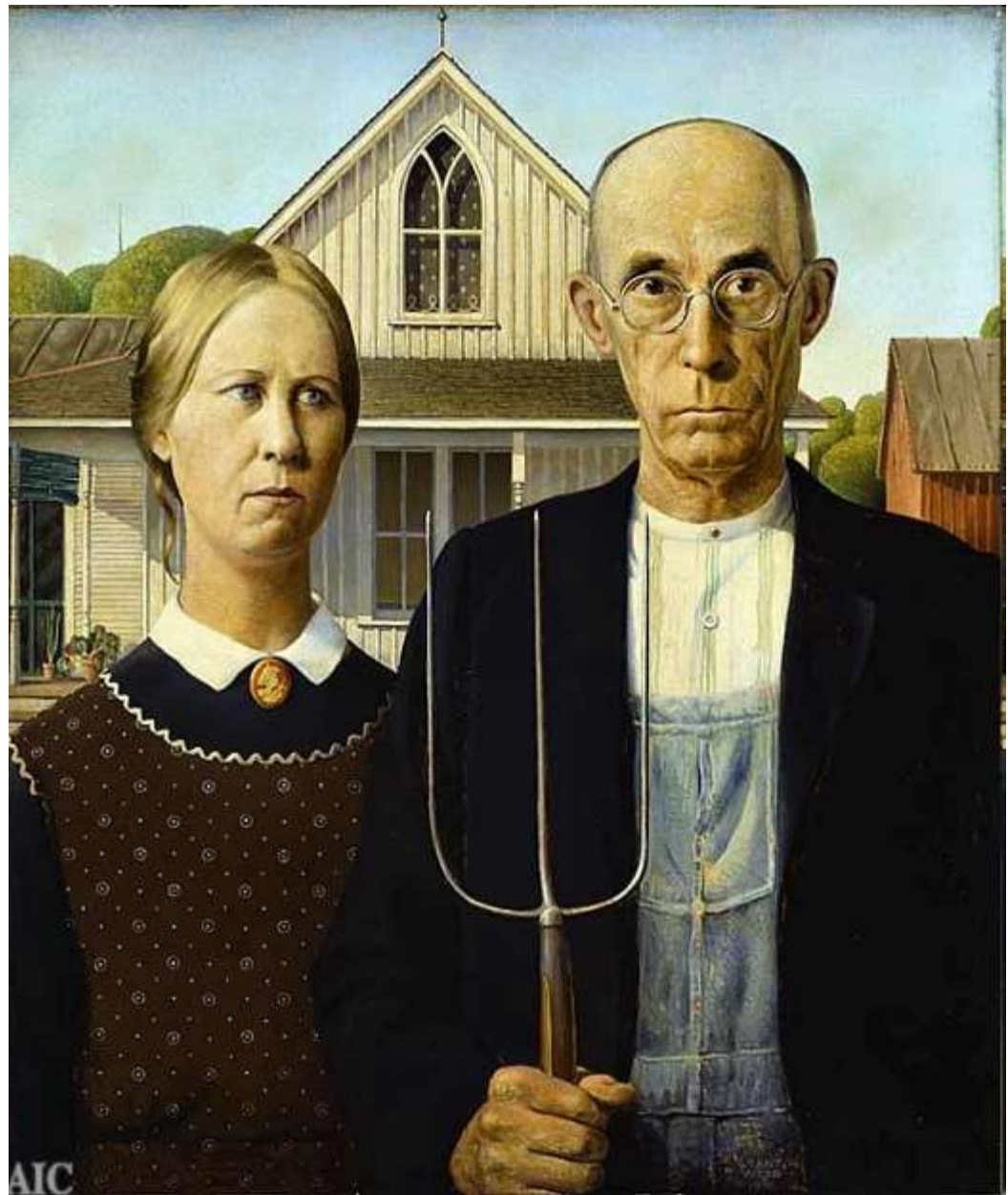


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Marketing

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

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**

Labor

Packaging

Transportation

Energy

Profits

Advertising

Depreciation

Rent

Interest

Repairs

Business taxes

Misc. costs



38.4¢

8.0

4.0

3.5

4.7

4.0

3.6

4.3

2.7

1.5

5.3

3.0

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

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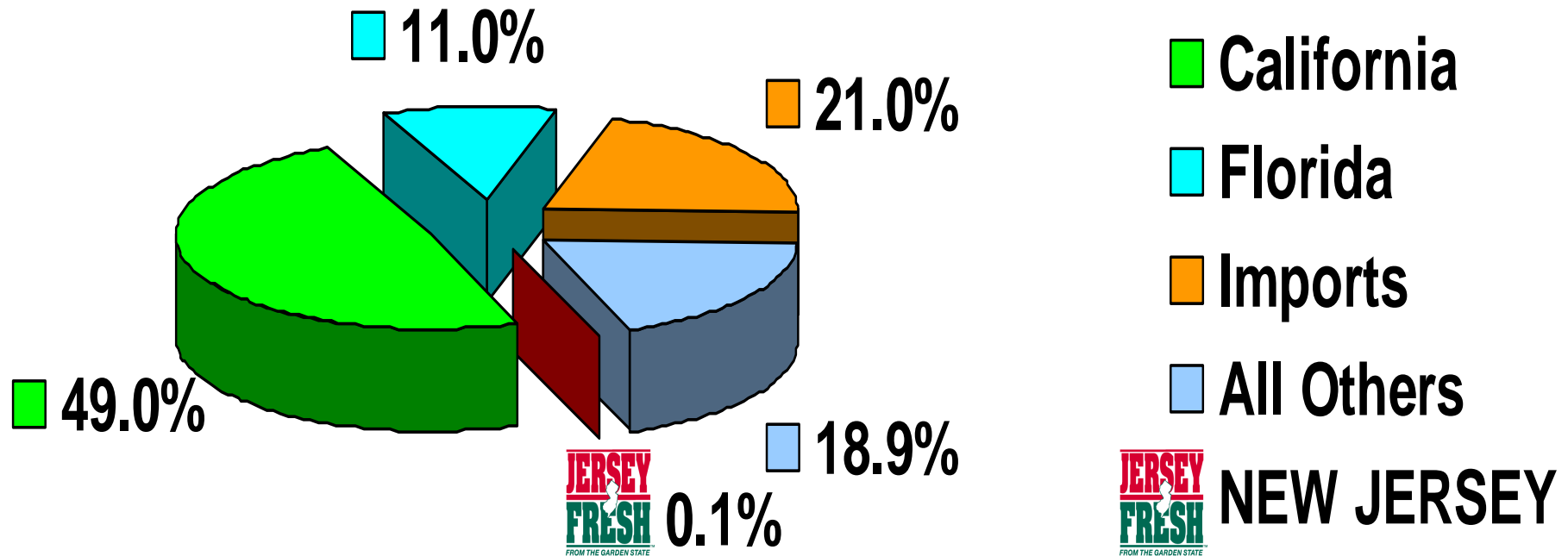
Specialty Vegetables?

- ❖ Quality
- ❖ Variety
- ❖ Quantity
- ❖ Price
- ❖ Service



❧ Any vegetables other than potatoes are considered specialties!

Our Slice of the Vegetable Pie



Marketing Specialty Vegetables

Opportunity is nowwwhere



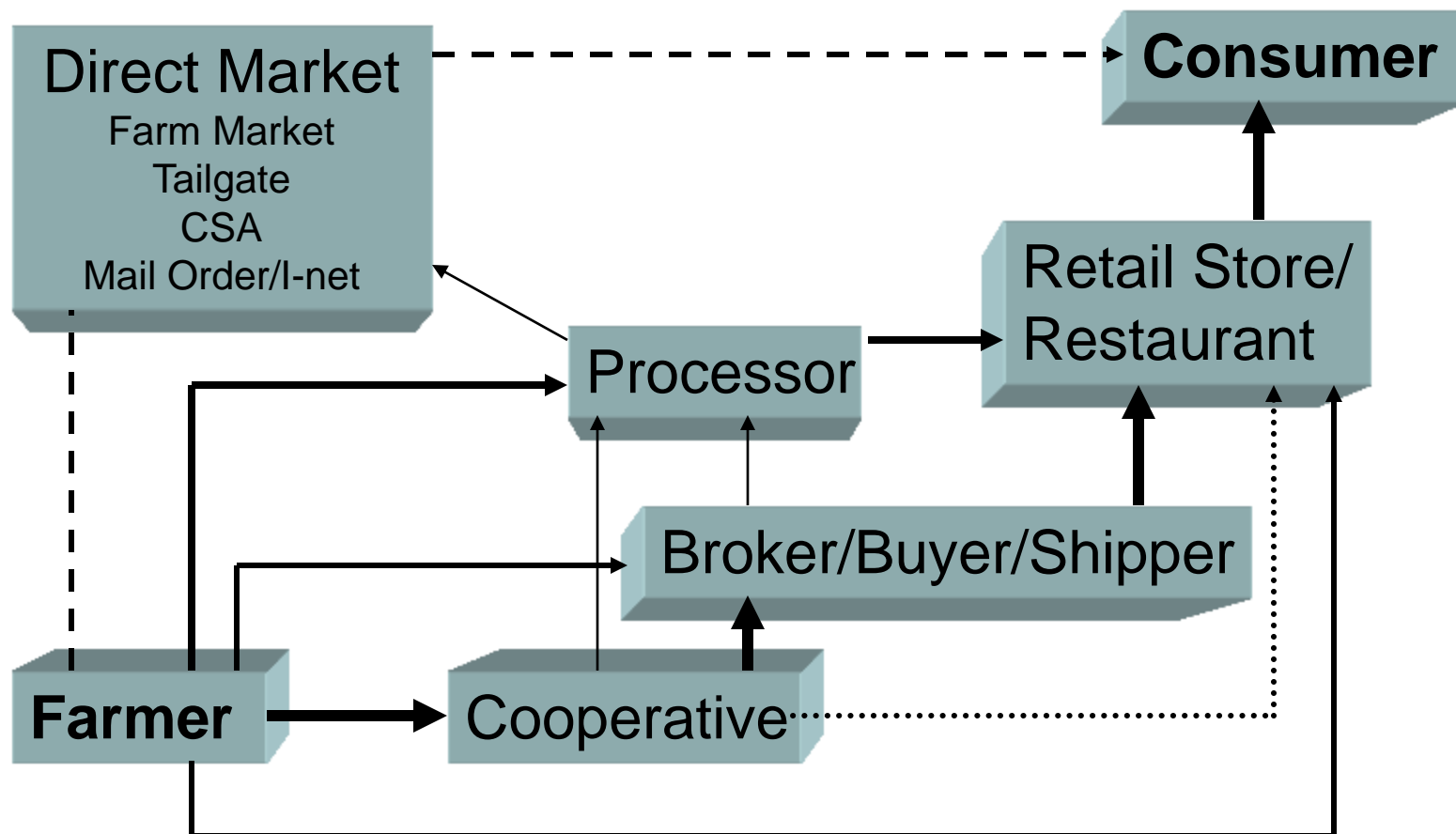
#1 Rule in Marketing

❖ 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!

The Food Chain Back to the Farm



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)

Merchandising

❖ Image (to reflect)

❧ Appearance

✱ Bounty

❧ Bulk displays

❧ Full displays

❧ Variety

❧ Freshness

❧ Color

❧ Lighting

❖ Convenience

❧ Easy access

❧ Value-added

❖ Tie-ins

❧ Impulse

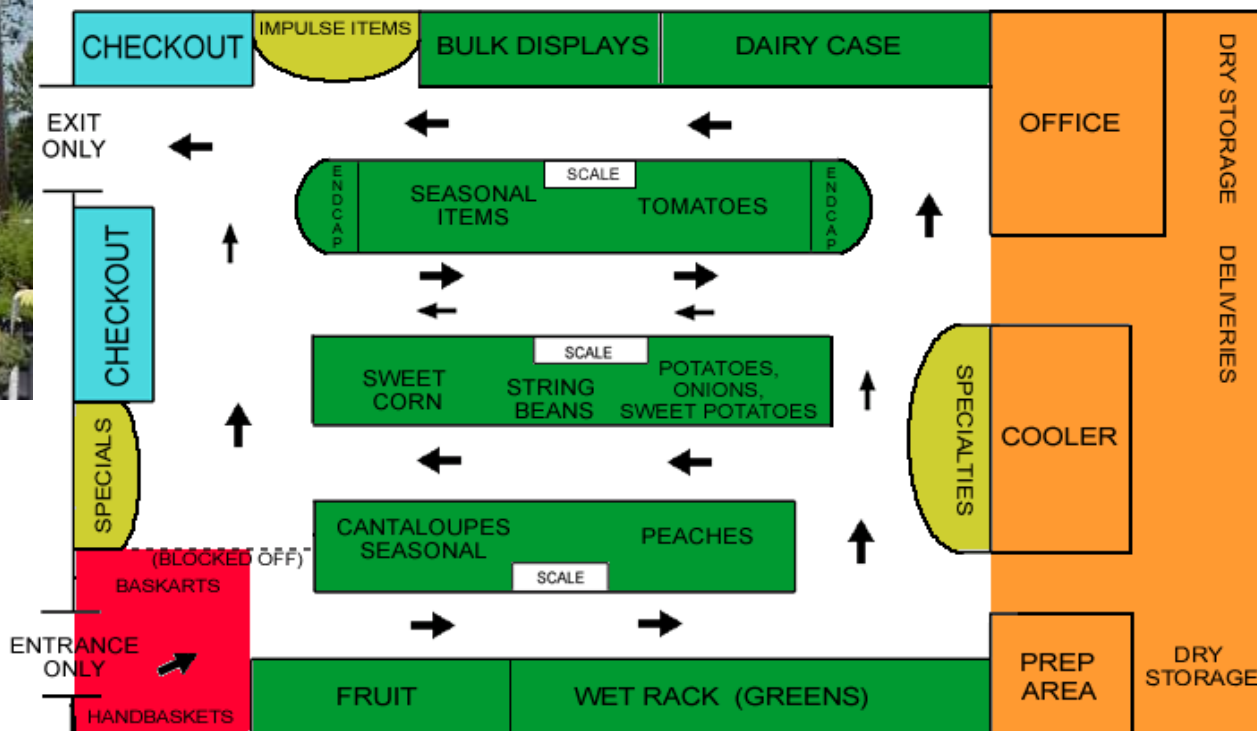
❧ Specials

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.







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

Please
HELP YOURSELF
to DELICIOUS CORN



Please
HELP YOURSELF
to DELICIOUS CORN





EMPIRE
Apple's
\$1.50



EMPIRE
Apple's
\$1.50



EMPIRE
Apple's
\$1.50



EMPIRE
Apple's
\$1.50



EMPIRE
Apple's
\$1.50

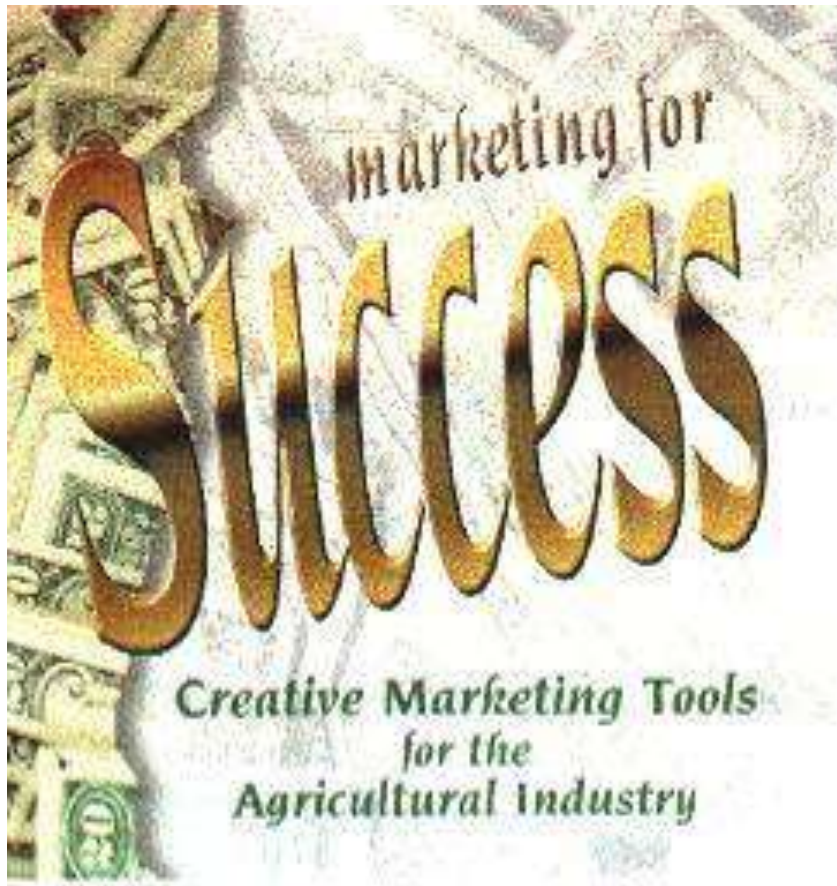


EMPIRE
Apple's
\$1.50



EMPIRE
Apple's
\$1.50

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

❖ “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



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Cooperative Extension of Atlantic County

Entertainment, Raffles, and of Course... Dandelions!

Date: Saturday, April 2, 2011

Time: 6:00-11:00 PM

Location: Merighi's Savoy Inn

Landis Avenue & Union Road

Vineland, NJ 08360

Ticket Price: \$45 Per Person

Event Sponsored by:



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Agricultural Scholarship



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General Farm Marketing Principles



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)

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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](#)
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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](#)

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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!

Thank you!

EXIT

Thanks
Come Again

Any Questions?