

Marketing Your Product

1 Marketing Your Product

Direct Marketing

Selling Products Directly to the Consumer

Making a connection with the consumer

Determining the consumer wants or needs

Offering products that meet these needs

2 Advantages

Higher Prices

More Net Income

Build Relationships with Customers

Personal Satisfaction and Fulfillment

Working at Home

Maintaining Autonomy or Independence

3 Disadvantages

Time Consuming

Must Have People/Salesmanship Skills

Must Have Proper Facilities

Consistent Supply

4 Important Topics

State Law Requirements

Business Plans / Marketing Plans

Liability Insurance

Competition

5 Marketing Eggs – Labeling Grade

Under 30 dozen sold from your production may be labeled as ungraded.

Size must show weigh class (Small, Medium, Large, Extra Large, or Jumbo)

Numerical Count

1 Dozen, 12 Eggs

6 Labeling

Name and Address

Must show the name and address of distributor or packer

“Eggs”

Must have the word “eggs” on the principal display panel.

7 Labeling

“Fresh”

May only state fresh if the eggs meet the USDA Grade A Standards

Obscure Incorrect Labeling

Eggs sold in used containers must be clean and free from odors and have the previous labeling that is incorrect obscured

8 Invoices

All Eggs Sold For Resale Must Be Accompanied By An Invoice Containing

Date of Sale

Name and Address of Seller

Quantity

Grade

Size

Must be maintain at site of sale for 30 days

9 Advertisement

When Price is Designated the Following Must be Shown:

(Does not apply if you fall under the 30 dozen per week exemption)

Applicable Grade

Applicable Size

(Eggs may be labeled smaller than the actual egg size)

10 Sanitation

Food Establishment

Eggs must be graded, packed and stored in accordance with food establishment requirements.

60F or less Pre Processing

Ungraded eggs must be stored at 60F until processed or graded. Eggs sold as ungraded must be stored at 45F or less after gathering.

11 Sanitation

45F or Less Post Processing

All eggs must be stored, displayed, and sold at 45F or Less

Sanitary Methods of Cleaning Eggs

If eggs are washed they should be washed in water 45F or warmer and the water should contain 200PPM of bleach.

12 Organic

Must be certified by one of the following agencies in order to be labeled as organic:

State

Federal

Accredited Organization

The agency must be identified on the container.

13 Marketing Requirements

For any marketing claims the producer must be capable of:

Maintaining Identity

Provide Supporting Evidence

14 Exemptions

Own Production

Up to 30 dozen per week may be labeled as ungraded eggs.

On Premises of Production

Under grade eggs (cracks & dirties) may be sold on the site of production if they are properly labeled and sales do not exceed 30.

15 Check Business Resource Websites

16 Market Segments

Farmers Markets

On Farm Sales

Restaurants and Institutions

Internet Sales

17 Which Market?

Each Market Requires Different Approaches

Target Consumer Demographics

Who purchases your type of product

What are the reasons for buying

What are they willing to pay

Population figures

Income

18 Farmers Markets

Market Rules / Cost

Days and Hours of Operation

Customers Need to Know When & Where

Travel Time

19 On Farm Sales

No Transportation Cost

Market Area/Demographics

Advertising/Marketing

Other Products & Services

20 Restaurants and Institutions

Chefs on Cutting Edge of the “Buy Local” Trend

Steady Market

Consistent Product and Supply is Key

Labor Saving Priority

Fresher Eggs / Improved Performance in Cooking & Baking

21 Restaurants and Institutions

Details are Important

Who calls whom

Regular Delivery Schedule Vs Demand Basis

Payment Terms

Encourage Feedback

Invite Staff to Your Farm

22 Internet Sales

23 Positioning Your Product

Why is Your Product Different

Product Quality / Freshness / Locally Produced Organic / Free Range / Natural / Cage Free / Free Roaming / Pasture Raised

24 Prospecting

Barriers

Lack of Motivation

Fear

Overcoming Fear of Rejection

Strictly a Numbers Game

25 Prospecting

Be Organized

Keep Detailed Records of Contacted customers

Customer Contact Information and Preferences

Establish Goals

Review Regularly

Value Vs Price

Qualify Prospects

26 Qualification Criteria

Customer's Current and Previous Supplier

Name, Date, and Name if Initial Contact

Contact's first reason for inquiry (poor service from previous supplier)

All Contact Details Throughout Experience

27 Objectives Prospecting

Identify Yourself and Farm (Sell Your Story)

Identify Benefits, Features and Advantages to Customer

How can you or your product help them

Involve Customer

Ask Questions

Focus on Customer Needs

28 When Prospecting

Make Eye Contact

Speak Clearly

Don't Rush or Deliberately Talk Slow

29 Build Relationships

Know Your Customers

Emotional and Physical Connections

Word of Mouth is King

Customer is Always Right

30 Pricing Is Key

Who is Your Competition

Other Producers, Supermarkets, other Food Suppliers

What Products

What Message

What Price

31 Know Your Cost

Production Cost

Processing Cost

Marketing Cost

Transportation Cost

32 Production Costs

Type of bird

Type of Feed

Facilities

Replacement stock

33 Processing Costs

Type of Equipment

Packaging

Distance From Market

Number of Deliveries

Labor

Water Electricity, Refrigeration, Taxes

34 Marketing Costs

Brochures

Carton Development

Display Signs

Print, Media, Radio Advertising

Sample Product

Liability Insurance

35 Transportation Costs

Vehicle Maintenance

Gas

Insurance

36 Price – Costs = Profits

Must Establish or Wasting Time

37 Allow God To Help You With Your Marketing!

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