

Ohio Aquaculture Association Annual Conference



MARKET AQUACULTURE PRODUCTS

ERIC BARRETT & JULIE FOX, OSU EXTENSION

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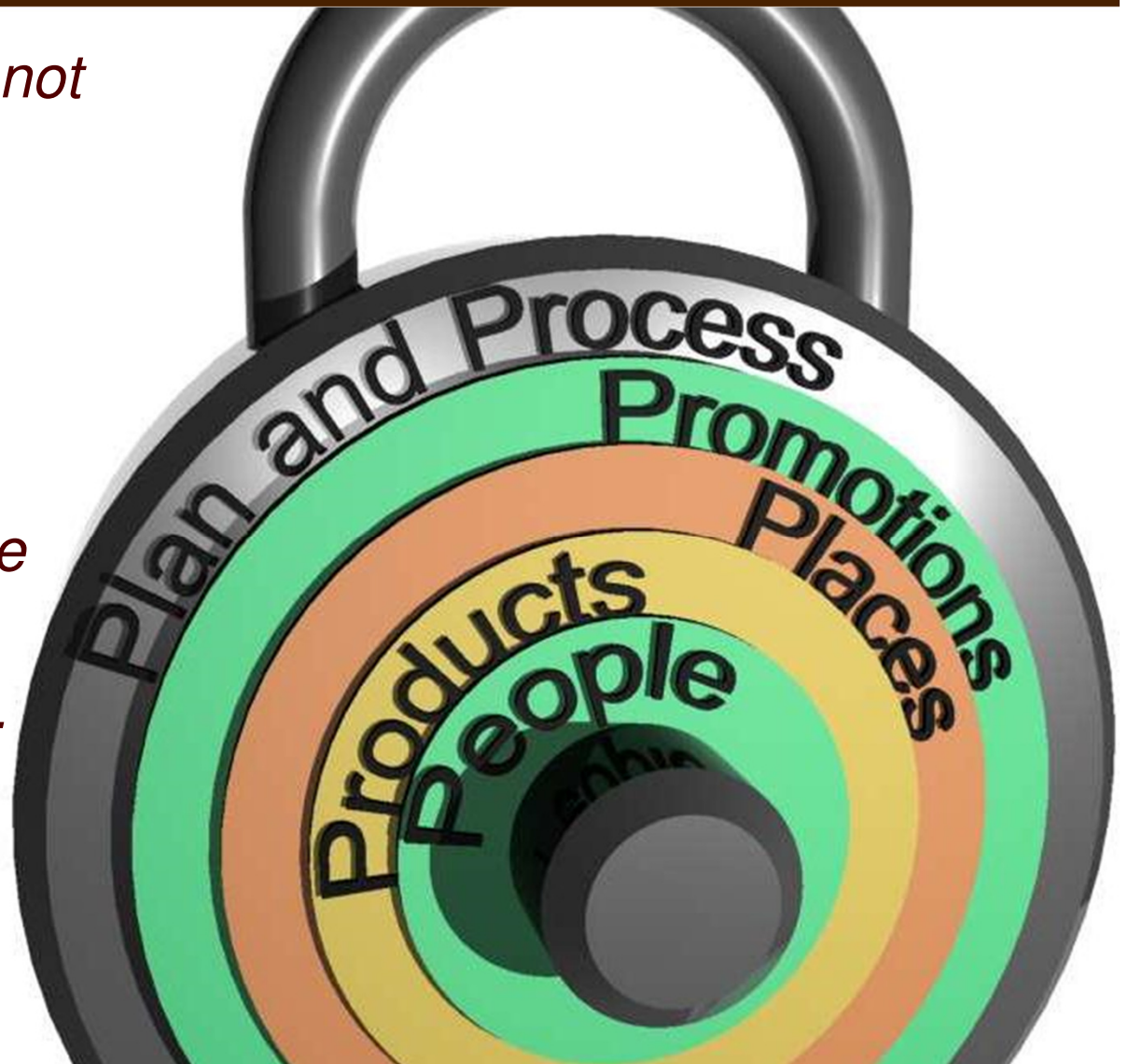
directmarketing.osu.edu

- Maps & Apps: Mobile Media Marketing
- Social Media Marketing
- Branding & Image
- ohiomarketmaker.com
- Designing Effective Marketing Materials
- Merchandising
- & Much more!



Marketing: “Combination”

Marketing is not only much broader than selling, it is the whole business seen from the customer's point of view.
Peter Drucker



Are You...

MARKET READY



Think Like a Customer



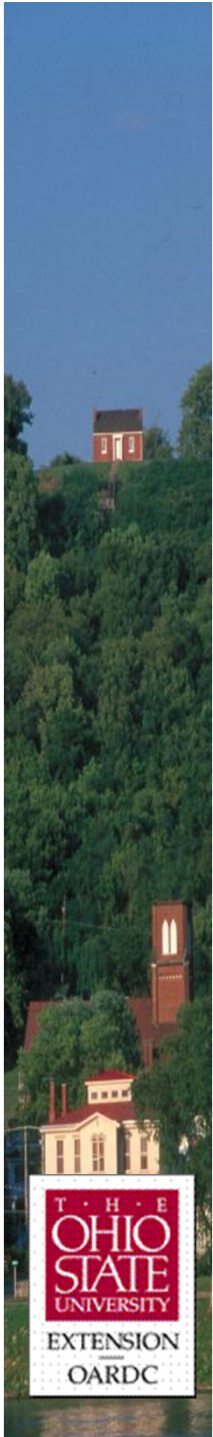
- **People**

- **Customers: can you think like them?**
- YOU & Your business goals/capabilities

- Product
- Place
- Promotion
- Plan & Process



People – Product – Place – Promotion – Plan



Think Like a Customer

- **Direct to Consumer**
 - Demographics +
- **Direct to Wholesale Buyers**
 - Restaurants, Grocery Stores...
 - Bait Shops, Pay Lakes, ...
 - Other Aquaculture Businesses
- **Other Influential People**
 - What do you know about who they are, what's important to them, where they get information and how they behave?



People – Product – Place – Promotion – Plan





Think Like a Marketer

New growers need to find a place in the market to match their land, facilities, abilities, and scale of production.

Richard de Wilde, Harmony Valley Farm

- **What to Consider...**
 - Your Personal, Family & Business Interests/Goals
 - Your Resources & Strengths
 - Your Lifestyle & Motivations
- **Is Aquaculture Farming For You?**
 - http://www.aces.edu/dept/fisheries/education/ras/publications/bus_mark/aq4u.pdf

People – Product – Place – Promotion – Plan



MarketReady



- People
- **Product**
 - **Product selection and supply**
 - Packaging & Labeling
 - Pricing & Payments
- Place
- Promotion
- Plan & Process



People – Product – Place – Promotion – Plan





Product Selection & Supply

- Product selection and supply
 - What products/services do you offer?
 - Food Fish and Shrimp (fresh, value-added)
 - Aquaponic Crops
 - Sport (bait, stocking)
 - Agritourism Experiences
 - Quality & Attributes
 - Quantity
 - Timing – available when buyer wants



People – Product – Place – Promotion – Plan



Product Selection & Supply



Food Trends & Predictions

- 1 Locally sourced meats and seafood
- 2 Locally grown produce
- 4 Environmental sustainability
- 7 Hyper-local sourcing (restaurant gardens)
- 9 Sustainable seafood
- 11 Farm/estate-branded ingredients



People – Product – Place – Promotion – Plan



Product Selection & Supply

Agritourism Experiences:

- Guided Tours
- Festivals/Events
- Entertainment
- Adventure
- Celebration
- Education
- Shopping – Retail Therapy
- Eating locally grown or locally prepared food
- Overnight stays – B&B, cabin, cottage, ...



People – Product – Place – Promotion – Plan





Packaging & Labeling

- **Regulation**
- **Protection**
against damage, spoilage, and pilferage
- **Assist in marketing**
- Function, Education, Reinforce Brand...
- **Cost Effective**



People – Product – Place – Promotion – Plan





Pricing & Payments

- **How Much \$? Pricing Objectives?**
 - Bottom Up – ALL costs are starting point, then influences such as competition & market tolerance
 - Top Down – Analyze range, set retail price, then analyze - costs covered / profit enough?
 - What are customers willing to pay?
(supply & demand, seasonality, competition, unique factors, perceived value)
 - What image convey? Penetration, Rate, Skim
 - Other Strategies: Bundling, Lost Leader, Impulse
 - POP (no more than 1/3 of average sale)
 - AgT: One Entry Fee or Price/Attraction?



People – Product – Place – Promotion – Plan



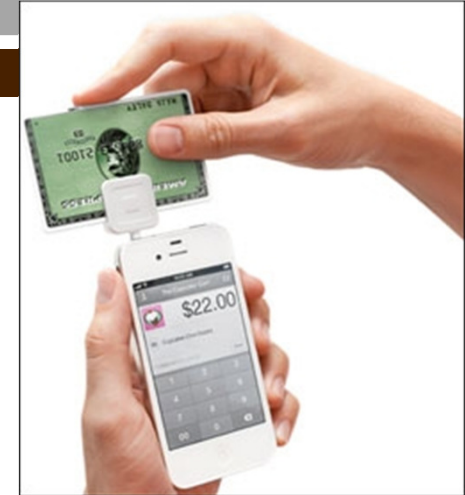
Pricing & Payments

- **How & When Pay?**

- Consumers

- Cash
 - Check
 - Credit Cards
 - Mobile Payments

- Wholesale Buyers (invoice & terms)



People – Product – Place – Promotion – Plan



MarketReady



- People
- Product
- **Place**
 - Distribution & Storage
 - Signage & Merchandising
 - Marketing Environment
- Promotion
- Plan & Process



People – Product – **Place** – Promotion – Plan



Distribution

On-Farm Examples

- Retail Market
- Food Service
- Agritourism
- Tours
- Pondsides Shrimp Harvest
- Festival



Proper Handling and Storage of Freshwater Shrimp

Fish and shellfish are nutritious. They are high in protein, vitamins, and minerals but low in total fat and saturated fat. Freshwater shrimp contain less cholesterol than saltwater shrimp and less than 0.5% fat.

Purchasing Fresh Shrimp

- ❖ Fish is firm in texture, not soft
- ❖ Odor is fresh and mild
- ❖ Shell is free of black spots

Purchasing Frozen Shrimp

- ❖ Shrimp should be solidly frozen
- ❖ Little or no odor
- ❖ No brown spots or freezer burn

Freezing Fresh Shrimp

- ❖ Place shrimp in plastic freezer bag
- ❖ Add some water, partially close bag
- ❖ Remove most of water and air, finish closing
- ❖ Place in freezer



Culture and Research Development
Extension with funding provided by



People – Product – Place – Promotion – Plan



Distribution

Off-Farm Examples

- Farmers' Market
- Community Event
- Catering
- Restaurant Sales
- Grocery Sales
- Other
- CSA



People – Product – **Place** – Promotion – Plan



Distribution Options

- Own delivery direct-to-buyer
- Shared delivery with other producers
- Pre-arranged pick up points
- 3rd Party delivery company
- Wholesaler or distributor working with restaurants
- ***Each system has own benefits and costs***



People – Product – Place – Promotion – Plan



Distribution & Storage

- **Distribution & Storage**

- How can you keep product quality?
- Harvest to Delivery
- Cost of distribution and storage



<http://plantsforhumanhealth.ncsu.edu/2012/08/20/pack-n-cool/>



People – Product – **Place** – Promotion – Plan



Signage

- **Signage**
 - Way finding
 - On Premises
 - Point of Purchase
 - Direct, Find You
 - Inform, Educate
 - Select Product ... Other Action
 - Answer common Questions or Solve problems
 - Positioning/Branding



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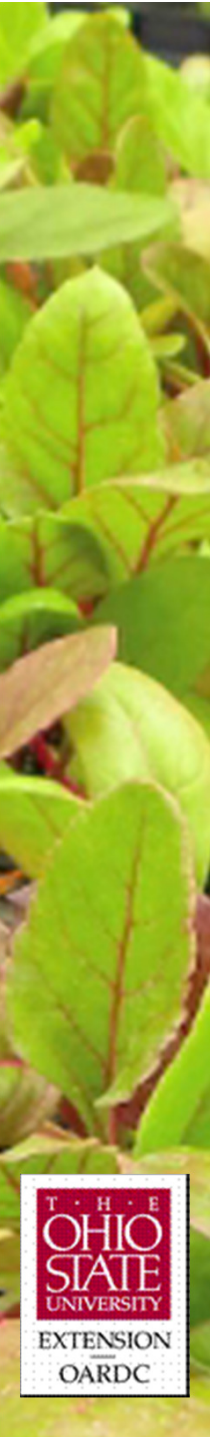
Signage

- **Elements of good signage & materials**
 - Simple, clear message
 - Tough to read ALL CAPS, Fancy Fonts
 - Size of Letters & Color Combinations
 - Color Psychology ... Consistency
 - Appropriate Materials (Permanent/Temp)
 - Background

www.oaaa.org/marketingresources/industrystandardandspractices.aspx

www.thesignagefoundation.org/Research

People – Product – Place – Promotion – Plan



MarketReady



- People
- Product
- Place
- **Promotion**
 - Print & Electronic Communications
 - Targeted Campaigns
 - Custom Service
- Plan & Process

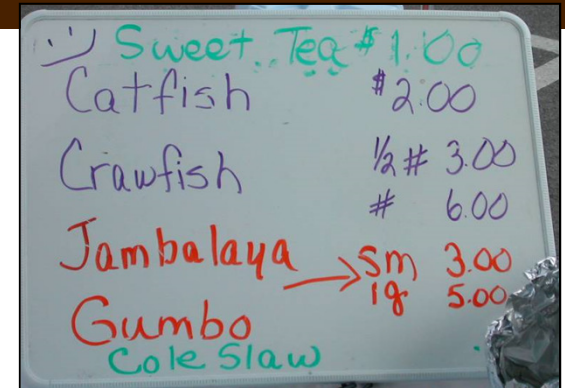


People – Product – Place – Promotion – Plan



Basic Communications

- **Print**
 - Business Card
 - Brochure
 - Price List
- **Electronic**
 - Website
 - Social Media
- **Other**
 - Elevator Pitch
 - Directory Listings
 - Uniforms



MarketReady™



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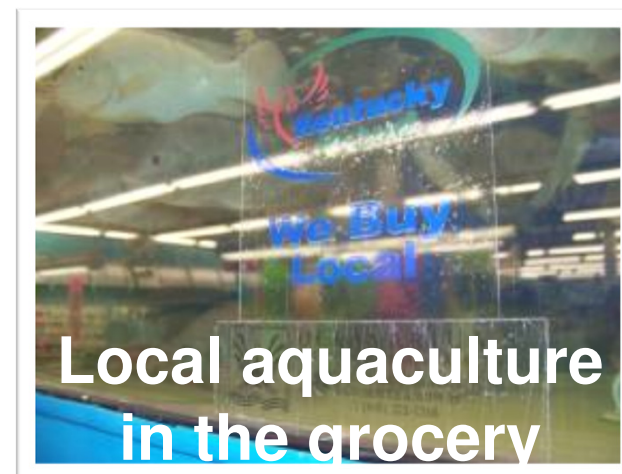
YouTube



Basic Communications

Market Partners

- Sales & Marketing **to** wholesale buyers
- Marketing **with** wholesale customers
 - Recognition on menus
 - Signage in grocery
 - Link on websites
 - Cross-promo on social media



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Basic Communications

Connecting through MarketMaker

Free Business Profile – buyers can find you

Buy/Sell Forum post/find (private)

Free market data demographics, food consumption industry contacts

Feature your business

People – Product – Place – Promotion – Plan

The screenshot displays the Ohio MarketMaker website interface. At the top, the navigation bar includes links for HOME, GETTING STARTED, SEARCH, RESOURCES, CONTACT US, and LOG IN. Below the navigation bar, there are three main sections: Market Research, Find a Business, and Register Your Business. The Market Research section includes filters for Age, Population, and Where, with a Search button. The Find a Business section includes filters for Farmer/Rancher, With, and miles of Zip, with a Search button. The Register Your Business section includes a Register button and a Log In button for already registered users. Below these sections, there is a Business Spotlight for Freshwater Farms of Ohio, Inc., which includes contact information and a map. The map shows the location of the business in Ohio, with a red circle highlighting the location. The Business Spotlight also includes a list of products, such as Freshwater Fish/Shellfish and Marine Fish/Shellfish/Seafood.



Targeted Campaigns

Why, how & when you lead the customer to purchase (Taylor, 1965)

- **Why?** (what will you measure?)
 - Awareness, Trial, Customers, Referrals, Loyalty
- **Who?**
 - Right Audience/s ... Relationships
- **What?**
 - Right Message (Benefits vs. Features)
Attention, Interest, Desire, Action (Lavidge and Steiner, 1961)
What do you want them to feel, do, know?
- **When?**
 - Right Time, Frequency (4-9x), Consistency
- **Where?** - Right Place, Media Choices
- **How Much?**- Right Budget

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Customer Service

Policies, Practices & Performance

- The Customer Service Experience



So what? Customers' willingness to recommend you to someone else (Harvard Business Review)

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Customer Service

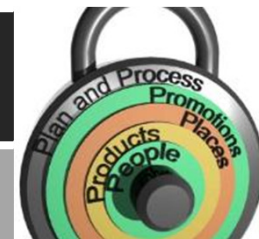
Communication examples

Wrong Approach	Polite and Friendly Alternative
"I don't know."	"I'll find out."
"No."	"What I can do is..."
"That's not my job."	"Let me find the right person who can help you with ..."
"You're right – this is bad."	"I understand your frustrations."
"That's not my fault."	"Let's see what we can do about this."
"You want it by when?"	"I'll try my best."
"Calm down."	"I'm sorry."
"I'm busy right now."	"I'll be with you in just a moment."
"Call me back."	"I will call you back, what is your telephone ber."

- www.customerservicemanager.com,
- <http://www.nationalcsa.com>, <http://icsatoday.org>

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MarketReady



- People
- Product
- Place
- Promotion

- **Plan & Process**

- Current Marketing Audit (customer/s point of view)
- Industry Overview & Competitive Analysis
- Resource Management (\$, Human, Space, Equip)
- Risk Management (Quality, Safety, Insurance)
- Marketing & business plan (goals, milestones, budget, calendar)



People – Product – Place – Promotion – Plan



Are You MarketReady?

Bring it all Together

Your Plan ...



Overview of Direct Marketing in Ohio

Business Resources

Topics of Interest

Tools for Community Leaders

Calendar (Education Opportunities)

References for Educators & Researchers

Back to Home



Aquacultural producers align marketing with food and recreation trends

Aquaculture Marketing

Introduction

Marketing aquaculture products directly to consumers or wholesale buyers requires a plan that includes people (customers), products (packing, labeling and pricing), places (distribution), promotion and a process that fits with resource and risk management.

[Aquaculture MarketReady Overview Presentation \(pdf\)](#)

Aquaculture Marketing Resources

[An Assessment of Ethnic Market Opportunities for Indiana Farm-Raised Fish, Purdue University](#)

[Making Wise Choices When Direct Marketing Your Aquaculture Products, Illinois/Indiana Sea Grant Program](#)

[Marketing Farmed Fish in Ohio, Ohio State University Extension](#)

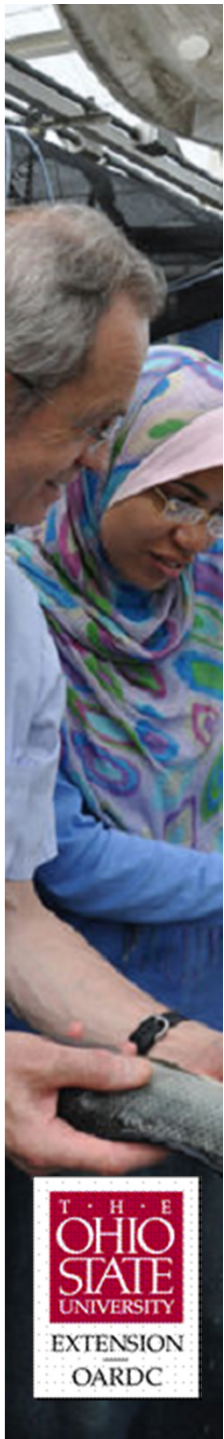
[Marketing Options for Small Aquaculture Producers, Alabama Cooperative Extension Services](#)

[Processing and Marketing Aquaculture Products on a Small Scale, Kentucky State University](#)

[Selling Aquaculture Products at Farmers' Markets in Ohio, Ohio State University Extension](#)

[Ten Tips to Help you Eat More Seafood, USDA](#)





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DIRECT MARKETING

COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

Eric Barrett, barrett.90@osu.edu

Julie M. Fox, Ph.D., fox.264@osu.edu

OSU Direct Food & Ag Marketing Team

The Ohio State University South Centers

College of Food, Agricultural, and
Environmental Sciences - Extension &
OARDC

1864 Shyville Rd. Piketon, OH 45661

<http://directmarketing.osu.edu>