3 Strategies for Successful Farm Marketing

Myrna Greenfield, Good Egg Marketing

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3 Strategies for Successful Farm Marketing

1. Build customer loyalty
2. Increase sales per visit
3. Attract new customers

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Good Food & Good Causes

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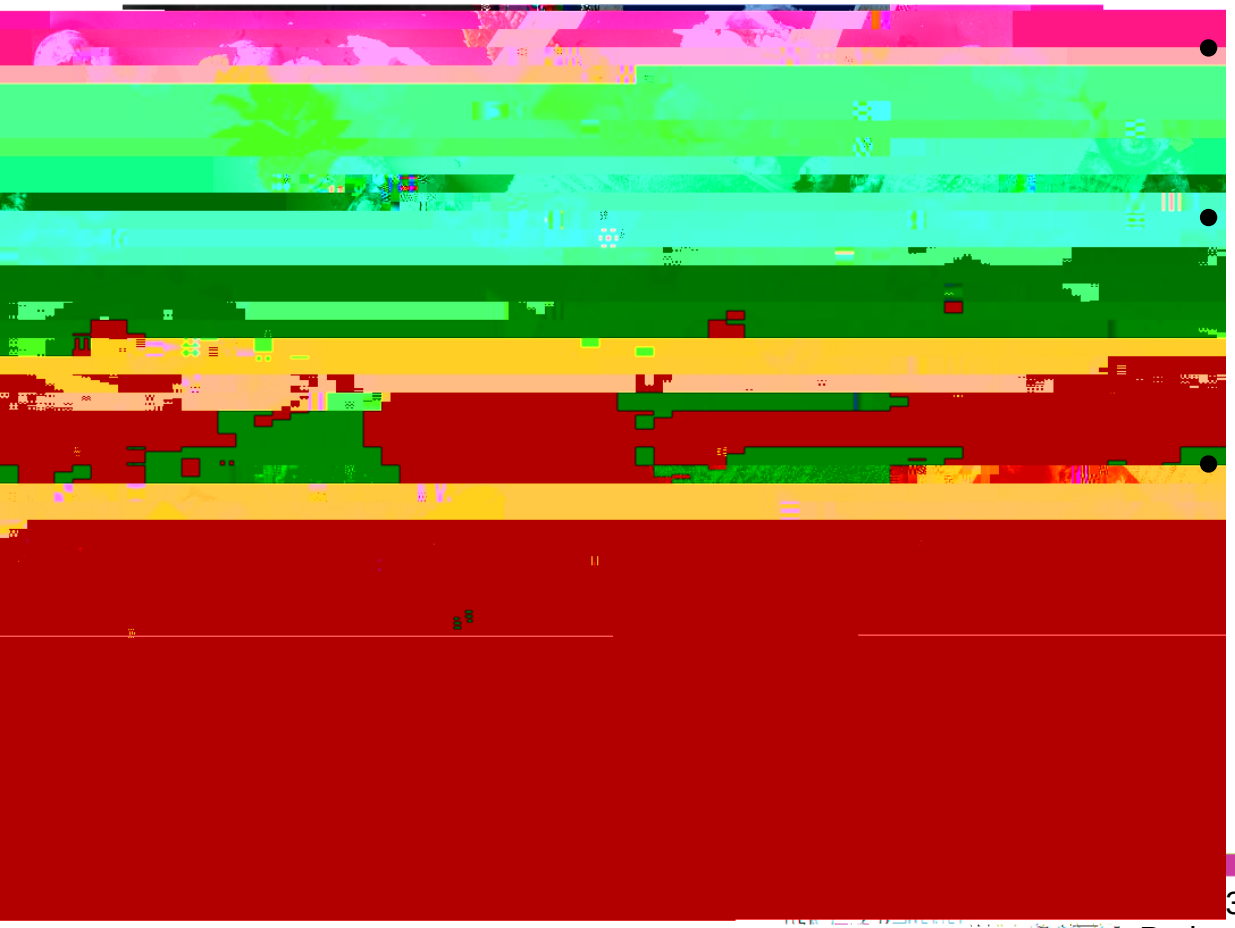
2. Increase Sales Per Visit



- Sell refreshments made on your farm
- Offer additional products or experiences
- Sell t-shirts, hats, and other merchandise

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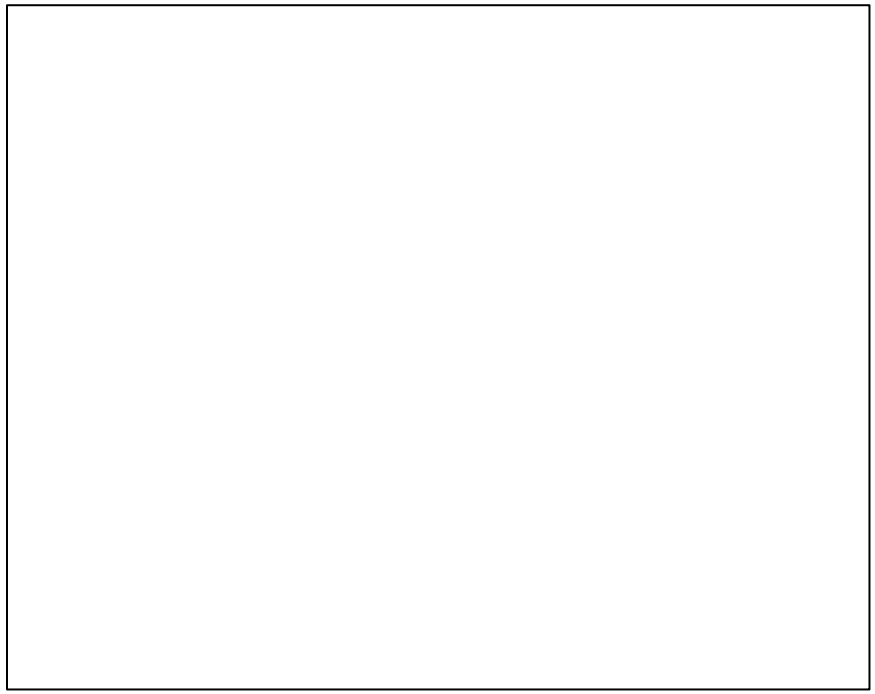
3. Attract New Customers



- Road signs
- Postcards with QR codes
- Partnering with other businesses or nonprofits
- Social media and review sites
- Get found online (Google)
- Advertisements

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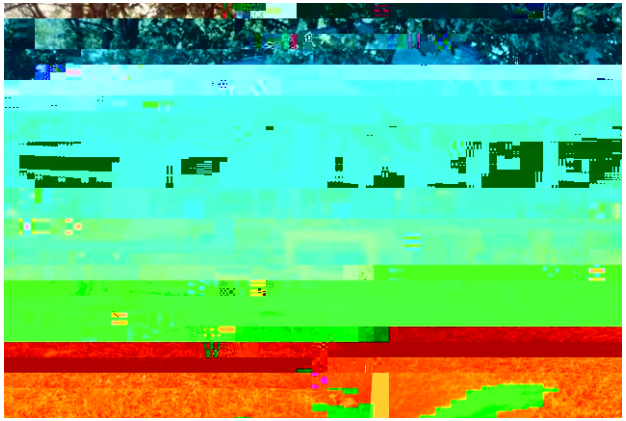
Parlee Farms

Ellen Parlee, Co-Owner

@parleefarms

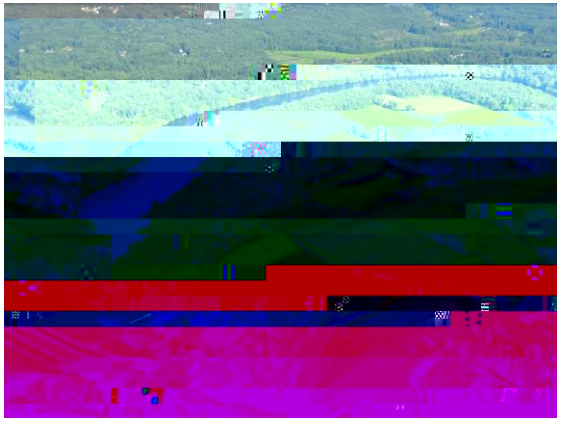
Growing Since 1987



4 acres of pyo strawberries

A tarp, plank, scale and cash box used for checkout

Open for 4 weeks



100 acres with diversified crops, offerings, and infrastructure

Open for 5 months

Build Customer Loyalty

- 1-2 times per week during season
- Email subscribers receive the first notice of a new crop available for picking
- Specials are announced through the email first
- Farmside pickups are only available to email subscribers

Increase Sales per Customer

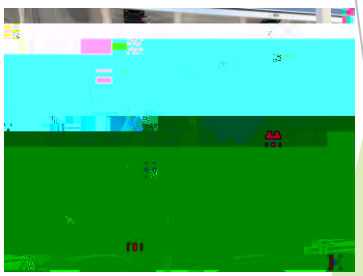
Apple Cider Donuts

Ice Cream Stand offering fresh fruit desserts

Bakery with made-from-scratch treats

Roasted Corn

The Lunch Box



Increase Sales per Customer

Our Own Fresh Picked Fruits, Flowers and Corn

We do not wholesale, so our farm grown items are only available here!

Local Vegetables

Honey from our Beekeeper

Local Milk, Cider, and Lemonade

Parlee Farms T-Shirts and Bags

Private Label Jams, Jellies, and Sauces

Imported Handmade Baskets

Build customer loyalty:

Create a memorable experience

- Children visit with their school or parents and want to return.
- We train our staff to make everyone feel welcome.
- We use QR codes in the orchards to educate visitors about our products.

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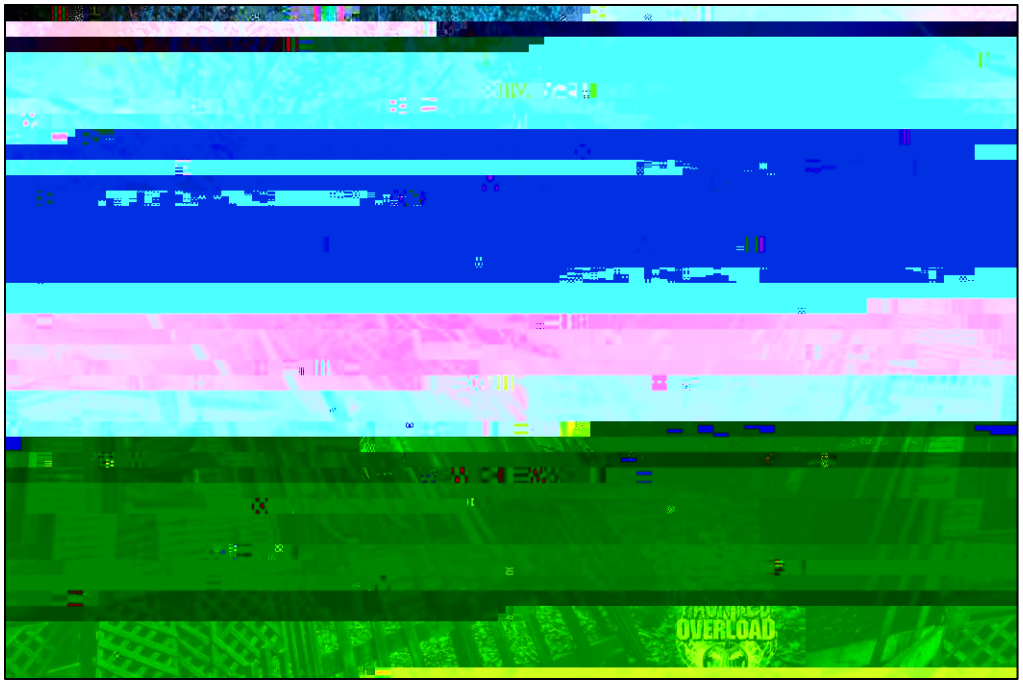
Build customer loyalty:
The Haunted Overload



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- Internationally famous

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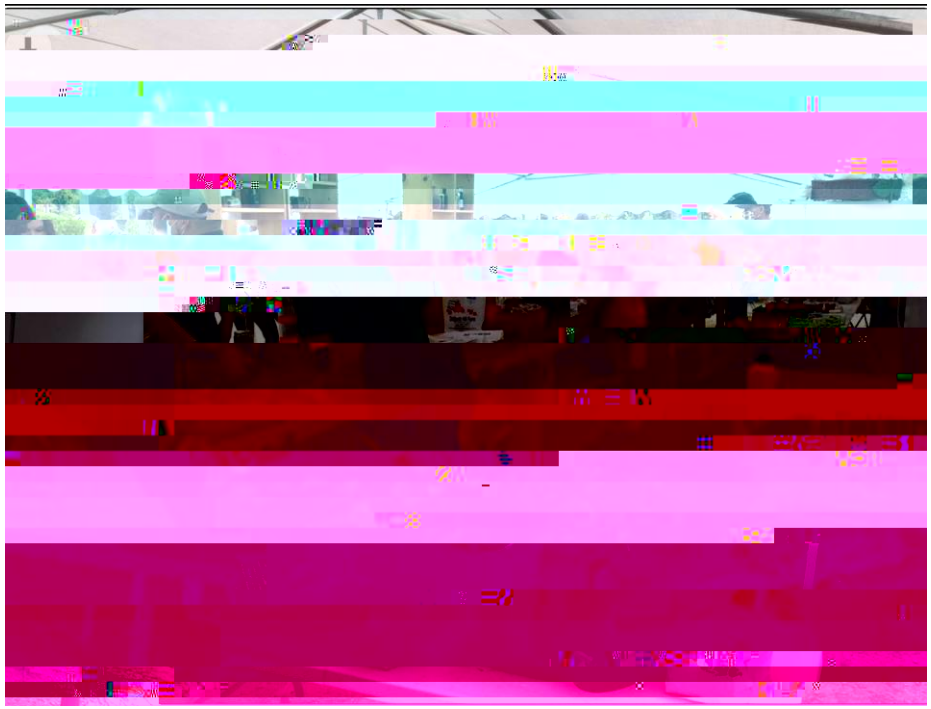
Increase Sales Per Customer

Make it easy and fun to buy



Our outdoor store has been a success.

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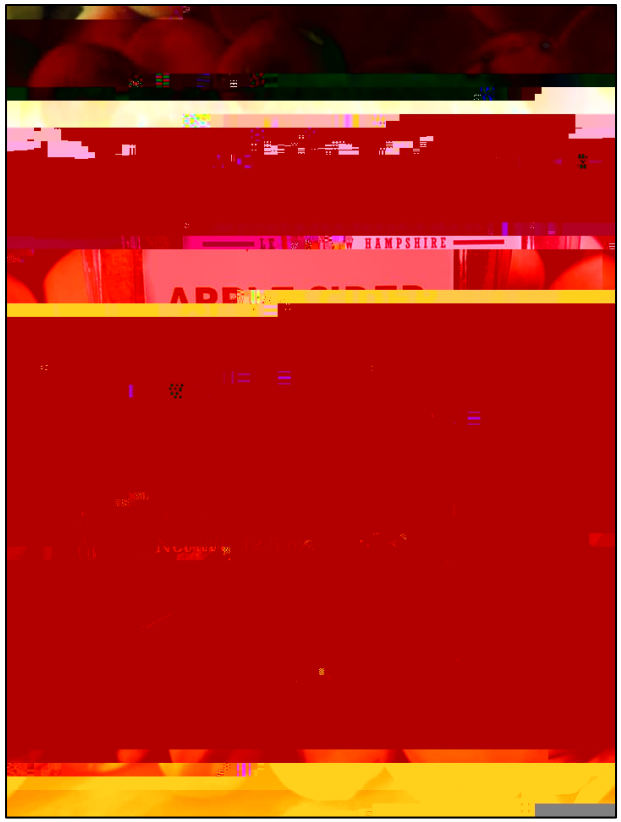
Increase Sales Per Customer

Gotta have cider doughnuts



- Full commercial kitchen on the farm
- We design professional packaging for our baked goods
- Voted best apple cider doughnuts last year!

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Increase Sales Per Customer

Offer an online store

- Started an online store during Covid
- Sell products during the summer and fall
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Attract new customers:

Make people smile

Every farm needs an antique pick-up truck!

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Questions?

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