



Marketing Local Food

Island Grown Workshop, Dec 15, 2017





**WE EDUCATE, CONNECT,
AND PROMOTE LOCAL
BUSINESSES TO BUILD
STRONG COMMUNITIES.**





WHAT IS LOCAL FOOD?

Local FOOD



is fresher
supports our farms & community
keeps land in farmland
is better for the environment
is unique

WE DEFINE *Local*

as food grown, raised,
caught or made
in Whatcom, Skagit,
Island & San Juan Counties





Unique or Quality
product or service

Unique marketing
of the product or
service

Identifying Target Customers



E, CONNECT,
TE LOCAL
TO BUILD
COMMUNITIES.

Target Customer

- Age
- Income & expendable income
- Gender
- Location
- Hobbies

WE EDUCATE, CONNECT,
E-LOCAL
BUSINESSES TO BUILD
STRONG COMMUNITIES.

Customer Segments as they relate to sustainability

14%



The Core Customer

66%



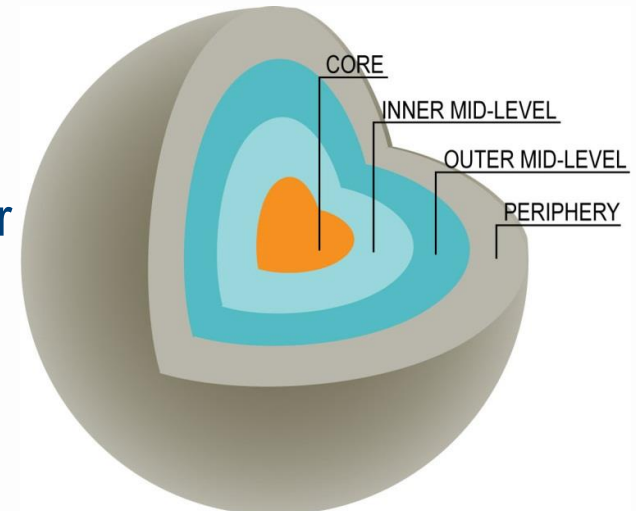
The Swing/Mid-Level Customer

20%



The Periphery/Non Customer

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Segmentation is based on respondent behavior regarding: animal testing, packaging, community issues, supporting companies helping the local community, recycling, and price.

The Hartman Group - 2014

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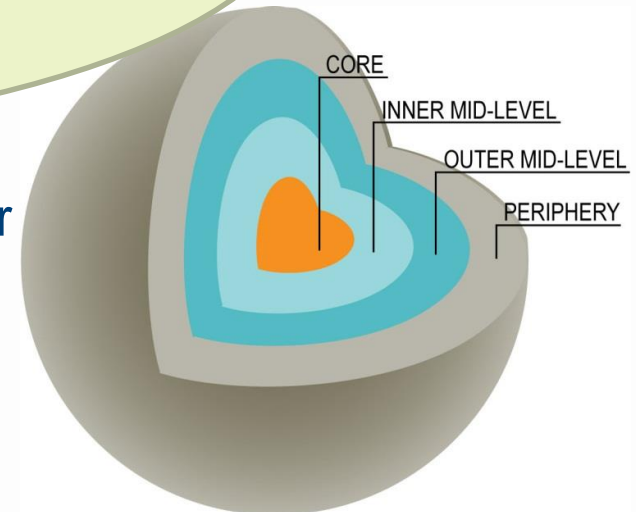


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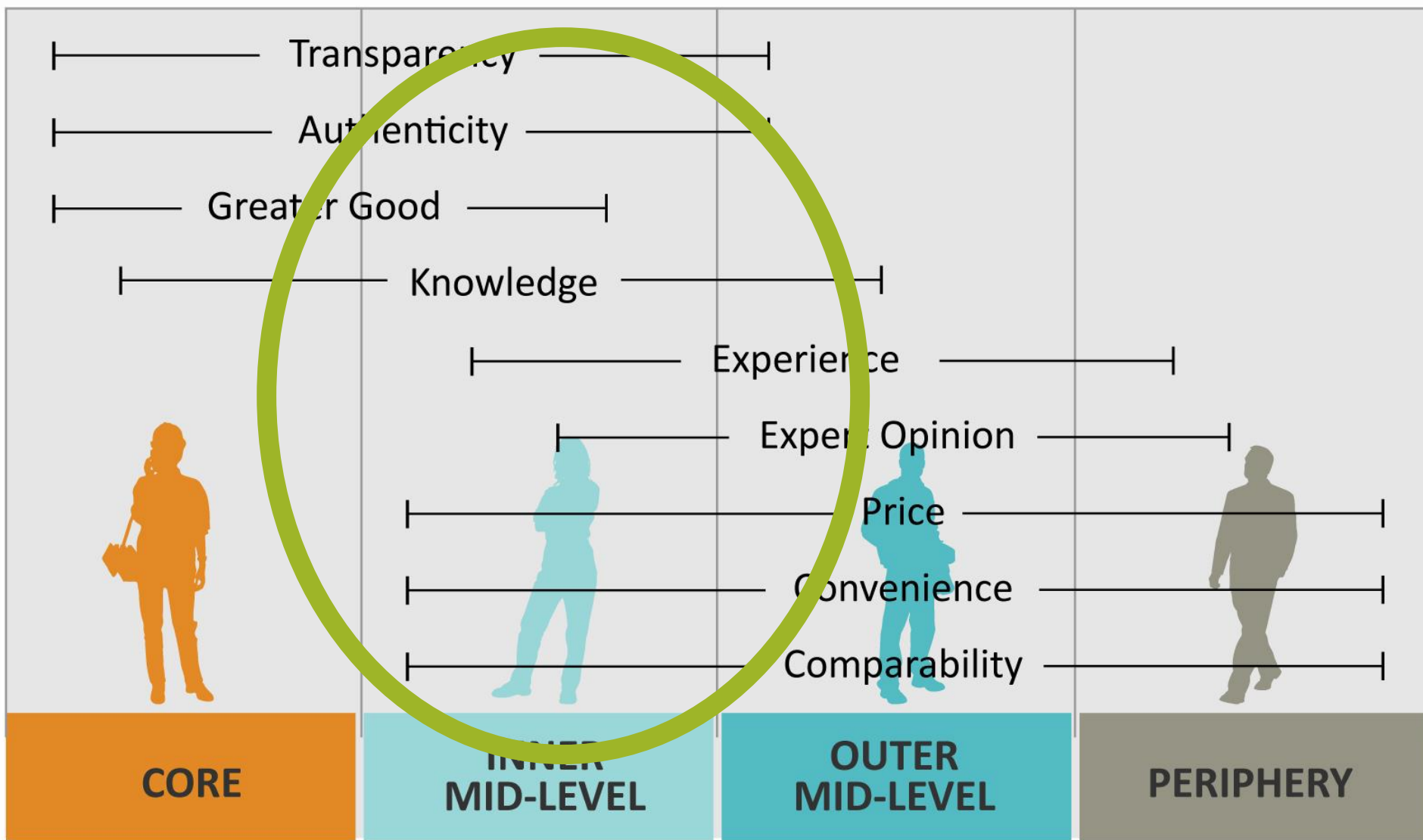


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Customer Profile

<p>“Mary”</p> 	<p>Behaviors</p> <ul style="list-style-type: none">• Has a housecleaner• Buys take-away 3 nights/wk• Frequently feels overwhelmed when she “forgets” something
<p>Demographics</p> <ul style="list-style-type: none">• Working mom• 34 years old• Lives in Reading, works in London• Married, 2 kids• Household 125k/yr	<p>Needs & Goals</p> <ul style="list-style-type: none">• Help! Running errands, managing kids, keeping things running• Time for her girlfriends• To feel like she “has it sorted”• “To clone herself”

Address Barriers: Make it *easy*



Knowledge

Explain your actions, position, priorities so that consumers understand why sustainability matters to you; don't preach, teach or admonish



Practicality

Consumers are pragmatists and need a reason to believe; don't make sustainability a tradeoff problem for consumers



Faith

Provide evidence that choosing you will have an impact; don't put the responsibility on the consumer for making a difference

The Hartman Group - 2014

Once you know WHO your customer is, HOW do you reach them?

- 1) Communicate in a way that resonates with them: *regularly and consistently*
- 2) Be connected to them through multiple marketing channels: *regularly and consistently*
- 3) Utilize community resources: *regularly and consistently.*

Creating Content that Sticks

Getting clear about what you want to share about your biz

ONE Thing

What is the *ONE* thing you want your customers to know or remember about your business?

Creating Content that Sticks

Getting clear about what you want to share about your biz

Boilerplate Language:

- Tagline
- Elevator Speech
- The One-Pager/Paragraph

Creating Content that Sticks

Getting clear about what you want to share about your biz

The Catch-All

- Developing a list of “types” of content you want to share
- Use on social media, blogs, newsletters, etc.

Don't assume your customers know ANYTHING about your business, your values, the benefits of your practices, etc. TELL them! Then tell them again 😊

Content planning

	<i>Sun</i>	<i>Mon</i>	<i>Tues</i>	<i>Wed</i>	<i>Thurs</i>	<i>Fri</i>
	30	1	2	3	4	5
Social med		Recipe share: we love making xx recipe with our xx	Where you can find us: feature a restaurant you sell to	Owner feature	We're in the Whatcom Food & Farm Finder.. With link and photo	what's fresh at the farmers market this week -- cucumber/tomato special
Newsletter				Monthly newsletter out		
Wholesale	send weekly chef fresh sheet					
Event signage						Cucumber/tomato gazpacho special this week

Marketing Outlets

Digital, physical and general marketing best practices



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Digital Marketing

Social Media

- Instagram
- Facebook

Website

- Content
- Keywords/SEO

Newsletter

- Building a customer list
- Mailchimp is free & easy to use

Ads/Community Publications

- Tourism, Island Grown, etc.
- Local publications/radio

Review Sites

- Yelp
- Google
- Trip Advisor



Social Media

- Facebook and Instagram are king in NW WA.
- Many businesses post to Instagram, and share it to Facebook for ease
- Times of day to post: ~8:00am, ~11:30am, ~4:00-5:00pm, ~8:00pm for optimum viewing
- Photo focused posts (obviously on IG, but FB too!), links to events/web links have a weaker algorithm
- Create/prepare content in batches for more efficiency and day-to-day ease (can use hootsuite, social pilot or others)
- Use hashtags on Instagram



Website

- Easy to navigate
- Content is on point
- Search results : SEO & Keywords
- Photo quality



Newsletter



We're kicking off our 2017 Pumpkin Patch on Oct. 7!

Join us at the farm from 12PM - 5PM on Saturday 10/7 and be the first visitors

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Physical Marketing

Signage & Fliers

- 99designs.com
- Local designers
- Canva.com

Ads

- Local publications & community partners

Events

- Great for promotions
- PR list
- Online calendars



Marketing Best Practices

Business 2 Business

- Co-promotions
- Coupons

Marketing/Content Plan

- Planning ahead for efficiencies
- Utilizing social media scheduling platforms

Connecting the Dots

- FB → Website
- In person → social media





Wholesale Best Practices

Weekly Fresh Sheets

- Send out consistently
- Regular delivery days

Making New Connections

- Drop off samples at a slow time
- Follow-up
- Be persistent

Customer Service

- Is key! Be professional and accountable
- Quality and upfront communications

Co-Promotions

- Make it easy for buyers to tell your story:
 - Shelf cards, boilerplate text + photo
- Feature where you can find your products



Community Resources

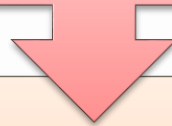


Eat Local First

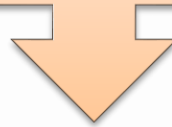
Goal: Increase the purchase, recognition and consumption of locally produced and grown food



A place-based brand and labeling strategy for producers and buyers to use



An advertising and promotional campaign focused on increasing consumer awareness and purchases of local in grocery stores and restaurants



Offers seasonal and eat local educational materials related to the brand for key partners across the community to use (Farmers Market, Media, Producers, etc)










Served in Ballard



Grown in Richland



i'm lovin' it®

 CLEAR CHANNEL

012246

HOW MUCH LOCAL IS IN YOUR BAG?



LOOK FOR THIS LABEL
at participating local retailers, restaurants, and farm stands.

the markets
great food is for everyone!

Community
FOOD CO-OP
Bel Ingham's Natural Grocer

BELLINGHAM
NATURAL GROCER

Many thanks to our Eat Local First Sponsors and Partners

Sustainable
Connections

Choose local businesses taking action for a healthy community.

STAY Connected
FROM FARM TO FORK

www.eatlocalfirst.org

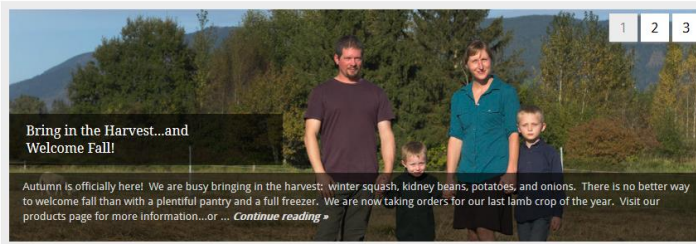
What if 10% of food eaten
here is grown here and is
also good for you, good for
the people who grow it,
and good for
the planet?



Look for these symbols throughout the store.



MEET THE FARMERS PRODUCTS CSA BLOG CONTACT US



Bring in the Harvest...and
Welcome Fall!

Autumn is officially here! We are busy bringing in the harvest: winter squash, kidney beans, potatoes, and onions. There is no better way to welcome fall than with a plentiful pantry and a full freezer. We are now taking orders for our last lamb crop of the year. Visit our products page for more information...or ... [Continue reading](#)

Meet Your Farmer Video

Who ever heard of a farmer-celebrity? If anyone can make farming cool, it's Sustainable Connections. Last summer, I received a call from Sustainable Connections that they wanted to make a video about local farmers. They asked if they could come out to the farm and shoot some video...at 4am...tomorrow...which was CSA day. Naturally, I said yes... [Continue reading](#)

1 Comment



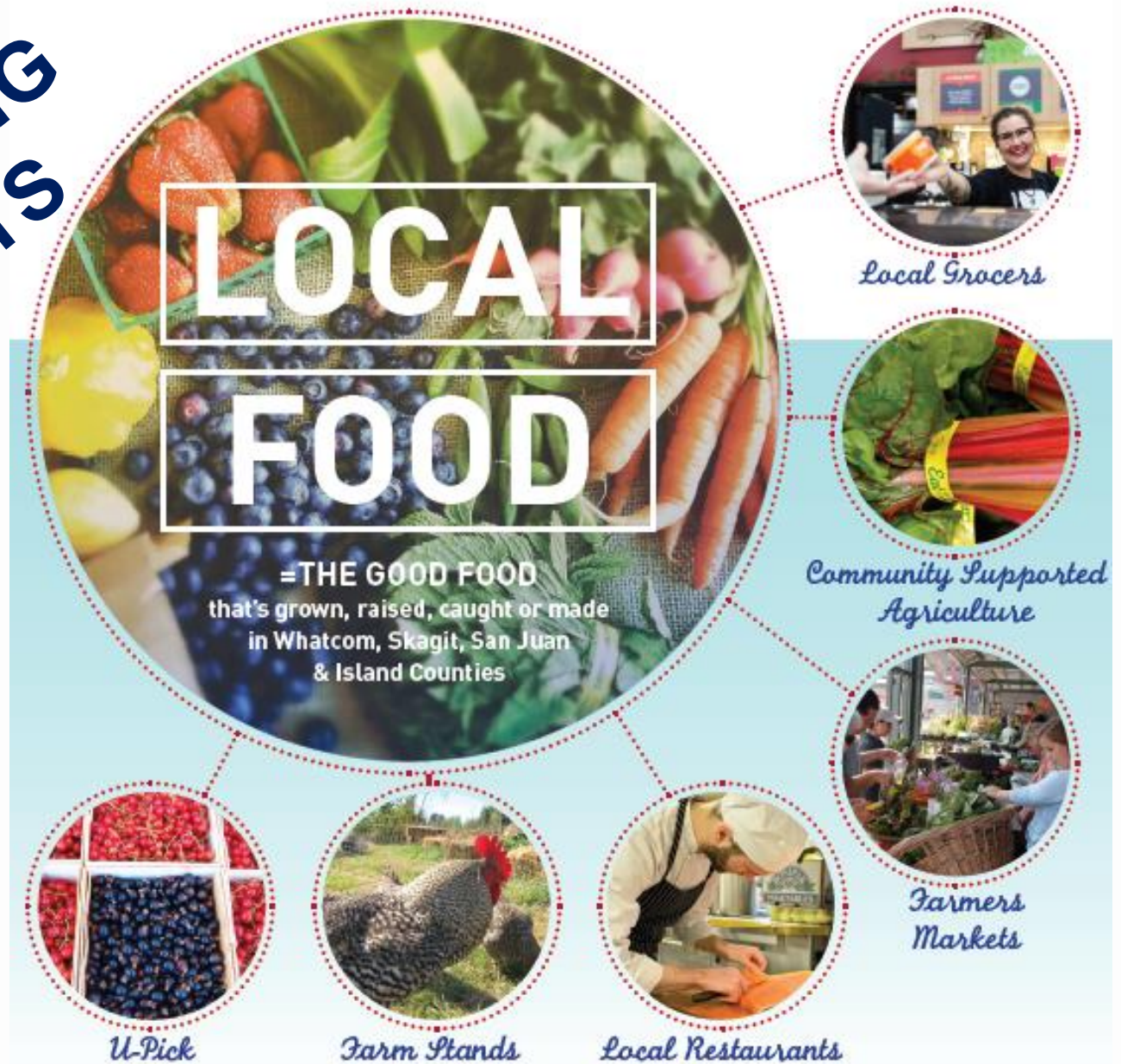
Eat Local First



Follow our Farm Blog!



CONNECTING THE DOTS





SUCCESSES

“ I have had great response from using the Eat Local First Campaign as a way of communicating my business philosophy. This organization and campaign has been invaluable in connecting with other like-minded businesses and consumers.”

“It unifies a group of people working toward the same goal.”

“I think the campaign is terrific. There is definitely brand recognition, and it gets people interested in local food.”

Thank you!

Sara Southerland

Food & Farming Program Manager

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www.sustainableconnections.org

www.eatlocalfirst.org