

5 marketing must-haves for grain growers



#1

Connect with end
consumers

Customers buy products,
consumers use them.

What are consumers buying into?

YOU the farmer.

Supporting their LOCAL ECONOMY.

Community VALUES.

What are consumers looking for?

A CONNECTION to the source.

Alignment of TASTE and NUTRITION.

A more meaningful EXPERIENCE with their food.

Engaging with your end consumer...

On the farm | farm tours, community events

Point of purchase |

#2

Be searchable

What's discoverable on Google?

Websites | Squarespace, Wordpress

Social media properties | Facebook, Instagram, Twitter

Farm listings | NGGA, Vermont Farm to Plate, NOFA, local papers, Coop supplier profiles

beidler family farm

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Organic Valley is a cooperative organization of family farmers. Learn more about the **Beidler Family Farm** in Randolph Center, VT.

[Beidler Family Farm | NOFA Vermont](#)

Beidler Family

Beidler Family Farm (Farm Art) • Vermont's Farm to Plate Network

<https://www.beidlerfamilyfarm.com>

Beidler Family

Beidler Family Farm | Randolph/Phylton Farms | Food & Drink

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<https://www.beidlerfamilyfarm.com>





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Home - Whole Grains - Freshly Milled

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Four Star Farm

fourstarfarm.com/ ▼

Four Star Farm offers horseback riding lessons, summer camps for beginning through advanced riders,

and a variety of other equestrian services.

#3

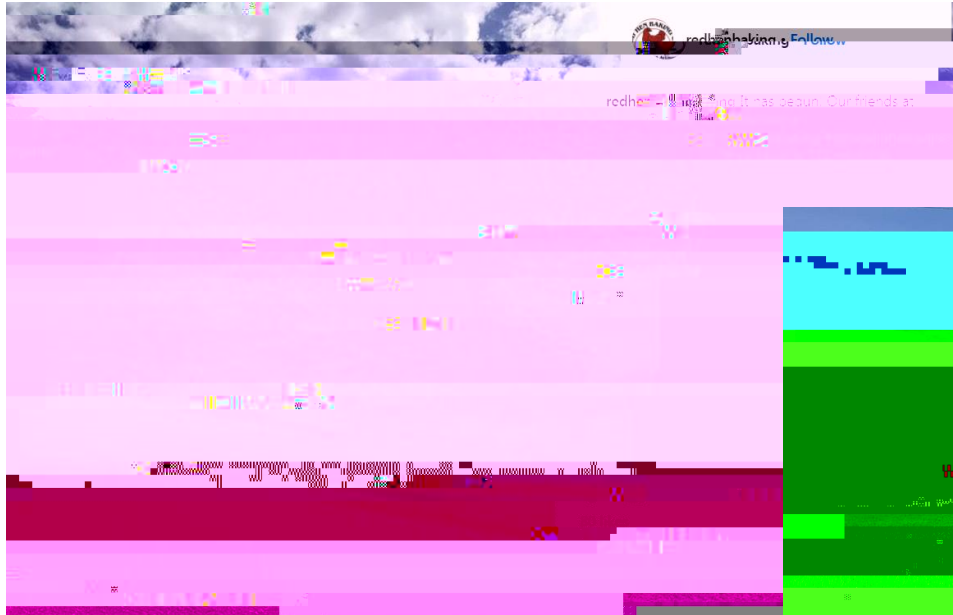
Leverage existing
partnerships

Work with your customers to reach consumers via packaging, on-shelf signage, and digital platforms.

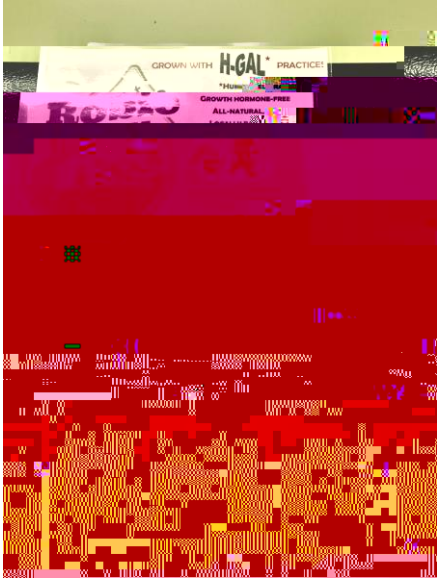
Co-branded packaging



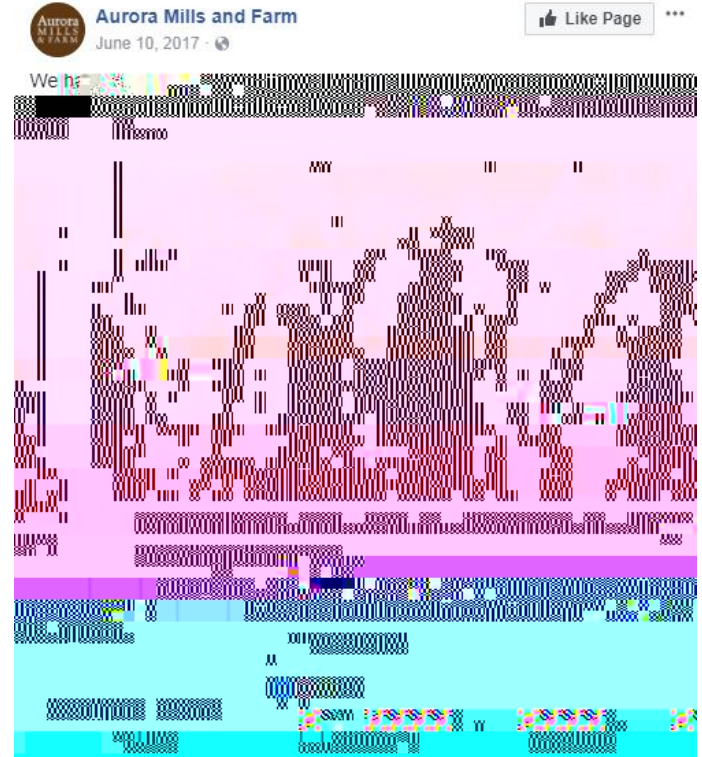
Social media cross-promotion



Point of Purchase visibility



Promotional materials



#4

Stay focused

Focus on platforms that you have time to manage and that serve a specific purpose for your brand.

Decide which (if any) social media platforms are most useful to you - don't worry about the others.



#5

Understand your
audience

Different channels and platforms cater to different audiences.

Who is your audience and what are they interested in?

Industry partners & customers | industry news, conferences, product specs, varieties, product availability, growing & processing

Consumers | happenings on the farm, finished products (baked goods, beer, etc), where you'll be (events), growing & processing, product availability & where to buy

Who is your audience and what are they interested in?

Growing your marketing presence.

What is your audience responding to?

What is going unnoticed?

What comes most naturally to you?