



# Are You MarketReady™ ?



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The National MarketMaker Team



*Food Industry*

**MARKET**  **MAKER™**

Linking Agricultural Markets



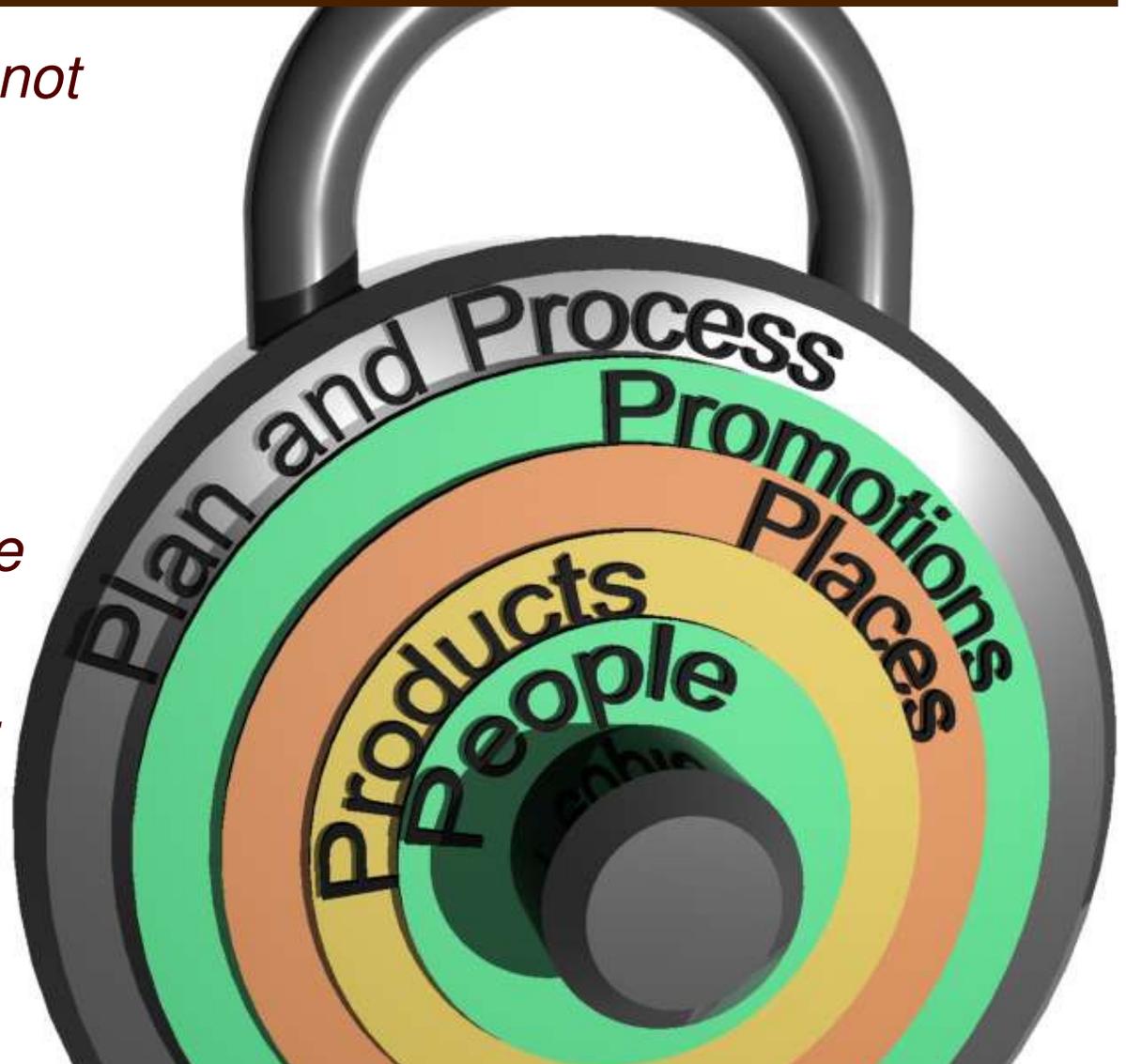
# Are You Market Ready?

- 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 - Pricing

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



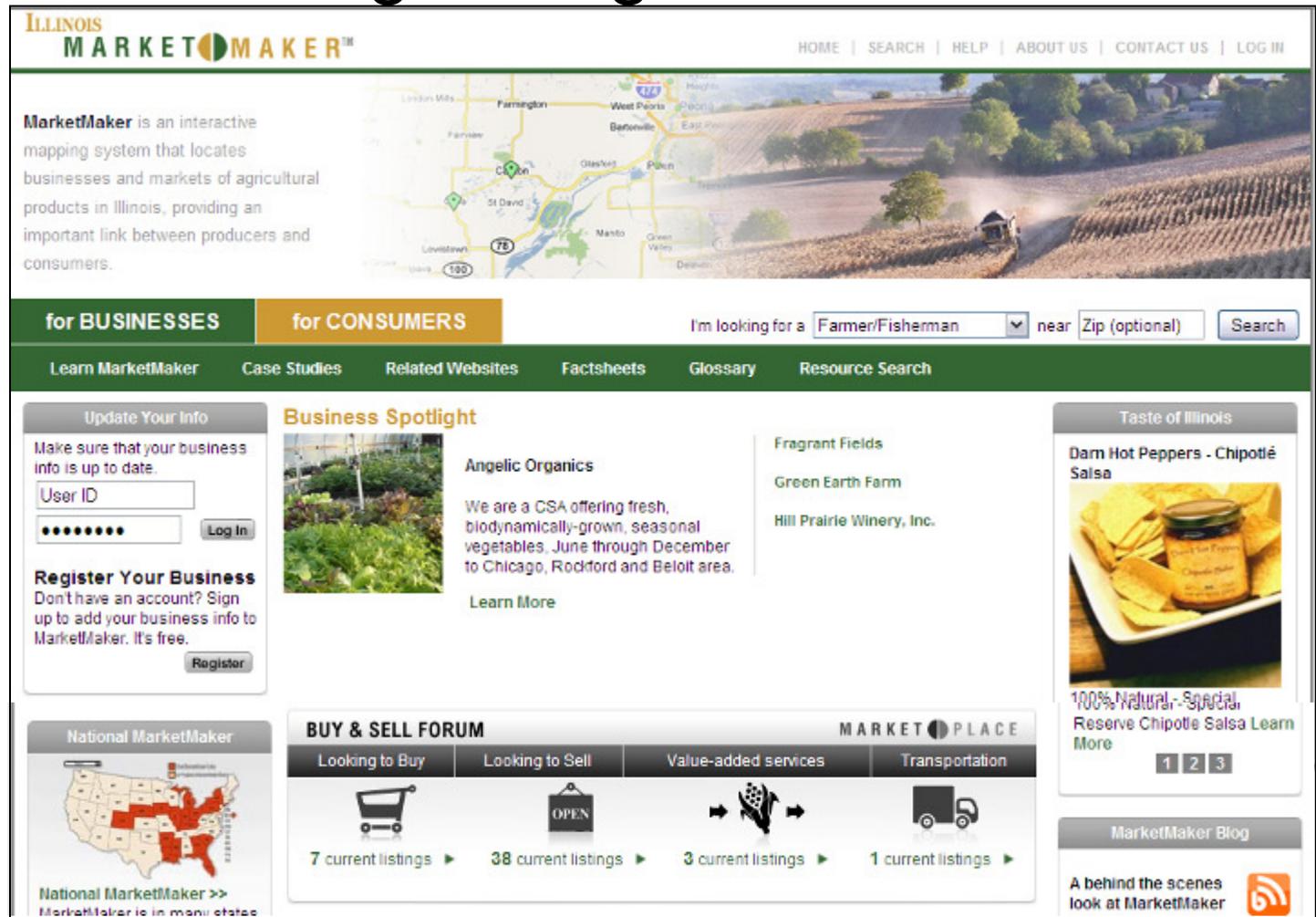
# Place

- Delivery
- Storage
- Temperature control



# Promotion

- Connecting through MarketMaker



The screenshot displays the Illinois MarketMaker website. At the top, the logo reads "ILLINOIS MARKETMAKER™" with navigation links for HOME, SEARCH, HELP, ABOUT US, CONTACT US, and LOG IN. A descriptive paragraph states: "MarketMaker is an interactive mapping system that locates businesses and markets of agricultural products in Illinois, providing an important link between producers and consumers." Below this is a map of Illinois with various agricultural regions highlighted. The main navigation bar includes tabs for "for BUSINESSES" and "for CONSUMERS", a search dropdown menu set to "Farmer/Fisherman", and a "Search" button. A secondary navigation bar lists "Learn MarketMaker", "Case Studies", "Related Websites", "Factsheets", "Glossary", and "Resource Search".

The content area is divided into several sections:

- Update Your Info:** A form for logging in with a "User ID" field and a password field, followed by a "Log In" button. Below it is a "Register Your Business" section with a "Register" button.
- Business Spotlight:** Features "Angelic Organics" with a photo of a garden and a description: "We are a CSA offering fresh, biodynamically-grown, seasonal vegetables, June through December to Chicago, Rockford and Beloit area." A "Learn More" link is provided. To the right, a list of other businesses includes "Fragrant Fields", "Green Earth Farm", and "Hill Prairie Winery, Inc."
- BUY & SELL FORUM:** A section with four categories: "Looking to Buy" (7 current listings), "Looking to Sell" (38 current listings), "Value-added services" (3 current listings), and "Transportation" (1 current listing). Each category has a corresponding icon (shopping cart, open bag, arrows, and truck).
- MARKET PLACE:** A section with a "100% Natural - Special Reserve Chipotle Salsa" product image and a "Learn More" link.
- National MarketMaker:** A map of the United States with several states highlighted in red, and a link to "National MarketMaker >>>".
- MarketMaker Blog:** A section with the text "A behind the scenes look at MarketMaker" and a RSS feed icon.



# Promotion

- Marketing, communication, & relationship building

The screenshot shows a website interface with a dark background. On the left is a vertical navigation menu with white text: **Restaurant**, **Cantina**, **Bodega**, **Entertainment**, **Commissary**, **Producers**, **Our Story**, and **Location & Hours**. The main content area features the **CASA NUEVA** logo at the top, which includes the text "The Locavore's Solution" and "Worker Owned Since 1985". Below the logo is a list of names: Green Edge Gardens, Shade River Farms, Integration Acres, Shew's Orchard, Pleasant Meats, Frontier Foods Cooperative, Equal Exchange, Ecofish, King Family Farm, Royal Blue Organics, Harmony Hollow, Athens Farmers Market, Frankferd Farms, Marietta Brewing Company, New Covenant Farm, Sassafras Farm, and Companion Plants. At the bottom right, there is a banner for **KING FAMILY FARM NATURAL FOODS** featuring a photo of a man and a child with water jugs, flanked by circular logos of a cow and a chicken. Below the banner is the text "OUR FAMILY & FARM • PRODUCTS • RECIPES • CUSTOMERS • TESTIMONIALS • FUND-RAISING".



# Promotion

## **Barcelona Restaurant & Bar**

263 East Whittier Street

German Village

Columbus, OH 43206

tel: 614-443-3699

e-mail: [info@barcelonacolumbus.com](mailto:info@barcelonacolumbus.com)

### **Chef's Diary:**

<http://www.barcelonacolumbus.com/our-story/chefs-diary/>

**facebook:** [Barcelona-Restaurant](https://www.facebook.com/Barcelona-Restaurant)

**twitter:** [twitter.com/TheLona](https://twitter.com/TheLona)

**gps coordinates:** N39° 56.6668

W082° 59.3959



# Plan & Process

- Regulations, certifications, audits



Kentucky Department of Agriculture  
Compliant with 2002 USDA-AMS NOP

### Organic Farm/Crop Certification Application

Please fill out this application completely if you are requesting organic farm/crop certification. Use additional sheets if necessary. You must submit farm maps and field history sheets with this form. Attach all other supporting documents including water tests, rented or recently purchased land histories, etc.) outlined in section 10 of this questionnaire. This form may be used for re-certification.

SECTION 1: General Information	
Name	Farm/Crop
Address	
State	Zip code
Phone	Fax E-mail
Legal Status: <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Trust or partnership	
<input type="checkbox"/> Legal Partnership <input type="checkbox"/> Other-specify _____	
Have you previously obtained organic certification by other agencies? _____	



# 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

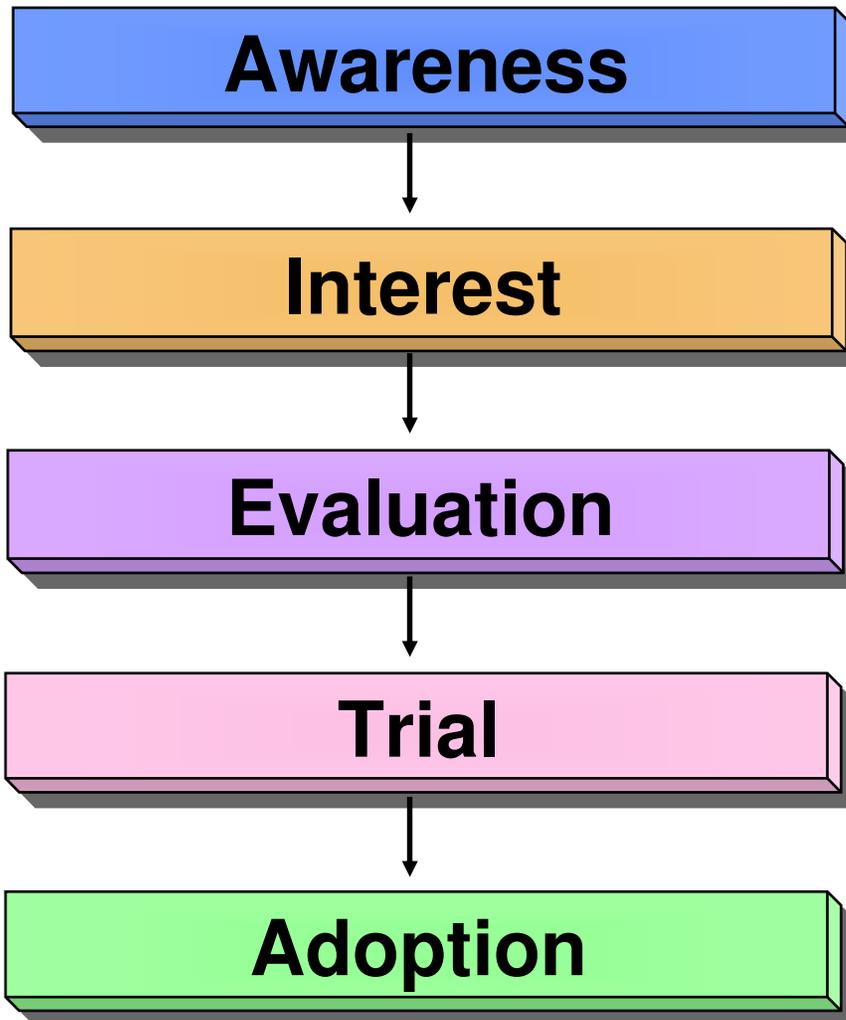


# Consider All of Your Customers

- **Who purchases or influences 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



Advocate

Supporter

Client

Customer

Prospect

The Loyalty Ladder - Christopher et al (1991)



# Think Like A Customer

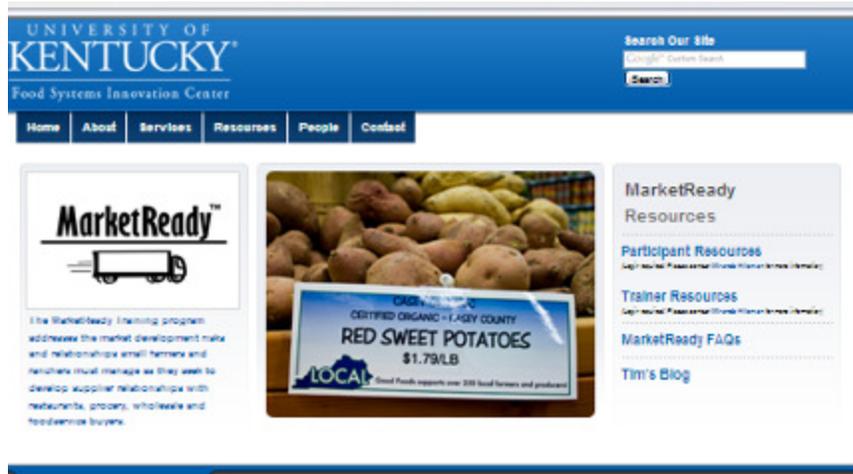
- Listen
- Watch
- Read what they read
- Know what pains them
- What makes them have a remarkable day?
- How do they feature local food providers?



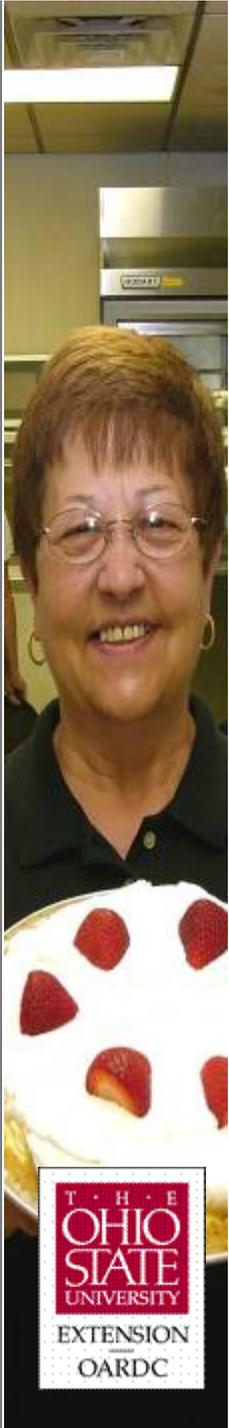
**PUMPKIN RISOTTO**  
with Fresh Local Pumpkin from Jefferies  
Orchard with Spicy Candied Pecans

# Market Ready Resources

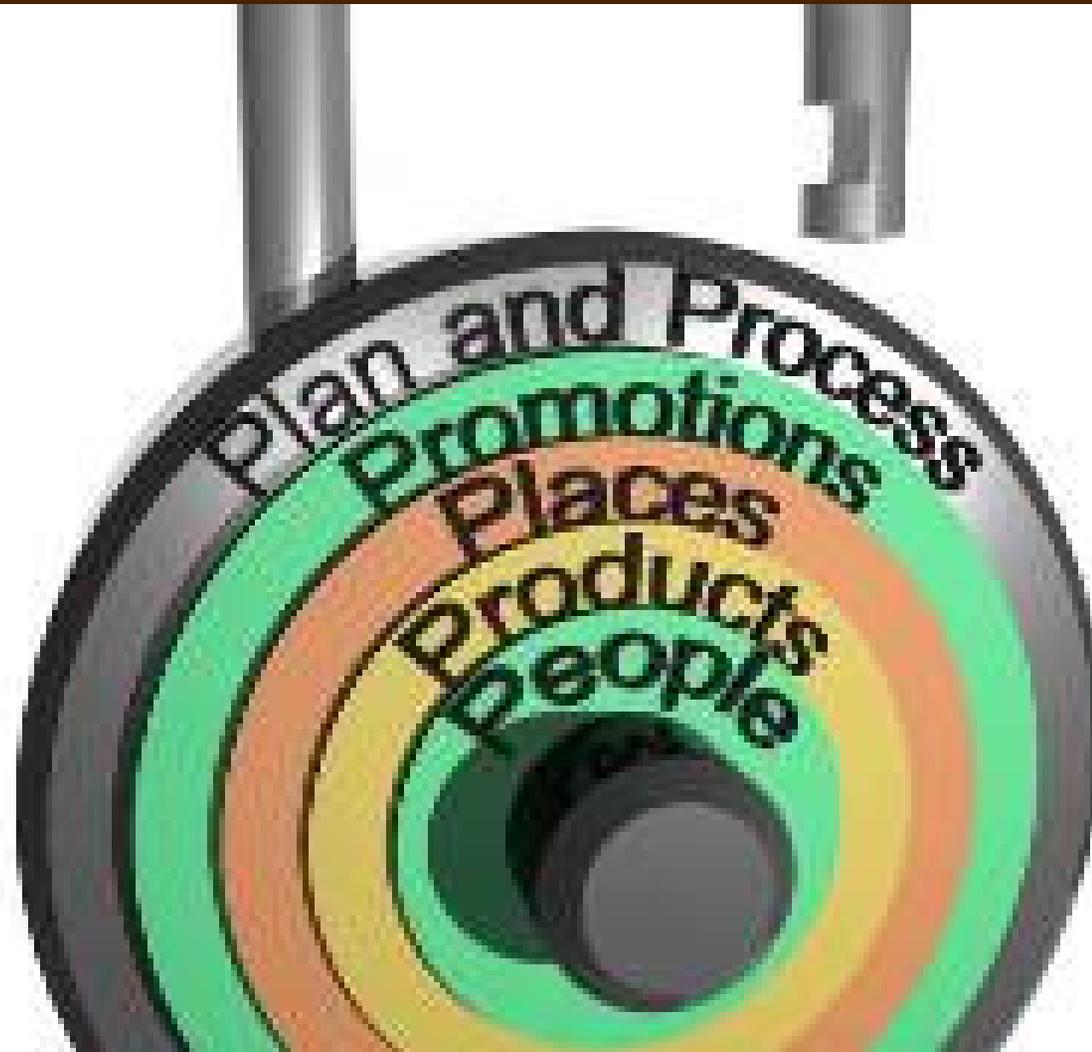
- Workshops
- Checklists
- **Best Marketing Practices**
- **Resources:** [www.uky.edu/fsic/marketready](http://www.uky.edu/fsic/marketready)



**\* This Conference – Friday Marketing**



# Are You Market Ready?





# DIRECT MARKETING

COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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