

Marketing- A Special Sense



Robert D. Halman

County Extension Director/ Agricultural Agent

Collier County UF/ IFAS Extension



Taste has
changed
and
consumers
have too!



Consumer Change

- Family Structure
- Aging
- Income
- New Technologies
- evolving lifestyles



4/12/2009

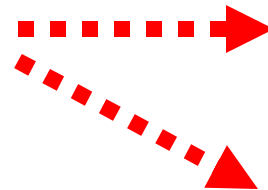
Creative marketing-Perceptions

Philosophy:

- Made like no other..
- is to find the purest and finest ingredients in the world and craft them into the best ice cream, sorbet and frozen yogurt available.



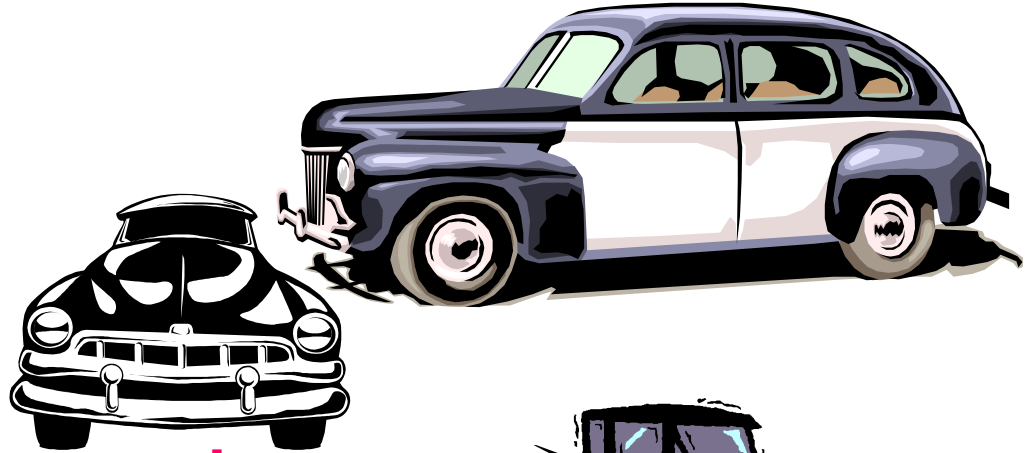
However this stuff is



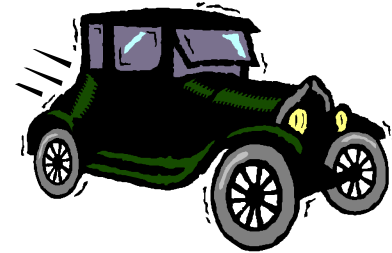
Made with milk and other ice cream making ingredients

Made in New Jersey

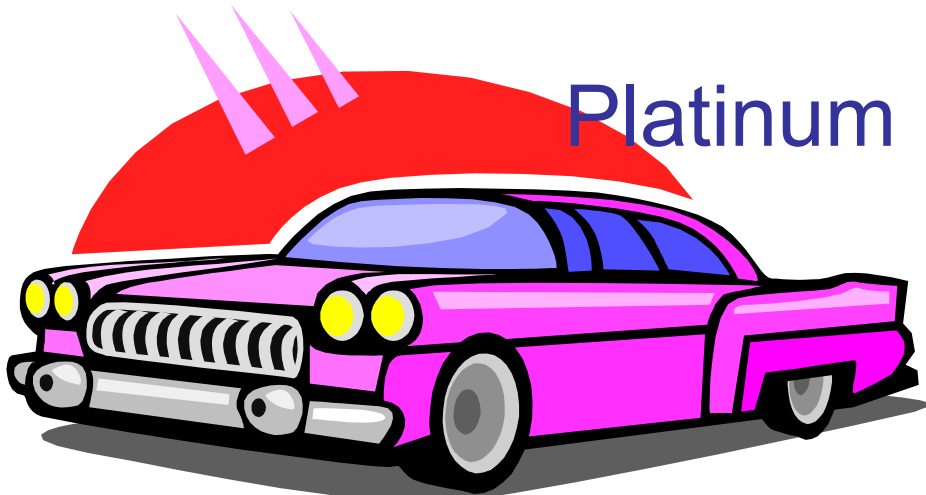
Creative marketing-Perception



Certified pre-owned



Platinum Pre-owned



It's a "used" Car!!!

Creative marketing



**Used
Cows**

FOR SALE

Give'm What They Want.....

- Not What They Need!!!



What do consumers Want ????

Products raised or produced in ways that they perceive will enhance their personal health, rural communities and the natural environment.

This may or may not be truly the case.....



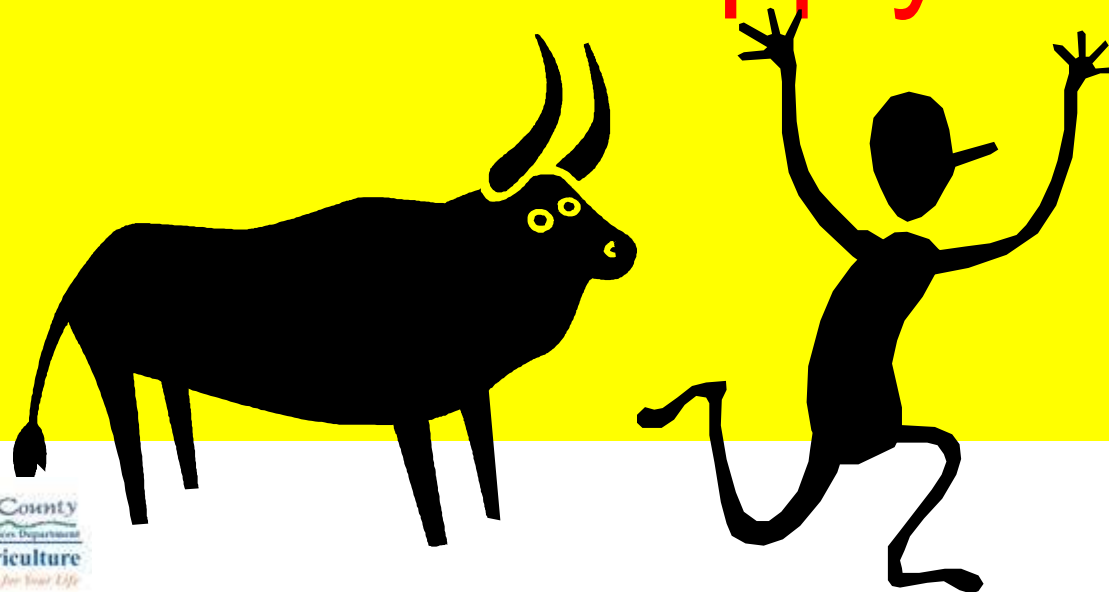
How will you market your product?

- Direct Markets
 - On-line
 - Farmers markets
 - CSA
- Retail
- Wholesale
- Natural



Direct marketing

many customers like to get
“in touch”
with their food supply



Direct Marketing

- **The Legal Guide to Direct Farm Marketing.** This guide discusses recommended insurance coverage for direct market farmers, including product liability, as well as covering operations that run a farm stand, pick your own operation, CSA, or other marketing venture. This is available at www.smallfarm.org/bookstore.

Direct Marketing – safe guards



- ***Make sure your farm and farm products are safe for customers.***
 - **Make sure that all farm areas that customers visit are safe** and posted with cautionary signs where appropriate.
 - **Learn about farm product safety,** particularly for value-added products



Find your Niche.....



What is Niche marketing?

- very simply supplying a product in certain way that a specific group of consumers prefers.....



Why Niche marketing?



- 63% of consumers are willing to pay a slightly **higher price** for products that were produced with environmental responsibility **if benefits are clearly demonstrated.**

Where to Market? Who is your target?

- Restaurants
- Food Stores
- Farmer's market
- CSA
- other



Is organic food really a significant industry?

- Approximately 2% of the U.S. food supply is grown using organic methods
- Over the past decade, sales of organic products have shown an annual increase of at least 20%, the fastest growing sector of agriculture.
- In 2005, retail sales of organic food and beverages were approximately \$12.8 billion



National Sustainable Agriculture
Information Service

<http://attra.ncat.org>



Your Product must Stand Out in Quality !!!

My contact information:



Robert D. Halman

County Director/ Agriculture Agent

Collier County UF / IFAS Extension

14700 Immokalee Road

Naples, Florida 34120

239-353-4244

rdhalman@ufl.edu