

Marketing and Promotion Resources: Leveraging Existing Programs and Resources



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Overview

- Roles and Forms of Promotion
 - Connecting your message to the appropriate type of marketing materials and media
- Existing Resources for Local and Direct Marketing
- Emerging Tools for Effective Niche Marketing and Promotion



Marketing



Promotion

- Includes advertising, public relations & sales promotions
- Influences attitudes & buying behaviors of customers in a target market
- Should encourage product purchase & market expansion
- Important for positioning a product in the market
 - But if marketing budget is limited, may be effective to explore free and minimal cost public promotion resources



Promotional Objectives

- Stimulate sales
- Differentiate product offerings in varying markets
- Share information
- Accentuate value of product
- Stabilize seasonal demand

- Source: Lou Pelton, David Strutton, & James Lumpkin. 1997. Marketing Channels: A Relationship Management Approach, pp. 99-109.



Promotional Methods

- Print Media: Residential mailers and brochures
- Electronic Media: Websites and Internet advertising
- Published Media: Newspapers, magazines, and coupons
- Broadcast Media: Television and radio



Mass vs. Target Marketing

- Mass Marketing
 - One message targeted at average or representative consumer
 - Broadcast media effective
- Target Marketing
 - Customer Segments motivated by different claims, messages or stories
 - Some media (Internet, targeted ads in radio, television and publications may work)
 - Are there more cost effective (or free!) methods?



What works with Niches?

- Preferred (and effective) channels to deliver your message will vary by the type of customer
- A recent Colorado State University study of fresh fruit and vegetables customers asked about their perceptions of credibility and desirability among information sources for food and nutrition issues
 - Suggests newsletters and sample booths are effective promotional methods to target direct buyers
 - Online food and nutrition newsletters may also be a good venue to advertise products, farmers' markets, CSA's, and road side stands
- Thilmany, Bond and Bond (2006), Proceedings of the Food Distribution Research Society, Quebec City, Quebec



Promotion Beyond Ads & Media

- Does your business have a unique story that is targeted at a small set of consumers?
 - Public relations: community service or events
 - Sales promotions:
 - Point-of-purchase displays and demonstrations (free samples)
 - Trade shows, exhibitions
 - Word of mouth referrals

- Source: Lou Pelton, David Strutton, & James Lumpkin. 1997. Marketing Channels: A Relationship Management Approach, pp 99-109.



Existing Promotional Resources to Serve Niche Markets



Source: Local Harvest



Ag Marketing Resource Center

- <http://www.agmrc.org/agmrc/default.html>
 - Directories and State Resources
 - Contacts in each state to provide technical assistance and marketing programs
 - Thorough compilation of marketing information and directories
 - Access to these state/regional directories is very likely to be free or heavily subsidized



- [Cooperative Colorado Research, Education & Extension Service Partners](#)
 - [Colorado Department of Agriculture](#)
 - [Colorado Farmers Markets](#)
 - [Colorado Marketing Profile](#)
 - [Colorado Small Business Development Center](#)
 - [Colorado USDA Rural Development](#)
 - More Links:
 - [Checklist for Start-up Food Processors](#), State of Colorado Department of Agriculture.
 - [Colorado Agricultural Statistics Service](#)
 - [Colorado Agritourism](#)
 - [Colorado Department of Agriculture, Markets Division](#)- Helps to increase marketing and processing opportunities for Colorado's agricultural industry
 - [Colorado Extension Service County Offices](#)
 - [Colorado Farm Fresh Directory](#)
 - [Colorado Food and Agricultural Directory](#)
 - [Colorado Proud](#) - Helps producers and processors market their products.
 - [Consumer Protection Division](#), Colorado Department of Public Health and Environment.
 - [Publications & Business Development Tools](#) -Farm Fresh Directory, Hay Directory, Checklist for Start-Up Food Processors, etc

One Example For Colorado From AgMRC State Resource Listing



Local Harvest

- Organic and local food website.
- A "living" public nationwide directory of small farms, farmers markets, and other local food sources.
- Search engine and online store helps small farms develop markets for some of their products beyond their local area.



Local Harvest Western US Outlets



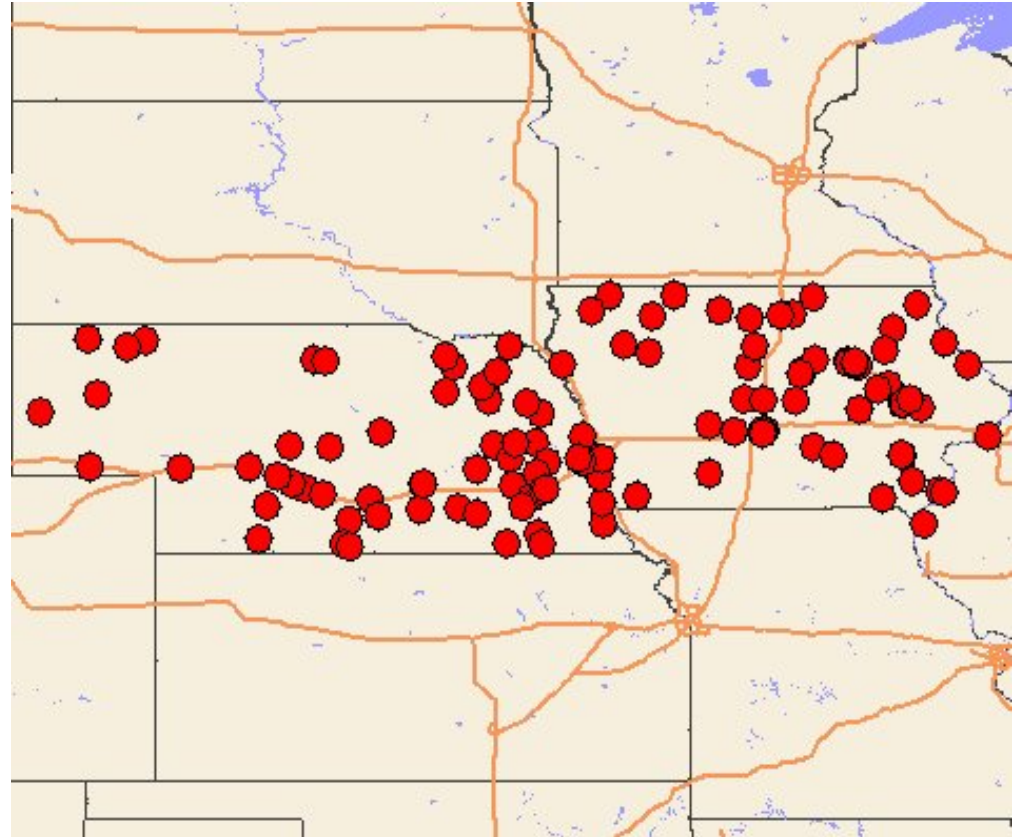
New Resources for Promotion

- Market Maker is a free tool to:
 - Help Consumers find Producers
 - Help Producers Promote their Operations and Products
 - Assess the food and agriculture of an area: Providing an inventory and great networking resource
 - Nine states online, none in the West, but Colorado online soon



Search Example

- Can zoom into or out of an area....
- This shows farmers markets in Iowa and Nebraska
- Leverages databases and directories managed by state



Promotion Possibilities

- MarketMaker is Open to other States
 - In Colorado
 - Collaboration of Colorado Dept of Ag and CSU Extension
 - Expanded to include agritourism directory and interface with producers in database
 - Only as complete as state directories
 - Other Features
 - Buyers/sellers forum
 - More search capabilities
 - Niches such as organics, farm to school, CSAs



Other Internet Options

- The benefits of internet advertising are the 24 hours a day and 7 days a week availability of your product and its message
- *The drawbacks are the potential lack of expertise and experience in this type of marketing and promotion development*
- Internet service providers (ISPs), such as *Earthlink.net*, offer hosting and shopping cart services for various monthly fees



An example of Internet Options

- *We Build Pages*, has agriculture templates available from \$56.00
- *eatdrink.com* builds unique web sites
 - promote products and services (<http://www.eatdrink.com>).
- Agriculture World
 - <http://www.agricultureworld.net/>
 - A complete site offering links to breeders, agricultural businesses, and agriculture information.



Marketing Resources Available

- USDA Programs
 - Value Added Product Development Grants
 - Administered through Rural Development at USDA and target value-added product and marketing activities by producers (feasibility and working capital grants)
 - Working Capital grants would underwrite an enterprise's initial marketing and promotion activities
 - Federal State Marketing Improvement Program
 - Market research and exploring new methods of marketing
 - Administered through state level Depts of Ag
 - Great way to do analysis on the effectiveness of different promotional methods, but would want to show the broader applicability to the state's ag sector



More Marketing Resources

- Sustainable Ag Research and Education Program
 - Regional, so Western proposals managed in region
 - There are several categories of grant programs
 - Producer Grants could be used to explore promotional options for targeted niche and alternative markets
 - Research and Education could be done if you partner with Universities or other Technical Assistance Orgs.
- Other Competitive programs from USDA
 - Community Food Projects
 - Small Business Innovation Research-Markets and Trade



Resources Available Locally

- State Departments of Agriculture
 - Directories of Local Producers
 - Regulatory Compliance Assistance
- Southwest Marketing Network
 - Great networking and information resource for the Four Corners region
- Extension Systems
 - Increasingly aware and responsive to direct marketing concerns
 - Eorganics coming on line in 2008



Publications- Examples from Colorado



- Colorado Farm Fresh Directory
- Colorado Food & Beverage Gift Guide
- Colorado Hay Directory
- Colorado Meat Directory
- Various brochures featuring Colorado's livestock, produce and organic industries.
- Pumpkin Patch List
- Christmas Tree List



Summary

- Understanding your promotional goals is the first step in deciding what tools will work most effectively
 - For niches, may want to forego advertising and broadcast media for more targeted and personal methods
- Research the lower cost public resources for promoting your product and business
 - Directories, Online databases



Thank you!

