

Marketing Trends in New England



Touria Eaton, Ph.D.
State Extension Specialist
Lincoln University of Missouri
eatont@lincolnu.edu

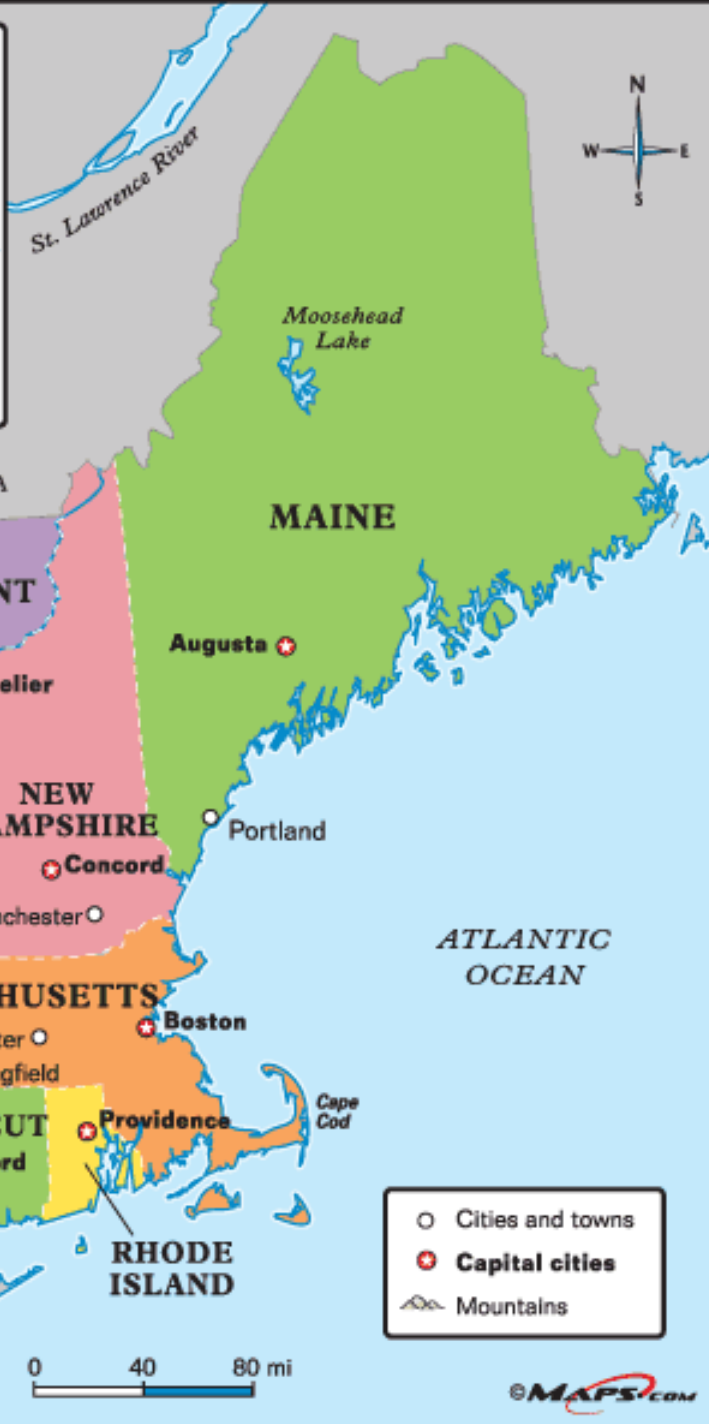
Basic Information

Trend: Diversity

- ❑ Crops produced
- ❑ Marketing channels



New England States



Diversity in crop production



New England States

Diversity in crops' sales and distribution



Whole sale

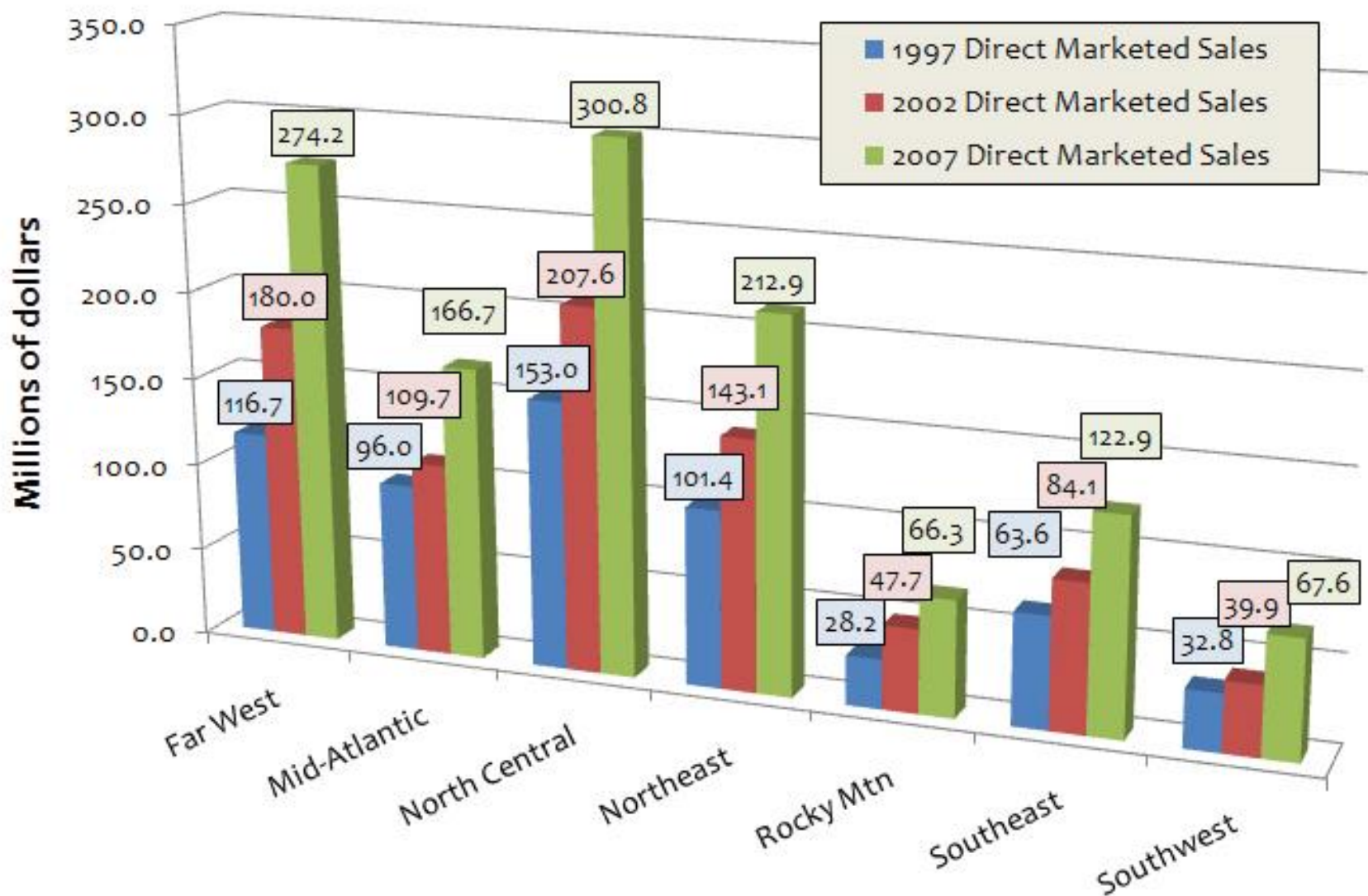
Trend:

Supermarkets support local agriculture



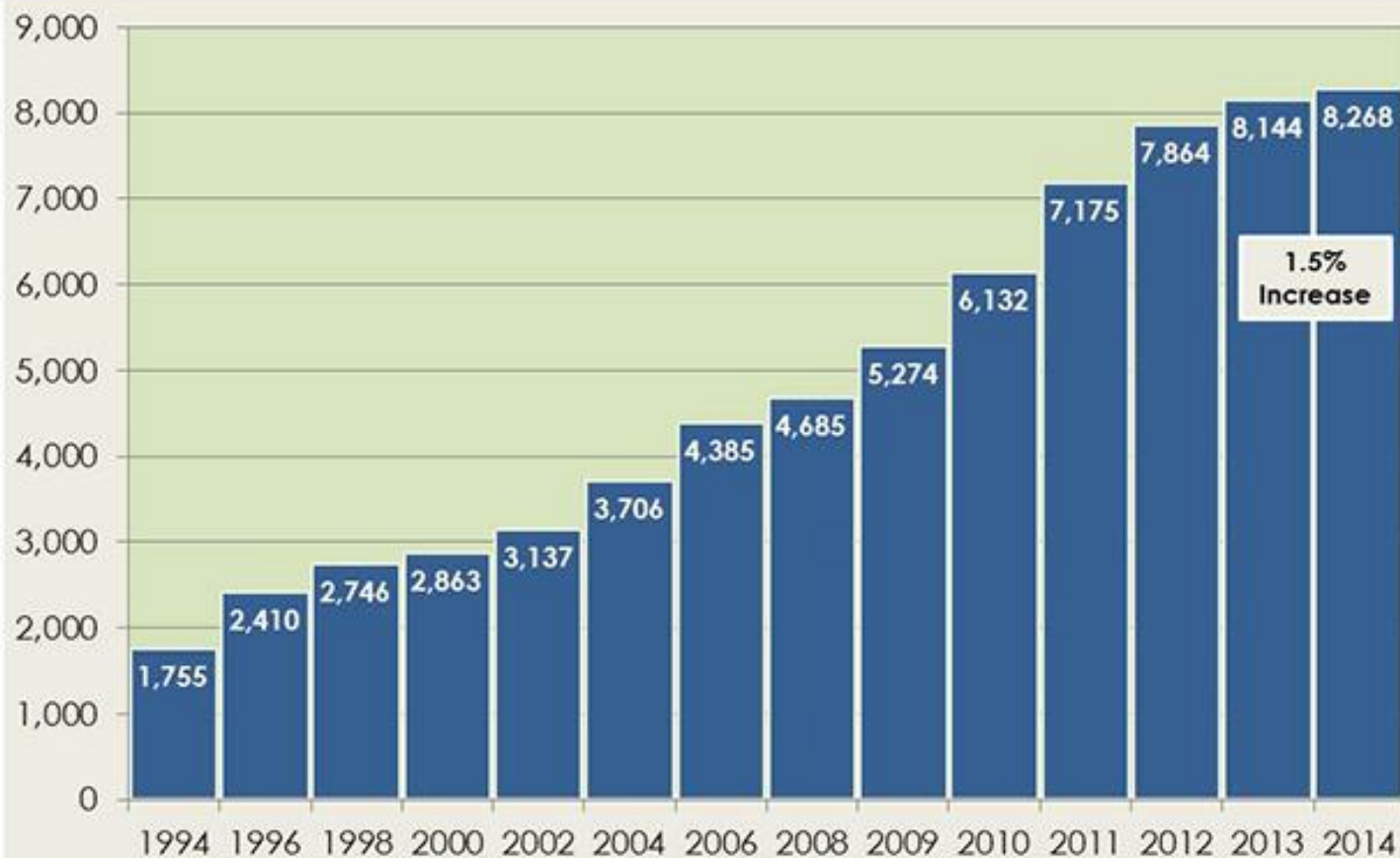
"Local Food" is a marketing tool for supermarkets

Farmers Market



Direct sale through farmers markets

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

Direct sale through farmers markets



Trend:

Interest of consumers in local food

Reasons:

- ☐ **Support the local economy**
- ☐ **Reduced carbon footprint**
- ☐ **Healthy local food**
- ☐ **More enjoyable shopping experience**
- ☐ **Education**

Direct sale through farmers markets



Trend:

Interest of consumers in local food

Benefits:

- ☐ **Producers**
- ☐ **Consumers**
- ☐ **Community**
 - ☐ **Consumers are brought to the business district**

Direct sale through farmers markets



Trend:

Interest of consumers in local food

Initial organization:

- ☐ **Local chambers of commerce**
- ☐ **Economic development councils**
- ☐ **Local Extension services**
- ☐ **Media representatives**
- ☐ **producers from other farmers markets**

Direct sale through farmers markets



Trend:

Interest of consumers in local food

Vendors:

☐ **How many vendors?**

Direct sale through farmers markets



Trend:

Interest of consumers in local food

Vendors:

- ☐ **How many vendors?**
- ☐ **Publicity and response**
 - ☐ **Enough interest**
 - ☐ **Organization of vendors**
 - ☐ **Operational procedure for the market**

Direct sale through farmers markets



Trend:

- ☐ Interest of consumers in local food

Location and Facilities

- ☐ Visible.
- ☐ Accessible
- ☐ Adequate parking

Direct sale through farmers markets

Trend:

- ☐ **Interest of consumers in local food**



Location and Facilities

- ☐ **Vacant lots**
- ☐ **Public parking area**
- ☐ **Town square**
- ☐ **Church or community center**
- ☐ **Privately owned land (zoning)**

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Location and Facilities

- ☐ **Vendor space (15 feet wide)**

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Location and Facilities

- ☐ Vendor space (15 feet wide)
- ☐ Vendor location (mix of products)

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Location and Facilities

- ☐ **Vendor space (15 feet wide)**
- ☐ **Vendor location (mix of products)**
- ☐ **Vendor facilities (tables, racks, shelter covers)**

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Operating a Farmers Market

- ☐ Rules and regulations
- ☐ Local advisory board or organization

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Operating a Farmers Market

- ☐ Rules and regulations
- ☐ Local advisory board or organization
 - ☐ Management and leadership

Direct sale through farmers markets



Trend:

- ☐ **Interest of consumers in local food**

Operating a Farmers Market

- ☐ **Rules and regulations**
- ☐ **Local advisory board or organization**
 - ☐ **Management and leadership**
 - ☐ **Hours of operation**

Direct sale through farmers markets



Trend:

- ☐ **Interest of consumers in local food**

Operating a Farmers Market

- ☐ **Rules and regulations**
- ☐ **Local advisory board or organization**
 - ☐ **Management and leadership**
 - ☐ **Hours of operation**
 - ☐ **Products**

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Operating a Farmers Market

- ☐ Rules and regulations
- ☐ Local advisory board or organization
 - ☐ Management and leadership
 - ☐ Hours of operation
 - ☐ Products
 - ☐ Containers, weights and measures

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Operating a Farmers Market

- ☐ Rules and regulations
- ☐ Local advisory board or organization
 - ☐ Management and leadership
 - ☐ Hours of operation
 - ☐ Products
 - ☐ Containers, weights and measures
 - ☐ Stall fees

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Advertising and Promotion

- ☐ Benefits of a farmers market
- ☐ Products available each week
- ☐ Newspaper & radio ads, posters, flyers
- ☐ Customers = potential advertisers

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Advertising and Promotion

- ☐ Benefits of a farmers market
- ☐ Products available each week
- ☐ Newspaper & radio ads, posters, flyers
- ☐ Customers = potential advertisers

Direct sale through farmers markets

Trend:

☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

Direct sale through farmers markets

Trend:

☐ **Interest of consumers in local food**



Selling in a Farmers Market

1. Using the Market Outlet Effectively

Direct sale through farmers markets

Trend:

- ❑ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ❑ “Atmosphere” of the market

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ “Atmosphere” of the market
- ☐ Don’t lose the “people touch

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ “Atmosphere” of the market
- ☐ Don’t lose the “people touch”
- ☐ Involve the family

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ “Atmosphere” of the market
- ☐ Don’t lose the “people touch”
- ☐ Involve the family
- ☐ Keep your displays neat and your image positive

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ “Atmosphere” of the market
- ☐ Don’t lose the “people touch”
- ☐ Involve the family
- ☐ Keep your displays neat and your image positive
- ☐ Your competitors are not your enemies

Direct sale through farmers markets



Trend:

- ☐ **Interest of consumers in local food**

Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ **“Atmosphere” of the market**
- ☐ **Don’t lose the “people touch”**
- ☐ **Involve the family**
- ☐ **Keep your displays neat and your image positive**
- ☐ **Your competitors are not your enemy**
- ☐ **Build loyalty**

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively

- ☐ **“Atmosphere” of the market**
- ☐ **Don’t lose the “people touch”**
- ☐ **Involve the family**
- ☐ **Keep your displays neat and your image positive**
- ☐ **Your competitors are not your enemy**
- ☐ **Build loyalty**
- ☐ **Rome was not built-in a day**

Direct sale through farmers markets

Trend:

Interest of consumers in local food



Selling in a Farmers Market

- 1. Using the Market Outlet Effectively**
- 2. Pricing and Merchandising Strategies**

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
 2. Pricing and Merchandising Strategies
- ☐ Know your production costs

Direct sale through farmers markets



Trend:

- ☐ Interest of consumers in local food

Selling in a Farmers Market

- 1. Using the Market Outlet Effectively**
 - 2. Pricing and Merchandising Strategies**
- ☐ Know your production costs
 - ☐ Know the demand

Direct sale through farmers markets



Trend:

- ☐ Interest of consumers in local food

Selling in a Farmers Market

- 1. Using the Market Outlet Effectively**
- 2. Pricing and Merchandising Strategies**
 - ☐ Know your production costs
 - ☐ Know the demand
 - ☐ Stress the advantages of your product;
 - ☐ Creative display techniques
 - ☐ Give samples

Direct sale through farmers markets



Trend:

- ☐ Interest of consumers in local food

Selling in a Farmers Market

- 1. Using the Market Outlet Effectively**
- 2. Pricing and Merchandising Strategies**
 - ☐ Know your production costs
 - ☐ Know the demand
 - ☐ Price your produce fairly
 - ☐ price “lining”— offering

Direct sale through farmers markets



Trend:

- ☐ Interest of consumers in local food

Selling in a Farmers Market

- 1. Using the Market Outlet Effectively**
- 2. Pricing and Merchandising Strategies**
 - ☐ Know your production costs
 - ☐ Know the demand
 - ☐ Price your produce fairly
 - ☐ price “lining”— offering
 - ☐ Evaluate your pricing weekly

Direct sale through farmers markets

Trend:

- ❑ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
2. Pricing and Merchandising Strategies
3. Suggestions for Signs

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
 2. Pricing and Merchandising Strategies
 3. Suggestions for Signs
- ☐ Make sure signs are neat and readable

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
2. Pricing and Merchandising Strategies
3. Suggestions for Signs

- ☐ Make sure signs are readable
- ☐ Use signs to add color

Direct sale through farmers markets

Trend:

- ☐ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
2. Pricing and Merchandising Strategies
3. Suggestions for Signs

- ☐ Make sure signs are readable
- ☐ Use signs to add color
- ☐ Signs to indicate varieties or quality

Direct sale through farmers markets

Trend:

- ❑ Interest of consumers in local food



Selling in a Farmers Market

1. Using the Market Outlet Effectively
2. Pricing and Merchandising Strategies
3. Suggestions for Signs
4. Display

Direct sale through farmers markets

Trend:

- ❑ Interest of consumers in local food



Conclusion: Success

1. Good planning
2. Community enthusiasm and commitment
3. High quality produce

Agritourism

Farm Tourism

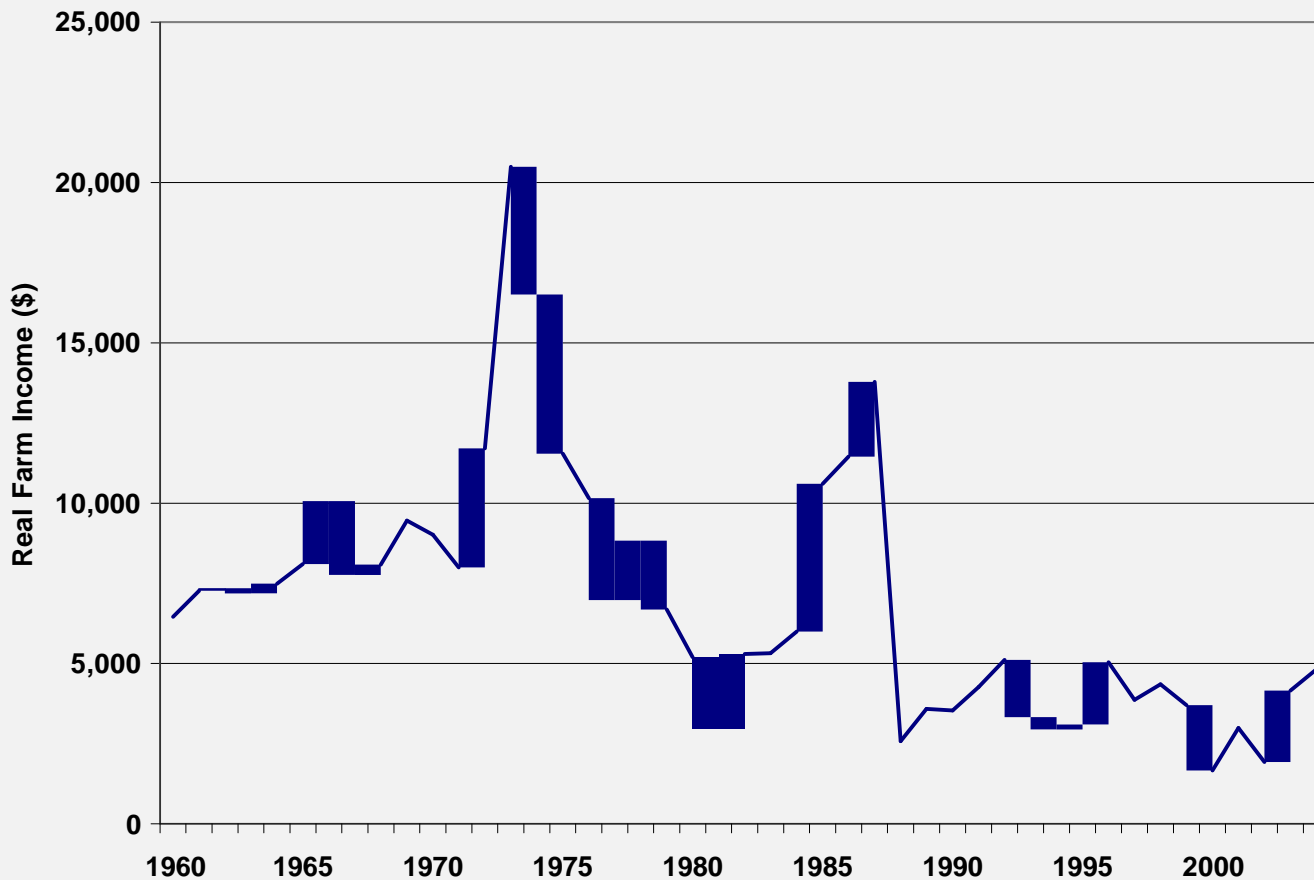
- ❑ an outgoing personality
- ❑ a property that was attractive and organized
- ❑ a product (activity based, object, or service) that people desired
- ❑ and a customer base that was available and consistent.



Agritourism Farm Tourism



Figure 1: Real Net Farm Income per Farm, 1960-2004



Agritourism Farm Tourism



Table 1: Percentage of Income from Agritourism

State	Percentage of Farms Participating in Agritourism	Total Agritourism Income	Agritourism Income per Farm	Average Gross Income per Farm	Percentage of Total Income from Agritourism
Vermont	33%	\$19.5M	\$8,864	\$71,970	12%
Hawaii	3%	\$33.9M	\$181,283	\$99,882	181%
New York	5%	\$25.7M	\$12,347	\$80,687	15%



Community Supported Agriculture (CSA)



Community Supported Agriculture (CSA)

Community Supported Agriculture consists of a community of individuals who pledge support to a farm operation so that the farmland becomes, either legally or spiritually, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food production.

-United States Dept. of Agriculture



Community Supported Agriculture (CSA)

- ☐ Members buy shares
- ☐ Members receive food throughout the season
- ☐ Reconnecting to the land
- ☐ knowledgeable of local food production.



Community Supported Agriculture (CSA)

Content of the box:

- ☐ Produce
- ☐ Fruits
- ☐ Cheeses
- ☐ Eggs
- ☐ Meats
- ☐ Poultry
- ☐ Herbs
- ☐ Preserves



Community Supported Agriculture (CSA)

Pick-up sites Produce

- ☐ Member's house
- ☐ Local businesses
- ☐ The farm



Community Supported Agriculture (CSA)

Newsletter

- ☐ Notes
- ☐ Description
- ☐ Cooking tips
- ☐ Recipes



Community Supported Agriculture (CSA)

Farm events

- ☐ From Farm to Table Dinners
- ☐ Annual Farm Festivals



Community Supported Agriculture (CSA)

Share options and types

- ☐ Extended season shares
- ☐ Half share and full share
- ☐ Payment suitable to the household



Community Supported Agriculture (CSA)

Typical CSA

- ☐ Organic
- ☐ Sustainable
- ☐ Limited impact on the environment



Community Supported Agriculture (CSA)

History

- ❑ **Early 1960s**
- ❑ **Germany, Switzerland, and Japan**
- ❑ **Concerns about food safety and urbanization of agriculture**

History

- ❑ **Partnership of consumers and farmers**
- ❑ **Safe and Sustainable food**



Community Supported Agriculture (CSA)

History

- ❑ **Early 1960s**
- ❑ **Germany, Switzerland**
- ❑ **Concerns about food safety and urbanization of agriculture**

History

- ❑ **Partnership of consumers and farmers**
- ❑ **Safe and Sustainable food**



Community Supported Agriculture (CSA)

History

- ❑ 1965
- ❑ Japan
- ❑ Concerns about the rise of imported food
- ❑ 1st CSA “Teikei”

History

- ❑ Largest CSA Seikatsu
- ❑ 600 groups of producer-consumer groups
- ❑ Serves more than 22 M People



Community Supported Agriculture (CSA)

History

- ❑ 1986
- ❑ USA (New England)
- ❑ Over 12,500 CSA in the US



Direct sale to restaurants

Trend:

Interest of chefs in serving locally grown food



Reasons:

- ☐ Freshness and quality
- ☐ Customers request
- ☐ Unique or specialty products are available locally
- ☐ Trust in the farmers



Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



To market to restaurants:

- ☐ Relationships
- ☐ Pricing effects
- ☐ Reliability and consistency
- ☐ Food safety



Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



Risks:

1. Losing the customer
2. Slow customer payment



Communication is important:

- ☐ Delays in delivery
- ☐ Losing costumers
- ☐ Organized invoicing system



Conclusion



End ...

Direct sale to restaurants

Trend:

Interest of chefs in serving locally grown food



Reliability

1. Selling Your Product

2. Growing:

- ☐ **High quality crops**
- ☐ **Good relationship with chefs**
- ☐ **Regular contact with the chef**



Direct sale to restaurants



Direct sale to restaurants

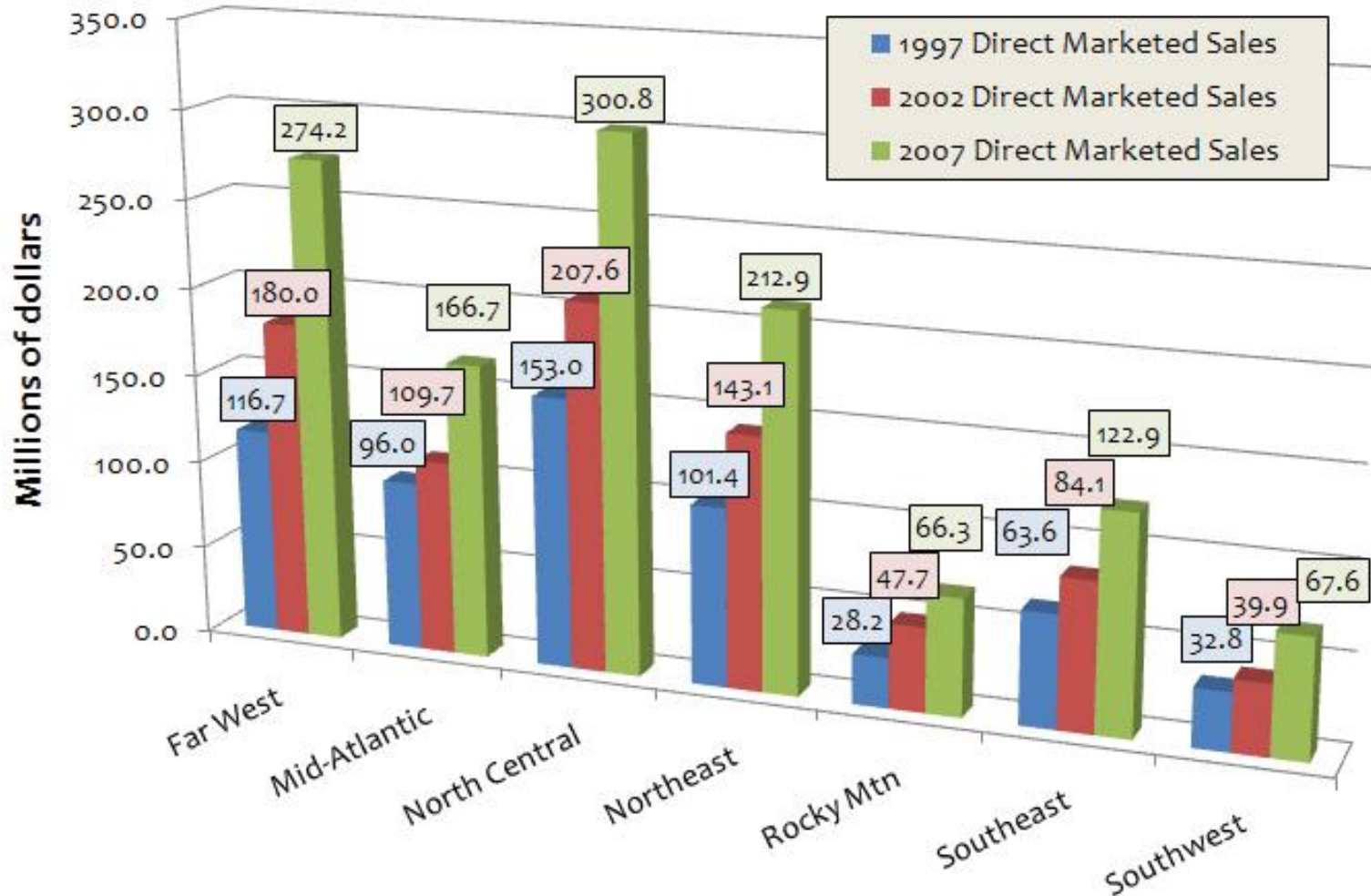


Whole Sale



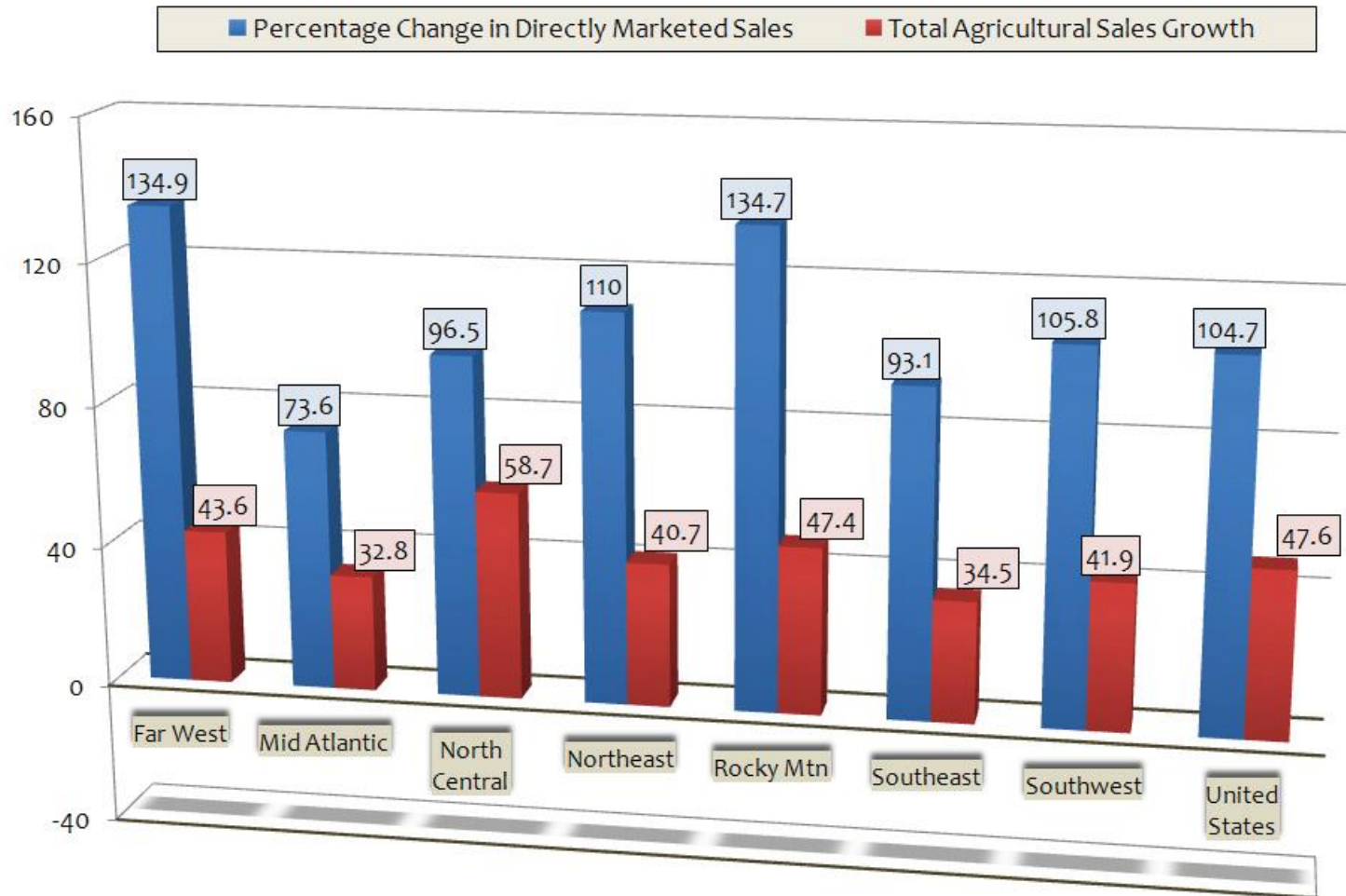
Direct Marketing in NE

Figure 1: Value of Direct-to-Consumer Food Marketing* by Region



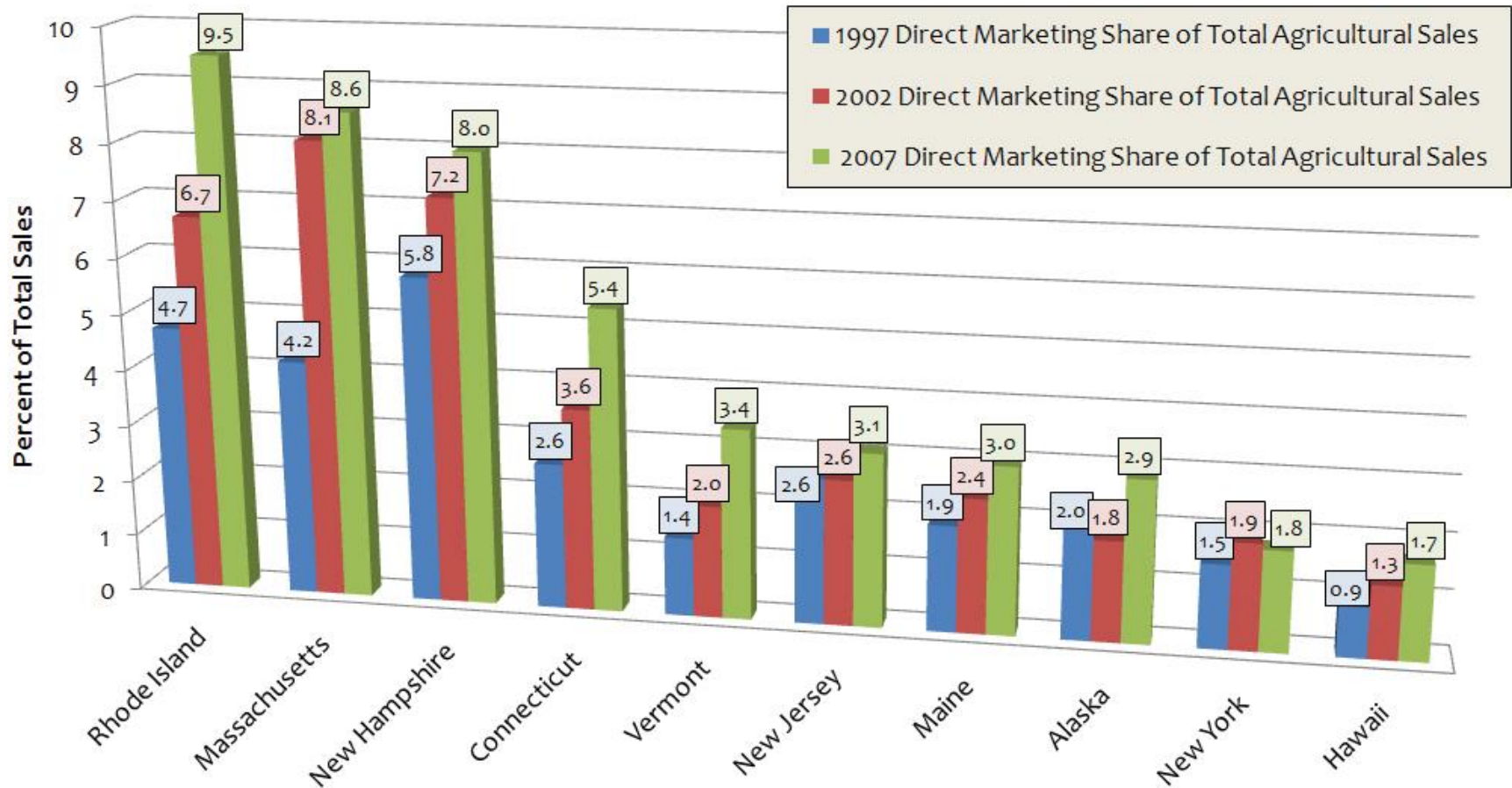
Direct Marketing in NE

Figure 2: Growth of Direct-to-Consumer Food Marketing by Region



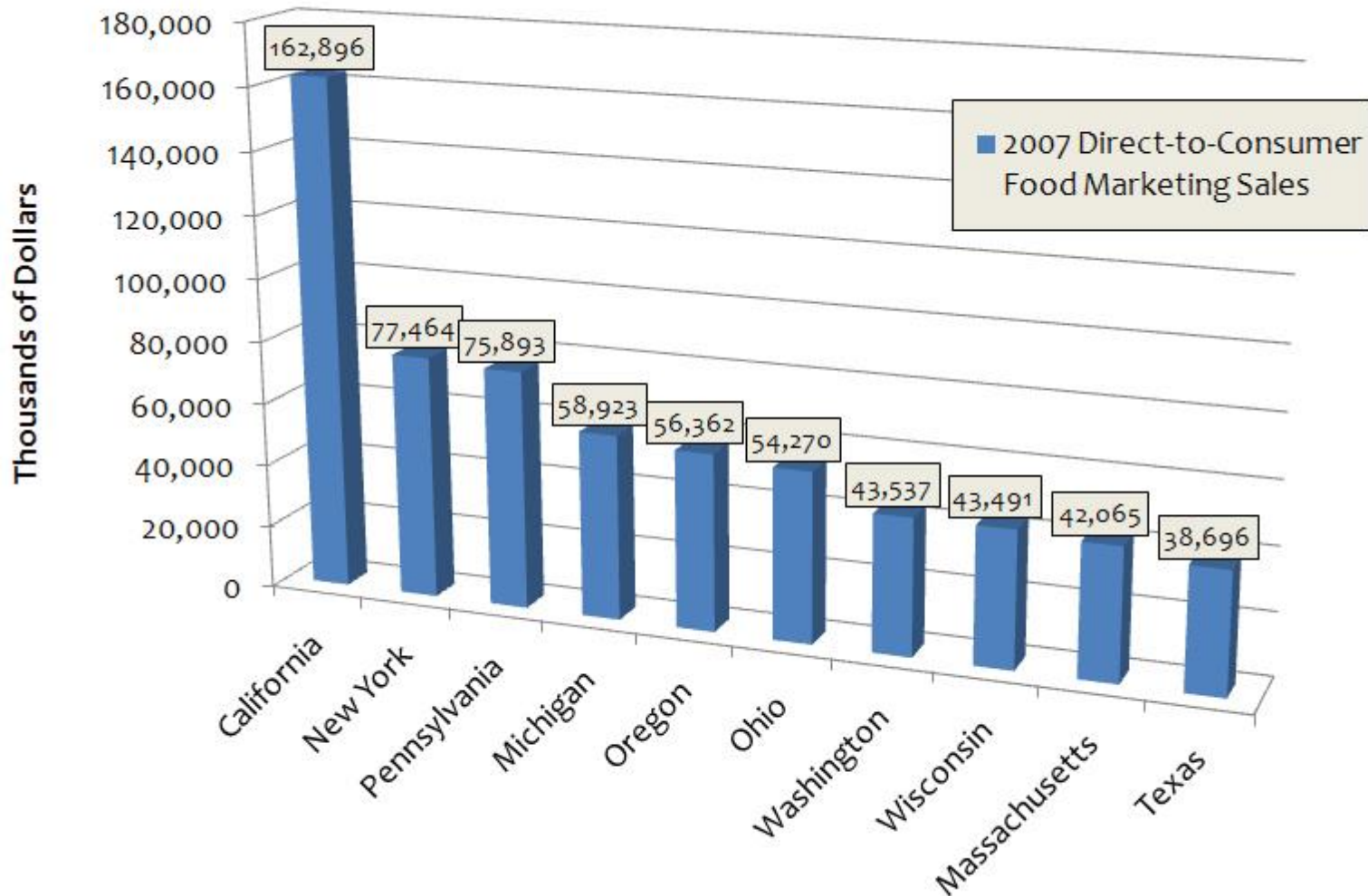
Direct Marketing in NE

Figure 3: Top 10 States, Direct-to-Consumer Food Marketing as Share of Total Agricultural Sales, 2007



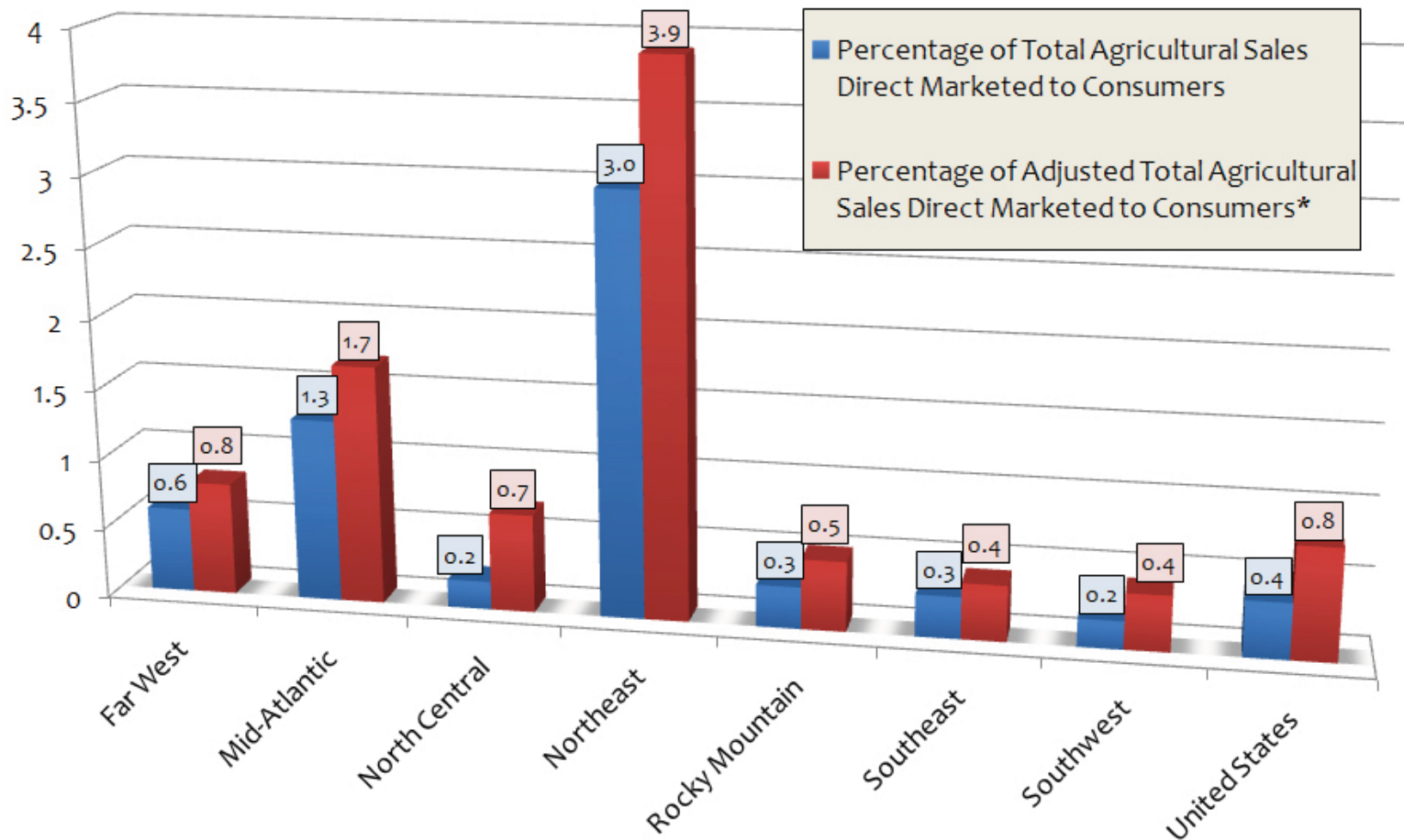
Direct Marketing in NE

Figure 4a: 2007 Direct-to-Consumer Food Marketing Sales



Direct Marketing in NE

Figure 5: Direct-to-Consumer Food Marketing Sales by Region as a Share of Total Agricultural Sales



Community Supported Agriculture



Direct sale to restaurants

Trend:

- ❑ Interest of chefs in serving locally grown food



Reliability

1. Selling Your Product
2. Servicing Your Product

Regular contact with the chef

Direct sale to restaurants

Trend:

- ❑ Interest of chefs in serving locally grown food



Reliability

1. Selling Your Product
2. Servicing Your Product

Regular contact with the chef

- ❑ Product and Seasonal Updates

Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



Reliability

1. Selling Your Product
2. Servicing Your Product



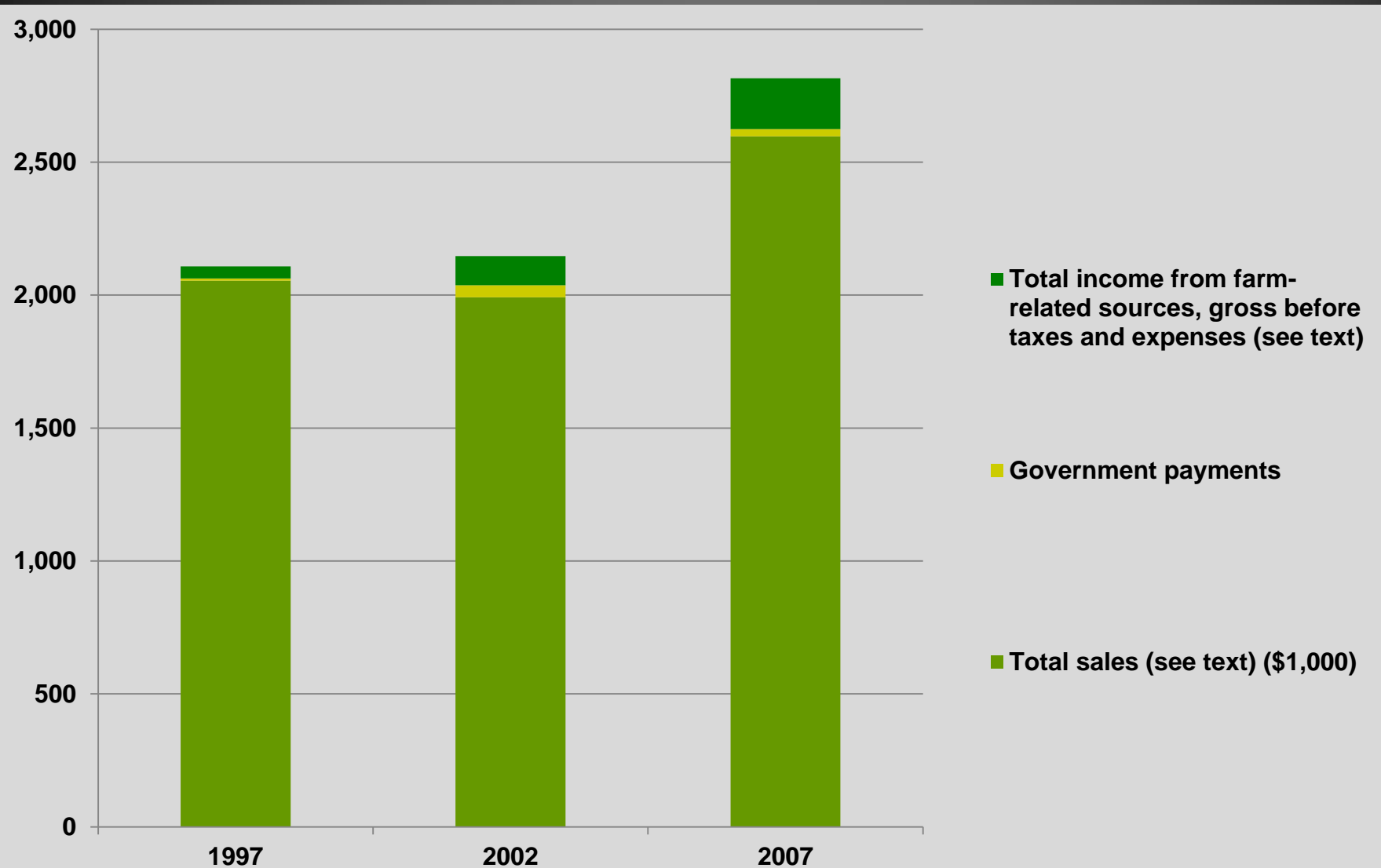
Regular contact with the chef

- ☐ Product and Seasonal Updates
- ☐ Good Business Practices



Basic Information

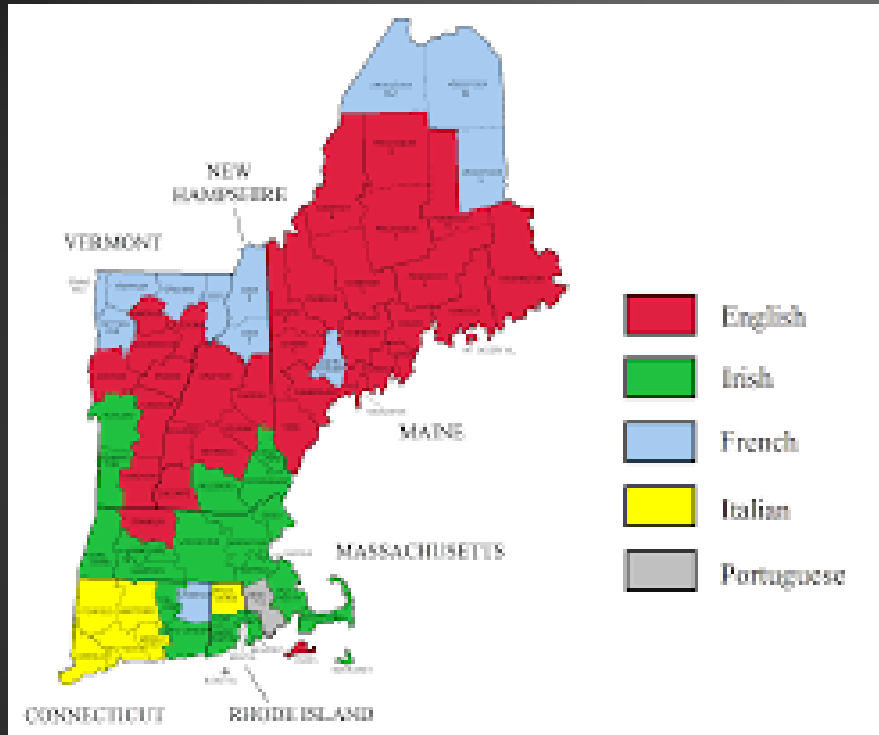
New England Agricultural Related Income



Specialty Crops



Ethnic Crops



Direct sale to restaurants



Direct sale to restaurants



Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



Risks:

1. Losing the customer
2. Slow customer payment
3. Product Liability

Product Liability Insurance

- ☐ Protection



Community Supported Agriculture (CSA)

Share value

- ❑ Collaboration among neighbors



Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



Reliability

1. Selling Your Product
2. Servicing Your Product



Regular contact with the chef

- ☐ Product and Seasonal Updates
- ☐ Good Business Practices
- ☐ Suggestions for New Products



Direct sale to restaurants

Trend:

- ☐ Interest of chefs in serving locally grown food



Risks:

1. Losing the customer



Communication is important:

- ☐ Delays in delivery
- ☐ Losing costumers

