



What's Out There? Exploring Marketing Channels

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Marketing

Marketing is identifying customer needs, creating products to satisfy those needs, and delivering (it is NOT meant to mislead people into buying something)

Marketing Materials

These are the materials you use to promote your business, including business cards, brochures, posters, websites, emails, signs, and conversations.

Wholesale

Wholesale is selling to a buyer who is not the end user (Packer, Restaurant, Grocery/Retail, Distributor, Auction, and Food Service). Generally larger volume buyers

Direct Sales

This is selling directly to the end user (Farmer's market, Freezer trade, CSA, Buying club, Farm stand, Web). Generally lower volume buyers

Foodie/ Locavore Enthusiast Buyer

These are consumers who are experience driven, adventurous, least price sensitive, seek authentic eating and shopping experience, shop local (farmer's markets, CSA's, specialty stores)

Personal Health/ Social Cause Motivated Buyer

These are consumers who are cause driven, moderately price sensitive, seeking local food for safety or environmental reasons, want to know how their food was grown or raised (farm, specialty stores, farmer's market, CSA)

Traditional Buyers

Traditional Buyers are consumers who are price and value driven, most price sensitive, experienced and loyal buyers, canners and freezers (u-pick, farm, roadside stand)

Total Market Performance

Total Market Performance is based on 6 factors that impact the marketing channel – price and profit, associated costs, sales and volume, labor requirements and cost, risk, lifestyle preferences