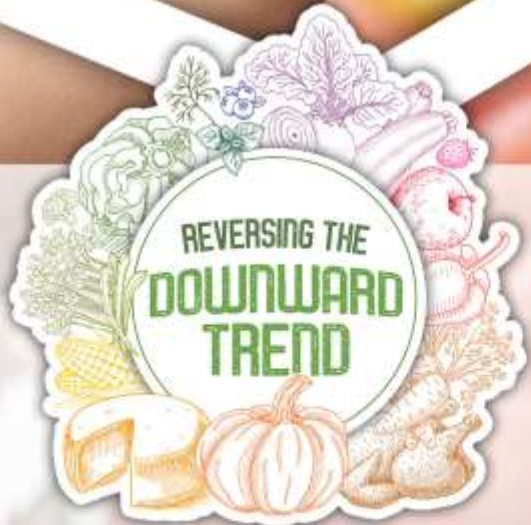


Branding and Marketing Basics



2020 PRESENTATION SERIES
FOR ADAPTING FARMERS MARKETS
TO MATCH CONSUMER TRENDS



Project Collaborators



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Survey and Survey Analysis

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Project Overview

How This Toolkit Came to Be...



Project Background

- Farmers Market Federation of New York learns of record drops in farmers market attendance, vendor sales in 2017 & 2018
- Other markets nationwide seeing same “downward trends” ...but why?
- Through a NESARE Grant, able to launch a consumer survey in 2018



Multi-State Effort

- Cornell Cooperative Extension + orgs in NY, Western MA, MD, VT created survey
- Goal was 500 responses per state | 3800 responses achieved!
- Survey captured data on 3 types of customers:
 - ✓ Market Flagbearers
 - ✓ Casual Market Shoppers
 - ✓ Non-Market Shoppers



What Did the Survey Reveal? 10 Key Insights

1. Local food valued by all 3 consumer groups
2. Convenience is king
3. Customer service matters
4. Perception remains that markets are \$\$\$\$
5. Pricing should always be displayed
6. Demand for diversity of items and amount of vendors
7. Farmer/customer relationships NOT motivating for all
8. Many are intimidated by farmers
9. Belief that markets should be environmental stewards
10. Customers want to feel VIP and have a pleasant visit



Adapt Markets to MEET Consumer Needs

- After *Cornell Dyson School of Applied Economics* analyzed survey and wrote report, multi-state team collaborated on toolkit
- Toolkit features 17 modules in 4 focus areas:
 - ✓ Marketing
 - ✓ Programs & Services
 - ✓ Enhancing the Experience
 - ✓ From the Farmer's Perspective
- Toolkit gives practical guidance, goal is to stimulate ideas for your own market & community!



What We'll Cover Today



FINDING THE CUSTOMER BASE



MASTERING MARKETING MESSAGES



REACHING THE TARGET AUDIENCE





FINDING THE CUSTOMER BASE



REVERSING THE
DOWNWARD
TREND

Situation: Customer Participation is Declining

- Your goal? Increase customer traffic!
- Best method to do that: Learn exactly WHO is coming to market, and who's not
- Focus on demographic research and surveys

*Enjoying a busy market? Tons of customers?
These tactics apply to you. Focus on
RETAINING the customers!



Solution: Launch a Short Survey to Find Out Who Is and Who Isn't Shopping at Your Market

- Critical Question: **How often did you shop at (your market name) this year?**
- Refer to Toolkit for exact wording of the answer options so they align with Toolkit customer categories: (Flagbearers, Casual Shoppers, Non-Market Shoppers)



Solution: Collect Demographic Info

- Age
- Place of Residence
- Tourist, Local, Seasonal Resident?
- Place of Work
- Children in Household



Solution: Create a Flagbearer “Mirror”

- Once you get your survey responses back, you’ll learn who your flagbearers are
- You can create marketing campaigns that aim to attract more flagbearers!



Solution: Play Matchmaker

- Don't ONLY focus on flagbearers. Find out what other demographic groups are in your area, so you can match:

Benefits of your market with needs of new customers!



Solution: Matchmaker Exercise Examples

- One of your farmers is fluent in Spanish **MATCHES WITH** Spanish-speaking communities
- You regularly host activities and events **MATCHES WITH** families looking for fun (and shopping!)
- Your market is wheelchair accessible **MATCHES WITH** senior living communities or senior housing



Support: How to Create/Manage Surveys

- Decide data collection methods
- Select a timeframe
- Sweeten the deal





MASTERING MARKETING MESSAGES



Situation: Buy Local Burnout

- All 3 customer groups NOT motivated to support local economy
- They ARE motivated to purchase local food though!
- So...what does make customers tick when it comes to marketing messages?



Solution 1: Focus on 2 Main Marketing Messages

- Purchase FRESH FOOD
- Support Our LOCAL FARMERS



Solution 2: Use Marketing Message to Overcome Barriers to Farmers Market Shopping

Barrier: “I prefer the convenience of 1-stop shopping”

Messaging that Overcomes:

- More than fruits and vegetables, farmers markets have it all!
- Start at the market, finish at the store!
- It’s more than a shopping trip...it’s social fun for everyone!



Solution 2: Use Marketing Message to Overcome Barriers to Farmers Market Shopping

Barrier: “Market prices aren’t competitive with other options.”

Messaging that Overcomes:

- Taste, freshness, and nutrition worth every penny.
- Dare to compare our prices.
- Market prices: in season, within reason.



Solution 3: Highlight Opportunities Unique to Markets

OPPORTUNITY: Kid-Friendly

- Kids love the market...bring them and see why!
- Teach your kids to love local...just like you! Bring them to the market.

OPPORTUNITY: Community

- Everyone meets up at the market!
- This is your community. This is YOUR market!



Support: Speak in Benefits Not Features

Features are Facts.

Benefits Relate How the Facts Impact the Customer.

EXAMPLE

Feature You can shop with local farmers at market.

Benefits Support farmers, they'll support you with great food!

Good food for you, a good living for local farmers.

Meet, support, and shop with friendly farmers at the market!



Support: Speak in Benefits Not Features

If you lead with a benefit statement in your marketing, support it with facts.

FRESHER TASTE

Farmers Market produce travels 50 miles max. Grocery store produce travels about 1,494 miles.





REACHING THE TARGET AUDIENCE



Situation: Markets Serve a Wide Range of Customers

If your goal is a market for all, do not take a “one size fits all” approach to marketing. *Target specific customer groups.*

Households with Kids

Seniors

Military and Veterans



Solution: 2-Step Plan

Step 1) Retain Market Flagbearers & Casual Customers

Step 2) Attract Non-Market Shoppers in Specific Demographics



Support: How to Retain Current Customers

Focus on marketing that keeps them excited and coming back to the market! Use mediums like:

- Email Campaigns
- Direct Mail
- SMS Text Messages
- Facebook Ad Campaign to “People Who Like My Page”
- At-Market Signage



Support: Targeting Non-Market Shoppers

- Facebook is Your Friend (for Targeted Marketing)

Example: Target meat lovers to promote that your market offers meat.



Support: Targeting Lower Income Households



- Community partner organizations
- Low-income housing
- Focus on WIC



Support: Targeting Seniors

- Traditional advertising mediums (radio, TV, print)
- Senior living centers
- Facebook for younger seniors!

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EMAIL: SULLIVAN@CORNELL.EDU



Support: Targeting Urban Populations

- Public transportation signage
- Flyers to local businesses
- Again...Facebook!



Support: Targeting Households with Children

- Go through schools/daycares... field trip anyone?
- Facebook local parenting groups
- Pediatrician offices
- Homeschooling organizations



Support: Targeting Gen Z and Millennials

- Contact nearby colleges and universities
- Hand out flyers at concerts/events
- Try social media marketing (beyond just Facebook)



What We Covered Today



FINDING THE CUSTOMER BASE



MASTERING MARKETING MESSAGES



REACHING THE TARGET AUDIENCE



Questions? Ideas to Share?

