



Mastering Marketing

VOLUME 11, ISSUE 2

WINTER 2009

SPECIAL POINTS OF INTEREST:

- Checking the Map
- Educational Opportunities
- Hard to Find Prices

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Equal access programs

Check Your Marketing Map



Your marketing plan is your road map to implementing your business ideas and measuring your success along the way. But a plan is useless without implementation and then evaluation of the results. Year-end is a good time to determine where you are with this year's business marketing plan while your sales numbers, weather conditions, and the successes and challenges of this production year are still fresh in your mind. It also helps you gather important tax filing information to use in year-end purchasing decisions. When developing your marketing plan, it can be helpful to follow the "SMART" goals format.

"SMART" goals are:

S	Specific: What did you want to accomplish this year with your marketing plan? Increased sales? Introduce some product diversification? Expanding your marketing outlets?
M	Measurable: Did you increase your profits, not just your sales volumes? Did you improve your time management or lower production costs? Did you keep records of sales, production costs, and marketing costs detailed enough to be useful in making these determinations?
A	Achievable: Could you produce enough high quality products to sell and meet those goals? Were production and marketing costs higher than expected due to unanticipated increases in fuel or fertilizer prices? If your goals were not achievable, what changes or actions will you take to reach your goals for next year?
R	Realistic: Did you keep well enough informed about market trends and prices to set realistic marketing goals? Did your financial or labor resources match your production goals? Does your product have an expanding or shrinking customer base? Are you satisfied with your operations' marketing efforts this year?
T	Timed: Were you prepared with a plan and marketing resources early enough in the season? Could your marketing goals be reached in one season or will you need more time to develop new markets and explore other retail outlets. Did access to processing facilities match your marketing season? What actions can you take to help manage your marketing risks in a seasonal enterprise?

(continued pg.3)



"The potential for on-farm processed foods in Maryland is unlimited"

Robin Way
Rumbleway Farm

**Changing Ag Markets Series in conjunction
with Baltimore County Extension presents:**

Food Processing:

Moving from Concept to Consumers

Wednesday, March 11, 2009

9:00 AM — 3:30 PM

Friendly Farms Restaurant, Upperco, Maryland

Is value-added processing right for your operation?

- ◇ Billie Best, North Egremont, Massachusetts, untangles the regulatory web and gives a multi-state regulatory comparison.
- ◇ Hear from other Maryland producers about their experiences.
- ◇ Get answers from regulators and licensing agency reps.
- ◇ Provide your input on regulatory changes and supporting resources.
- ◇ Information on product branding, marketing, and distribution.

For more information, contact Ginger Myers, Regional Marketing Specialist, University of Maryland Extension, 301-432-2767, gsmyers@umd.edu. This workshop is funded by a grant from the Hughes Agro-Ecology Center and USDA.



Register Now!

www.futureharvestcasa.org



Future Harvest - CASA's 10th Annual Conference

Connect Locally: Food, Farms, and Community

January 16th and 17th, 2009

Frederick Holiday Inn and Conference Center
Frederick, MD

Join the discussion! Future Harvest—CASA's 2009 conference will bring together new and experienced farmers of all styles and systems with consumers, advocates, and regional buyers interested in supporting and sustaining local agriculture. Key-note speaker, Nina Planck, author of *Real Food*, will discuss the cultural and nutritional significance of traditional foods. Come learn the nuts and bolts of various sustainable operations, how to make your farm profitable, and how to get more local foods into schools, hospitals, grocery stores, and your local markets.

(Check Your Marketing Map continued...)

Here are some examples of marketing goals in the SMART format to help get your planning started:



- "To increase sales by _____ (amount) by _____ (date)."
- "To gain entry to (market) _____ by _____ (date)."
- "To increase awareness of my product among the retail trade within _____ (timeframe)."
- "To increase my market share from _____% to _____% by _____ (date)."
- "To enter the poultry business and generate sales of \$_____ in the first 12 months."

For each of your goals, develop a strategy and an action plan to implement it. If your goal is sales-related, develop a sales projection chart to help you track your income stream. When will sales take place?

Once you have completed an action plan for achieving each marketing goal, develop a list of marketing tasks. Get a large desk calendar and make notes in the months when these marketing tasks must be completed. This is your marketing plan master schedule. Post it in your office or other high visibility location and refer to it on a regular basis.



Year-end brings thoughts of New Year's resolutions.

This year, develop your marketing plan early, evaluate it throughout the season, develop a recording system that will help you with your evaluation system, and if the plan isn't working, or an unexpected opportunity arises, change the plan.

The Inside Quote

"All things are created twice; first in the mind, and then in the real world."

Where to check for hard to find prices

Organic Price Report

Rodale Institute

<http://www.newfarm.org/opx/>

USDA-ERS

<http://www.ers.usda.gov/Data/OrganicPrices/>



Flowers

Association of Specialty Cut Flower Growers

www.ascfg.org

USDA-ERS

www.ers.usda.gov/Publications/Flo/Sep04/FLO03.pdf

Herbs

National Wholesale Herb Report

www.nal.usda.gov/ref/herbs.html

Meat and Livestock

<http://www.agriculture.com/ag/futuresource/FutureSourceStoryIndex.jhtml?storyType=meat>

Useful On-Line Marketing Resources



Farm Clip Art

Microsoft Office Clip Art - Look here for agriculture and food related, high quality photos and graphics for including on your marketing promotional pieces.

<http://office.microsoft.com/clipart/>

Free Business Cards

250 Free Business Cards

<http://www.vistaprint.com>

Free Recipes & Nutrition Facts

WebMD Recipe Finder - search the recipe files to help your clients create healthy meals or to find recipes for your CSA.

<http://www.webmd.com/food-recipes/default.htm>

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Visit <http://AgMarketing.umd.edu> for more information on the agricultural marketing program. For more information on WMREC, visit <http://wmrec.umd.edu>.

Comments and suggestions regarding the newsletter are always welcome. References to commercial products or trade names are made with the understanding that no discrimination is intended and no endorsement by University of Maryland Cooperative Extension is implied. Articles and photographs can be reprinted with permission.

FYI ...

Ivory Floating Soap Legend



For more than 75 years, legend has indicated that one of Ivory's most famous features – its ability to float – was actually the result of a mistake!

The story begins with an employee who forgot to shut off the soap-making machine when he went to lunch. He returned to find the soap mixture puffed-up and frothy. However, because the longer mixing time had not changed the ingredients in any way, the soap was finished and shipped as usual.

About a month later, when P&G started receiving requests for more of the "floating soap," the accident was discovered. Why was this product so popular? Some people were known to bathe in the Ohio River and the floating soap would never get lost. Proctor & Gamble makes the floating soap today by intentionally adding a small amount of air in the formula.

Source: http://www.ivory.com/PureFun_SoapLegend.htm