
MARKETING

Overview

The National Organic Program is housed in the USDA's Agricultural Marketing service and regulates the use of the USDA Organic label. This label assures consumers that the product meets organic standards for production and as such, is a unique marketing tool. This module focuses on the different marketing strategies that organic producers may use including direct and wholesale marketing. Included is an assignment, a video activity, and additional resources on marketing.

Learning Objectives

Concepts

- Direct marketing allows producers to sell directly to consumers and strategies include farmers markets, community supported agriculture, farm stands, online marketing, restaurants and U-pick.
- Other marketing strategies include selling to local grocery stores, co-ops, and wholesale distributors.
- Organic producers may use a range of marketing strategies.

Prepared by: Randa Jabbour, Makenzie Pellissier

Contact: rjabbour@uwyo.edu | With funding from the USDA National Institute of Food and Agriculture Organic Agriculture Research and Extension Initiative Accession #1007232

Assignment: Marketing Case Studies

Case studies for this activity are from 'The New American Farmer' 2nd Edition. This SARE publication is available for download or to order a print copy on their website here: <http://www.sare.org/Learning-Center/Books/The-New-American-Farmer-2nd-Edition>

Organic producers have different ways they can market their products. They may sell it at a farmers market, a local co-op, or at a farm stand to name a few. For this assignment you will read the following short (2-3 page) organic farmer profiles from 'The New American Farmer' and answer questions about their marketing strategies. If you want a little more information on some of the marketing strategies you'll read about in these profiles, this page gives a brief overview (<http://articles.extension.org/pages/18381/direct-marketing-channels-strategy-for-organic-products>).

Profiles to read:

Crawford
Harris
Duncan
DeWilde
Endicott

For each profile answer the following questions in 1-2 sentences each:

- 1.) What is the main marketing strategy this farmer uses to sell their product? Briefly describe how that works. List any other marketing strategies farmers might also use.
- 2.) Describe the advantages to this type of marketing - what are some of the reasons farmers give for deciding to go this route.
- 3.) What could be some of the challenges to this type of approach? (Describe those listed by the farmer and if none are provided, what are some possible challenges you can think of).

Key: Marketing Case Studies

Instructors can email Randa Jabbour (rjabbour@uwyo.edu) from their institutional email address to request the key.

Assignment: Producer Marketing Perspectives

Watch the short film available at <https://youtu.be/5CoK9EVoWKY> and answer the following questions.

1. List the different types of marketing strategies that vegetable farmers talk about using to sell their crops.
2. What shared marketing challenge do Malaika and Juan talk about?
3. How have wholesale prices been a challenge for Jordan and Juan?
4. How do certification regulations impact how the Lankisters market their beef?
5. Describe how having on-farm storage for crops is useful for marketing.
6. Marketing is often influenced by a farm's location. Give two examples from this videos of how location influences a farmers marketing (could be a benefit or a challenge).
7. Describe how having a co-op or growing group enables farmers to market more efficiently.

8. Jean Hediger describes selling to both large distributors and small family companies. What are the benefits to selling to these different markets?

9. Does the size of the farm or ranch seem to influence what markets farmers sell to? How or why not?

10. What's something that all of these farmers have in common when it comes to marketing?

Notes for Instructors

Video Companion Notes

Portions of these notes are included in the video descriptions on Youtube.

Marketing

YouTube Link: <https://youtu.be/5CoKgEVoWKY>

Run Time: 15 minutes

Organic Producers: Keith and Wendi Lankister, Juan Raygoza, Malaika Spencer, Jordan Brown, Tony Potenza, Jean and Bryce Hediger

Organic producers have a variety of marketing strategies to choose from including different types of direct marketing, and selling wholesale. Here we hear from organic producers from across the country about the different ways they market their products and some of the challenges they face.

Keith and Wendi Lankister operate an organic ranch in Glenrock Wyoming, producing grass fed beef for their brand Bar Double L Beef. Glenrock is located just east of Casper in central Wyoming. The Duncan ranch itself is owned by the State, but the Lankister's operation is part of a long term agricultural lease. On their 7,815 acre ranch the Lankisters focus on grass farming as the foundation for their beef business.

Juan Raygoza is the owner of Tera Preta Farms, a 7 acre diversified vegetable farm located in Edinburg Texas. Edinburg is in the very southern tip of Texas, close to the Gulf of Mexico and Mexico border. Juan and his wife Shakera work together, with Shakera managing the marketing, office, media, and helping out on the farm as needed. They market their vegetables through a CSA, farmers markets, and at restaurants. Juan sees healthy soils as the key to healthy produce and healthy people and focuses on building soil as the foundation of his production practices.

Malaika Spencer owns Roots to River Farm with two locations in New Hope, Pennsylvania and Titusville, New Jersey. Her diversified vegetable farm markets their produce at farmers markets, restaurants, and through their CSA. Using season extension techniques like high tunnels, Roots to River Farm produces food year round.

Jordan Brown is the owner of The Family Garden a 20 acre farm in Gainesville Florida, which is situated in the North Central part of the state. Because of the warmer climate, Jordan produces food year round, with a CSA that runs from October through June. Besides organic certification, The Family Garden also has a Food Justice certification. This ensures fair treatment of employees by paying living wage and establishing workers' rights.

Tony Potenza owns Potenza Organic Farms in Trumansburg, New York. Trumansburg is located in the Finger Lakes region of New York, an area defined by long thin lakes stretching north and south. Tony has been involved in the organic movement for most of his career as a farmer. He was a founding

member of an organic growers association called Finger Lakes Organic Growers in the 1970's and was the first producer in the state of New York to become certified organic. After starting out in vegetables, Tony now grows soybeans, dry beans and, small grains.

The Hedigers own Golden Prairie Inc. in Northern Colorado, growing grains and specializing in millet. As a family, the Hedigers work together to manage different aspects of the operation. Bryce and his father Randy focus on farming and production. Jean handles the marketing and works with over a dozen nearby growers to sell their combined 20,000 acres of millet. The Hedigers have been a part of the organic movement in Colorado since the 1980's.

Key: Producer Marketing Perspectives

Instructors can email Randa Jabbour (rjabbour@uwyo.edu) from their institutional email address to request the key.

Resources

Print

Berton, Valerie. 2005. The New American Farmer Profiles of Agricultural Innovation. Sustainable Agriculture Network. Beltsville, MD.

PDF available online at:

<http://www.sare.org/Learning-Center/Books/The-New-American-Farmer-2nd-Edition>

This book is available in print or online as a PDF and contains farmer profiles organized by region.

Grubinger, Vernon P. 1999 Sustainable Vegetable Production From Start-Up to Market. Natural Resource, Agriculture, and Engineering Service (NRAES) Cooperative Extension, Ithica NY.

While not specifically about Organic marketing Chapter 4 of this book gives an overview of marketing strategies which are applicable to organic growers.

Hansen, Anne Larkin. 2010. "Going to Market" The Organic Farming Manual: A comprehensive guide to starting and running a certified organic farm. Storey Publishing, 370-394.

This chapter covers how to find markets for specific products, types of marketing, value-added products, advertising, and legal considerations.

Wisall, Richard. 2009. The Organic Farmer's Business Handbook A complete guide to managing finances, crops, and staff – and making a profit. Chelsea Green Publishing.

This book includes a chapter on Marketing, covering topics like branding, pricing , 'the marketing circle', and professionalism.

Web

Extension Direct Marketing Channels & Strategy Overview

<http://articles.extension.org/pages/18381/direct-marketing-channels-strategy-for-organic-products>

This web page provides an overview of marketing approaches and strategies that some organic producers use including: farmers markets, CSAs, U Pick, restaurants, etc....

USDA Economic Research Service Organic Market Overview

<https://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-overview/>

This web page gives an overview of the organic market including organic sales, price premiums, and consumer base. This may be helpful introductory material for students to understand why organic producers might market in different ways.