

Marketing:

Knowing your farm; developing your mission; sharing both with your customers and in doing so...selling your goods.

Great Plains Growers Conference
January 9, 2015



CULTIVATE

Kansas City



Alicia Ellingsworth

Program Manager

Juniper Gardens Training Farm working with the New Roots for Refugees

913-602-1181

alicia@cultivatekc.org



CULTIVATE

Kansas City



Growing food, farmers and community



CULTIVATE

Kansas City



We grow food. 25,000+lbs at Gibbs Road Farm; 198,000 lbs at Juniper Gardens and at program graduate farms.

We grow farmers. Apprentice crew at Gibbs and farmers-in-training at Juniper

We grow community. Host the Urban Grown Farm & Gardens Tour, The Farmers & Friends Annual Meeting (coming up January 31), nationally-recognized speakers, operate Beans&Greens, collaborate on Get Growing KC, Growing Growers and the Greater Kansas City Food Policy Coalition.

Provide support to urban farmers through the Quell-Davis Community Greenhouse, bulk purchases on potatoes and chicken manure, and through technical assistance.

Publish quarterly newsletter





GIBBS

ROAD

FARM

Know your farm
Know yourself
Know your audience

Start with your mission.
Always bring it back to your mission.



Get out there. Share your story.
Use your voice.



Share your farm and its story



Color



Abundance



Variety



Selection



Relationship



Volunteer Days

Share farm, its stories, its work

Grows community

Grows understanding & demand for product



Find a project in which volunteers can succeed and let them find their own farm story.





Grow new crops.
Be ahead of the curve; fill the need before it emerges.
Then talk about it. Tell the story.



Know what grows well in your soil...
and what is in demand.
Grow it. Talk about it.



Listen
Give 'em what they want



Review

Start with your mission.

Design your brand. Use your brand everywhere.

Go back to your mission.

Honor what you do, share what you do. Value the product.

Educate yourself. Educate others. Make memories. Share stories.

Listen to others. Give them what they want.

alicia@cultivatekc.org

