

The Ohio Direct Marketing Team

Contact & Handouts
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Shopping with the Farmer

- Tomatoes that have not been shipped 2,000+ miles
- Tomatoes that taste flavorful – not hard and rubbery
- Tomatoes that split and dent when you drop them

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Top 10 Opportunities in Retail Agriculture

What's in the List?

- Most potential for profit
- Leading consumer trends
- It's retailing...
 - change is quick
 - you are not your customer
 - watch the numbers closely
- Be realistic about your business...
 - “a farm is a good way of life”
 - make money from that way of life
 - just like any other small business
- Opportunities, then challenges

The Media is Buzzing About Food

- Micro food cultures
- Changing tastes
- Supporting local economies
- Food safety concerns
- Weekend chefs
- All signs indicate the storm is now gathering

Akron Beacon Journal
 The Philadelphia Inquirer

10. CSA's



10. CSA's

- Money is there when a crop is not
- It takes time to make the sales and grow the whole co-op
- Delivering vs. selecting a delivery point






8. Recreation and Hunting





9. Local Marketing Cooperatives





8. Recreation and Hunting

- We have lots of land
- Opportunities for folks to 'get away'
- Cabins, fee hunting, guided hunts, etc.
- Liability issues
- Comfort issues with visitors most of the year




9. Local Marketing Cooperatives

- Marketing – less \$ per farm expenditure
- Multiple types of farms keep customers year-round
- Getting farmers to cooperate
- Finding time to work on it





7. Locally Focused Meats






4. Specialty & Ethnic Veggies




3. Pick-Your-Own Berries

- One of the healthiest fresh foods
- Tons of promotional materials available
- We are good growers
- Family experience
- Overcoming the 'grannies stocking up' old paradigm for pyo
- Charging enough



4. Specialty & Ethnic Veggies

- We are good at growing
- We have a lot of varieties to choose from
- Communicating uniqueness to consumer
- Taking time to find your market



2. Farm Tours and Activities




3. Pick-Your-Own Berries




2. Farm Tours and Activities

- People long to be close to the farm
- Grandparents
- Alternative to non-interactive entertainment
- Liability
- Infrastructure
- Mindset





1. Internet





1. Internet

- The customers who really spend live here
- They long to be somewhere else
- Sometimes we aren't comfortable
- Still expensive to promote site
- Social Media – Free!
- Moving forward to texting & pda's




Top 10 Opportunities for Direct Marketing

1. Internet
2. Farm Tours & Events
3. Pick-Your-Own Berries
4. Locally focused meats
5. Specialty & Ethnic Vegetables
6. Farmers Markets
7. On-Farm bakeries & coffee shops
8. Natural Resources – Recreation & Hunting
9. Forming local cooperatives
10. Community Supported Agriculture (CSA's)

