

# **Will this work for Small Farmers?**

- **Yes, It will work for all farmers.**
- **Small farmers must plan their operation.**
- **Small farmers must communicate with others in their industry.**

# A New Approach to Farming



Photos courtesy of Kipp Nash, Community Roots, Boulder CO

# Agri-tourism



Sumter County  
Farm with on farm  
Entertainment

# **The SCDA Created a Brand**

**To identify S. C. grown products**

Because you want your customers  
to remember you and you want  
them to keep coming back to BUY  
more of you're product!

\$\$\$

# What do brands do?

- create consumer trust and emotional attachments
- foster relationships between customers and products

# **Why are brands a big deal?**

1. Brands unlock profitability
2. Brands prompt consumer selection
3. Brands build name awareness

# What comes to mind?



JOHN DEERE



# Certified South Carolina

- GOAL= is to bring awareness and brand recognition to SC produce and products.





# Research

11. At equal prices, would you choose fruits or vegetables grown in South Carolina or out-of-state produce?			
	Counts	Percents	
			0 100
SC Produce	447	89.4%	
Out-of-State Produce	25	5.0%	
Makes No Difference	19	3.8%	
Unsure	8	1.6%	
Other	1	0.2%	
Totals	500	100.0%	

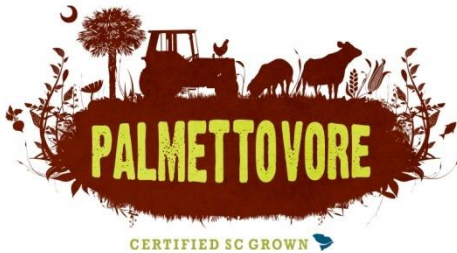
Research was conducted in March 2007.

Richard Quinn and Associates conducted a random statewide sample of 500 South Carolinians ages 18 or over.

*Nothing's Fresher*

**Buy South Carolina<sup>SM</sup>**

*Nothing's Finer*



# **4 years later...**

1,165 Certified South Carolina Members

300+ Fresh on the Menu Members

190 Certified Roadside Markets

100+ Community Based Farmers Markets

4,500 people like us on face book

2,000 people follow us on twitter

300+ participating retailers and food service  
companies support the Certified SC program

# Marketing

# What is Marketing

- The process of getting potential customers and clients interested in your products and/or services.
- The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services.

# Marketing

- It's a huge topic, which is why there are tomes written on marketing, and why you can take a four-year marketing degree. But essentially marketing involves everything you do to get your potential customers and your product or service together.
- When you're putting together a marketing program for your business, concentrate on the marketing basics, the four key components of any marketing plan:

# From Concept to Customer

- Four elements called 4P's:
- Selection, and development of a product.
- Determination of its price.
- Distribution to reach the customer's place.
- Development and implementation of a promotional strategy.



# Marketing is an activity

- Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products.

# Marketing is an activity

- Designing the product so it will be desirable to customers by using tools such as marketing research and pricing.
- Promoting the product so people will know about it by using tools such as public relations, advertising, and marketing communications.
- Setting a price and letting potential customers know about your product and making it available to them.

# Marketing Differs From Selling

- "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse, and satisfy customer needs."

# Business Plans

- Planning is the basis for success; therefore, businesses require extensive planning. The business plan is a document that contains all of the information about your business including its description, the strategy for development, and the goals of business

# The Key to Marketing

- The marketing strategy provides the goals for your marketing plans. It tells you where you want to go from here. The marketing plan is the specific roadmap that's going to get you there. "

# Marketing Strategy

A strategy that integrates an organization's marketing goals into a cohesive whole. Ideally drawn from market research, it focuses on the ideal product mix to achieve maximum profit potential. The marketing strategy is set out in a marketing plan.

# Many Types of Advertising

Forms of advertising such as signage, yellow pages listings and newspaper advertising through newer forms such as pay per click advertising on the Internet.

# Promotion is Communicating

The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service



# Why customers buy from you

- Do you really know about your current markets or future market? Why do your customers buy from you?
- Are there bulk, institutional, or corporate markets beyond normal retail customers that you are ignoring?

# Marketing Channels

- Retail Marketing
  - Farmers Markets
  - CSA
  - Roadside Market
  - Internet Marketing
- Wholesale Marketing
  - Restaurants
  - Institutions

# Online Marketing

- In today competitive marketplace, the need for effective online marketing service is more important than ever before.
- In order for your internet business to get off the ground and flourish in this competitive digital marketplace, you need to incorporate a variety of online marketing strategies such as promotion and advertising.

# Twitter

- Twitter has over 200 million members. Today customers are engaging with brands through multiple channels. Emails, voice, online chat, forums.
- You can't ignore Twitter, Facebook or Instagram.



- Wall
- Info
- Discussions
- Photos
- Recipe Contest**

## About

Lee Brother Your Holiday is brought to you by Certified SC Grown and the SC Department of Agriculture. Look for Certified South Carolina wherever you shop or dine. Nothing's Fresher. Nothing's Finer.

1,311,775

like this

## Lee Brother Your Holiday

Food/Beverages

Create a Page

**DETAILS** **ENTER CONTEST** **SUBMISSIONS** **INVITE FRIENDS** **RULES**

**CONTEST DETAILS**

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**CONTEST ELIGIBILITY**

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**THIS IS WHAT HOLIDAY MEMORIES ARE MADE OF**

## You and Lee Brother Your Holiday



11 friends like this.

## People You May Know

See All



**Robert Capps**  
39 mutual friends  
[Add Friend](#)



**Heather Langknecht**  
18 mutual friends  
[Add Friend](#)

## Sponsored Story

See All



Bryan Hadlock likes Rite Aid.



Rite Aid  
[Like](#)

## Sponsored

See All

## FLOR INC.



Love FLOR? "Like" FLOR. Get special behind-the-scenes access, great design ideas and exclusive sale previews.

Like · 5,786 people like this.

## "Racheal Ray Loses 32lbs"

blog.rachealray.com



She cut down 32 lbs of her stomach fat in just 2 months by following this 1 old diet tip.

## Cardmember? Love DVF?



American Express Cardmembers, don't miss out on Fashion Week! Link any eligible Card and get offers like \$50 off \$250 or more at DVF!

# **How to build your own brand?**

- Numerous books and resources available at the library and online that can help you get started...
- ...but the easiest and most economical way to start building your brand is to take advantage of the Certified South Carolina program.

# **TOP TRENDS for Food in 2017-2018**

## **1.Vegan**

(think fruits and vegetables)

## **2. Locally Grown**

## **3. Food Safety and Traceability**

## **4.The Economy**

## **5.Connecting with Consumers**

# Food for Thought

- Load up your plate with great ideas during the winter months.
- Attend workshops to get timely information
- Visit with vendors for new business opportunities.
- Network with your peers.



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*Nothing's Finer*

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## **HIGHLIGHTS OF USDA OUTREACH AND ASSISTANCE FOR SOCIALLY DISADVANTAGED AND VETERAN FARMERS AND RANCHERS**

The Outreach and Assistance for Socially Disadvantaged and Veteran Farmers and Ranchers program, also known as the “Section 2501” program after its original Farm Bill section number, provides grants to organizations that work with minority and veteran farmers and assist them in owning and operating farms and participating in USDA programs. USDA’s Office of Advocacy and Outreach administers the program.

The Section 2501 Program was established in the 1990 Farm Bill and has historically targeted funding to support farmers who are considered “socially disadvantaged” by USDA’s definition. These include African American, American Indian, Asian American, and Latino farmers and ranchers. The most recent farm bill expands the program to also serve returning military veterans entering farming.

The purpose of the program is to assure that socially disadvantaged and veteran farmers and ranchers have opportunities to successfully acquire, own, operate, and retain farms and equitably participate in all USDA programs. The program supports a range of outreach and assistance activities, including farm management, financial management, marketing, and application and bidding procedures.

Applicants are also encouraged to coordinate with existing regional projects to complement pertinent and relevant cross-regional activities.

### **HERITAGE ORGANIC DRY FARMING PROJECT PUBLICATION**

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