

# GROWING YOUR FARM/FOOD BUSINESS

## The Power of Branding

FEBRUARY 24, 2014

3rd Annual!

Welcome!  
JAY PIERCE  
LUCKY 32 RESTAURANT

Strength in our numbers!

HOW TO: Utilize the

POWER OF OUR COLLECTIVE COMMUNITY

- Spread the word!
- Tell us what YOU need!

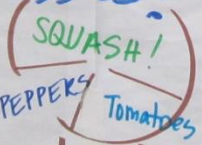
→ What is YOUR brand?

→ What is LOCAL? **PIEDMONT GROWN!**

To learn how to further impact the local food economy thru our businesses!

JUST TOMATOES?

DIVERSITY OF SUCCESSES!



= Larger share of the collective pie!



The reason I belong to Piedmont Grown ...



# 2-24-2014 – Piedmont Grown Conference

## KEYNOTE: "What Are You Really Selling?" by Ellen Polishuk

**WHAT ARE YOU REALLY SELLING?**  
Ellen Polishuk

**ELLEN POLISHUK - KEYNOTE ADDRESS**  
- northern Virginia - Potomac Vegetable Farm

**"Make sure the people who work for you EAT/TASTE your food!"**  
**IF THEY LOVE YOUR FOOD, SELL FOR YOU!**  
**BASKET OF GOODS & SERVICES!**

The worms-eye view of **MARKETING** - from the producer's POV!

**BRAND???** - SCARY  
- GOOGLE  
- feels like logo

**MARKETING = SUM OF ALL EXPERIENCES WITH YOUR PRODUCT!**

**CUSTOMER**

**MARKETING**  
1) **Quality is King**  
Don't forget to be **GREAT@YOUR FOOD**

**2) Who are you as a marketer?**

**MR GROUCHY PANTS?**  
OK, don't go to market!

**FARMER** → **Wholesaler** → **Retailer** → **Processor** → **Meal seller (chef)** → **EATER**

**VEGETABLES**  
**MEAT**  
**FRUIT**

Processing Package Delivery  
washing  
Recommending a specific squash?

**MARKETING**  
Matching shirts tip of iceberg

**PR**  
Matching shirts

**DESIGN**  
TASTES

**INTERACTION**  
SIGNs

**BAG**  
The TRUCK

**Goodspiel**



3) What are you selling beyond the basket? = VALUE STATEMENT

- HAVE TO BE YOU
- RICH, MULTI-LAYER
- APPEAL to your CUSTOMERS!

**CROPS**

i.e. HEIRLOOM EXOTICS



**METHODS** - certified

- Ellen = **ECORGANIC** (with organic logo)  
 - free range? cage free? pesticide free? biorganic  
 -> define the term but be truthful  
 -> decided NOT to trademark

**ETHICS** - cruelty free  
 - worker respect  
 - family friendly  
 - recycling

Be a good boss!

Show this @ market!

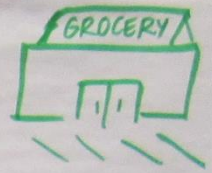
**TIMING/SEASON**  
 - Year Round

JAN ??

What could we offer?

**TASTE vs. LOOK GOOD**

**FRESH**  
 - Freshness: ADVANTAGE vs  
 - Reliability/consistency



**PACKAGING & POST-HARVEST**

↳ Talk about it!

↳ re-using pkging (need to change w/new rules)

TOMATOES FREE! WITH ISSUES



**INTANGIBLES**

- Reputation - always freshest @ the market
- Stewardship "We stand for...."
- Trustworthiness

Let me know what you think...

[www.myfarm.org](http://www.myfarm.org)

PVF Statement

Fresh, Fresh, Fresh!



FUN!

Ecoganic

Really Nutritious  
 -> mineral balanced

Good neighbors

AUDIENCE IDEAS  
 - Same day Service  
 - Veterans  
 - Processing & quality standards SHELF-LIFE/basts!

- QR codes on tags  
 ↳ link to webpages  
 ↳ great info on webpage  
 ↳ "We're modern" & accountable

- You-Pick experiences  
 - Kid friendly activities @ the market  
 ↳ strange shaped carrot giveaway

- We live here, hire here, mentor here & collaborate here!

PVF = Potomac Valley Farm



Oh, your my farmer?

What is our elevator speech??

2011 basket

**PAGE 3**

5 PVF changes to our CSA:

- Split seasons
- Market style
- Alternative payment forms
- Secret Stand/honor system
- Buy in more products

STAND

MARKET

Garlic Scapes

SHOULDER SEASON PRODUCTS

Credit accepted

Really?

Try These... Hmmm Very Tasty!

EGGS!

BE REAL! AUTHENTIC

STAY CONNECTED

Pay \$5 Per \$5

= MARKET MAKER RECOMMENDATIONS

PHILOSOPHICAL MOMENT...

VIGILANT on all 400 BOXES

"You have to eat bok choy!" vs "You can learn to love bok choy?"

"I trust you to be the farmer growing my food"

THIS IS WHAT GROWS HERE, NOW!

Email on the "SECRET STAND"

Every other week newsletter

- > Nutrition
- > Fun
- > Stories

So the other day....

Live Moments

Cilantro or Parsley?

Bok Choy or Mizuna?

Good to see you!

Careful conversations & curated choices

Special moments

- > share your crazy recipes
- > talk about what it tastes like

Farm Tour Special Occasions

- 1-2 hour entertainment

CSA ....

- ACCESS to BEST of what we have
- Connection (we are part of this farm)
- REALITY EATING
- VALUE
  - > Beauty
  - > Unusual
  - > Experimental eating

"I WANT THIS!"

FEELINGS

FOOD

SERVICES

ETHICAL IDEA

YOUR FARM STORY

PVF = Potomac Valley Farm