Are You *MarketReady*™ ?

Julie Fox, Ph,D., The Ohio State University
6 January 2011, IL Specialty Crop Growers

The National MarketMaker Team

THE OHIO STATE UNIVERSITY EXTENSION OARDC

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Food Industry MARKET●MAKER™
Linking Agricultural Markets

COOPERATIVE EXTENSION
UK UNIVERSITY OF KENTUCKY College of Agriculture

KENTUCKY STATE UNIVERSITY

Are You Market Ready?

- Want to sell to restaurants, grocery stores, foodservice buyers and other wholesale accounts?

- Understanding the Expanding Market for 'Local' Foods

- Marketing Channels
  Risks and Relationships

Marketing "Combination"

Marketing is not only much broader than selling, it is the whole business seen from the customer's point of view.
Peter Drucker
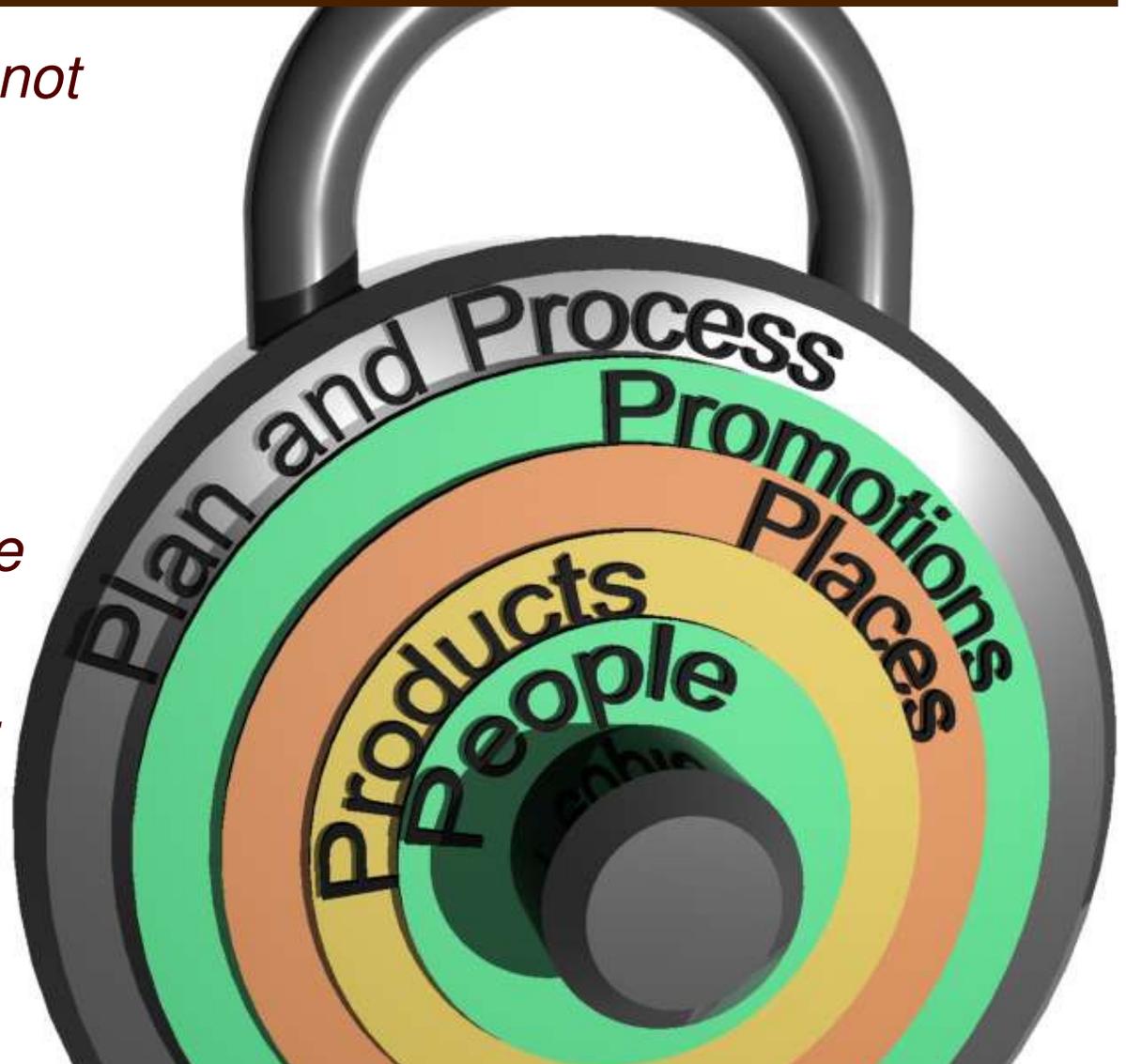
Direct Marketing

- **Trends**
  - **a. 'Local' Foods**
  - **b. Local Fun, Agri-Tourism**
    Experience Economy
  - **c. Social & Mobile Media**

- **Direct marketing is** … interactive.

What Do Buyers Expect?

- Product selection and supply
- Packaging, labeling, merchandising
- Pricing, invoicing, payments
- Delivery, storage, temperature control
- Regulations, certifications, audits
- Insurance & quality assurance
- Connecting through MarketMaker
- Marketing, communication, relationship building
- Management & financial capacity

Product

- Product selection and supply
  - Product depth or breadth
  - Quality & quantity
  - Attributes
  - Timing
  - Other

Product - Packaging

- Packaging, labeling, merchandising
  - Restaurant
  - Grocery Store
  - Institution
  - Other

Product - Pricing

- Pricing, invoicing, payments
  - Restaurant
  - Grocery Store
  - Institution
  - Other

Place

- Delivery
- Storage
- Temperature control

Promotion

- Connecting through MarketMaker

Promotion

- Marketing, communication, & relationship building

Promotion

Barcelona Restaurant & Bar
263 East Whittier Street
German Village
Columbus, OH 43206
tel: 614-443-3699
e-mail: info@barcelonacolumbus.com
Chef's Diary:
http://www.barcelonacolumbus.com/our-story/chefs-diary/
facebook: Barcelona-Restaurant
twitter: twitter.com/TheLona
gps coordinates: N39° 56.6668
                              W082° 59.3959

Plan & Process

- Regulations, certifications, audits

Plan & Process

- ## Insurance & quality assurance
  - Product liability requirements
  - Cold chain requirements
  - Safe handling practices for product quality and 'shelf life'

Plan & Process

- Management & financial capacity
  - Management 'team'
  - Business plan
  - Cash flow
  - Other buyer 'concerns'

Consider All of Your Customers

- "The plates are coming back clean"
- A Chicago chef's observation about a change in salad greens led one farm to developing their signature mesculin product
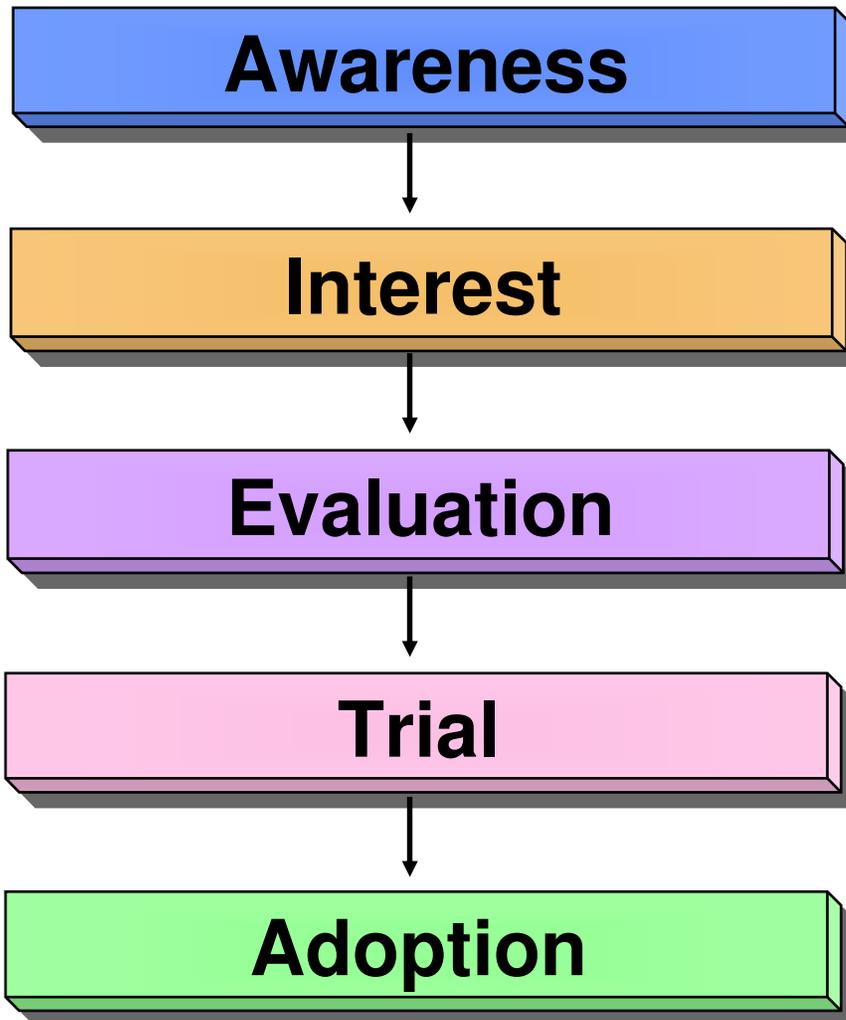
Consider All of Your Customers

- **Who purchases or <u>influences</u> the purchase of products/services?**
  - Buyer/s
  - Manager/s
  - Person paying / Approving payment
  - Marketing / Distribution
  - People serving the food
  - Customer service personnel
  - Consumer preferences
  - Other

Consider The Stage of Business

Awareness

↓

Interest

↓

Evaluation

↓

Trial

↓

Adoption

Advocate

Supporter

Client

Customer

Prospect

The Loyalty Ladder - Christopher et al (1991)

Think Like A Customer

- Listen
- Watch
- Read what they read
- Know what pains them

- What makes them have a remarkable day?
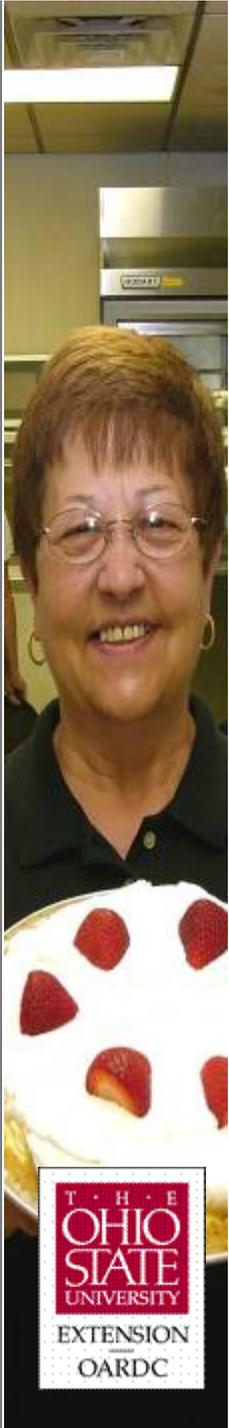
- How do they feature local food providers?

Maldaner's
Since 1884
RESTAURANT

PUMPKIN RISOTTO
with Fresh Local Pumpkin from Jefferies
Orchard with Spicy Candied Pecans

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Market Ready Resources

- **Workshops**
- **Checklists**

  Best Marketing Practices
- **Resources:** www.uky.edu/fsic/marketready
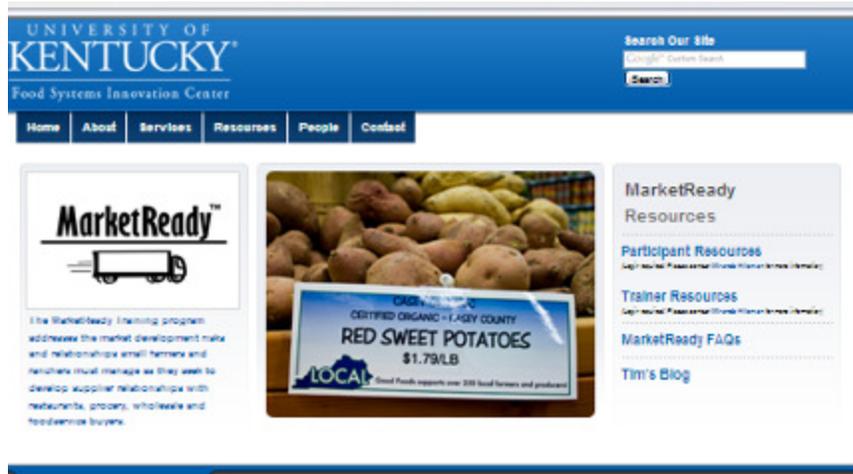
* This Conference – Friday Marketing

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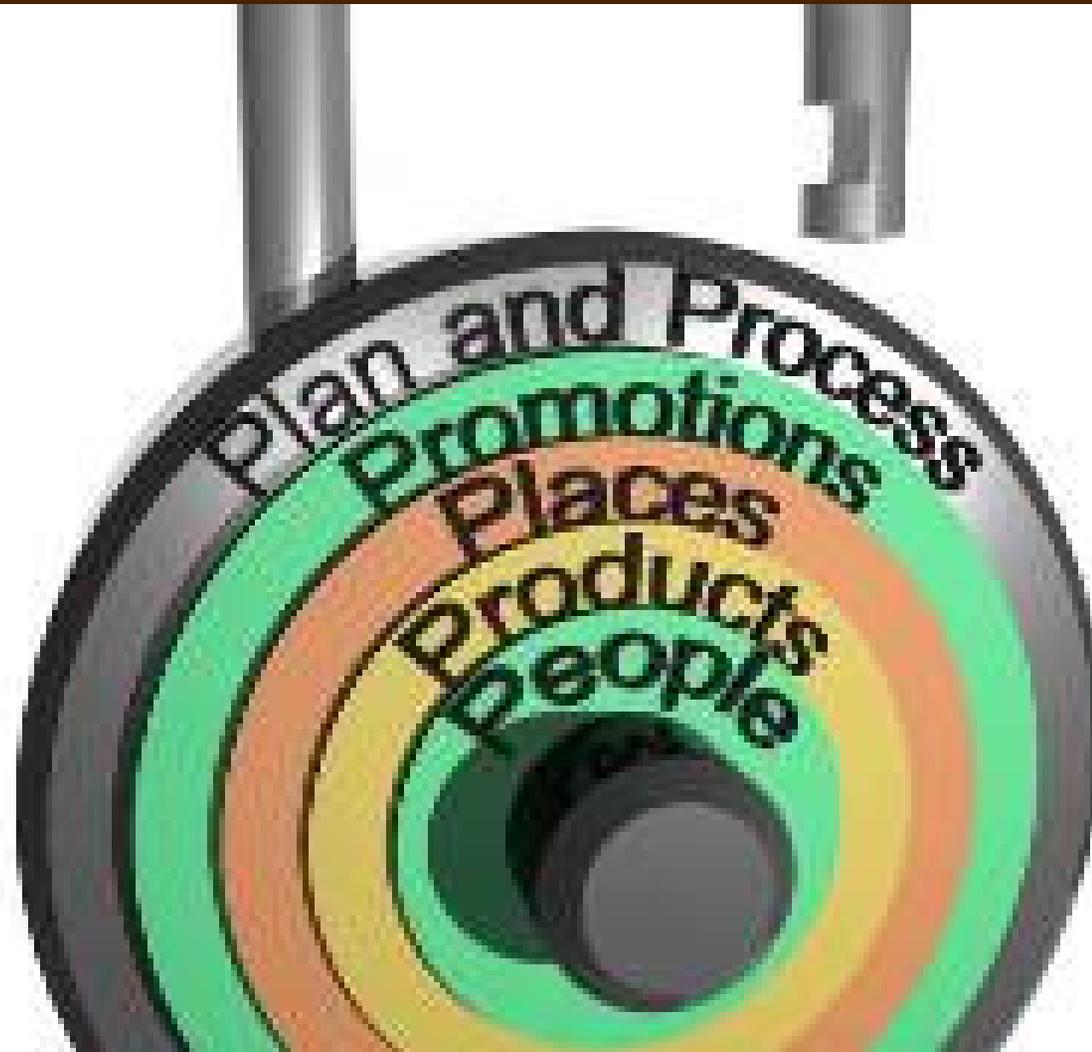
DIRECT MARKETING
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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