Are You MarketReady™?

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The National MarketMaker Team

Food Industry MARKETMAKER™
Linking Agricultural Markets
Are You Market Ready?

- Want to sell to restaurants, grocery stores, foodservice buyers and other wholesale accounts?

- Understanding the Expanding Market for ‘Local’ Foods

- Marketing Channels Risks and Relationships
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
Direct Marketing

• Trends
  – a. ‘Local’ Foods
  – b. Local Fun, Agri-Tourism Experience Economy
  – c. Social & Mobile Media

• Direct marketing is ... interactive.
What Do Buyers Expect?

- Product selection and supply
- Packaging, labeling, merchandising
- Pricing, invoicing, payments
- Delivery, storage, temperature control
- Regulations, certifications, audits
- Insurance & quality assurance
- Connecting through MarketMaker
- Marketing, communication, relationship building
- Management & financial capacity
Product

- Product selection and supply
  - Product depth or breadth
  - Quality & quantity
  - Attributes
  - Timing
  - Other
Product - Packaging

- Packaging, labeling, merchandising
  - Restaurant
  - Grocery Store
  - Institution
  - Other
Product - Pricing

• Pricing, invoicing, payments
  – Restaurant
  – Grocery Store
  – Institution
  – Other
Place

• Delivery
• Storage
• Temperature control
Promotion

- Connecting through MarketMaker
Promotion

• Marketing, communication, & relationship building
Promotion

Barcelona Restaurant & Bar
263 East Whittier Street
German Village
Columbus, OH 43206
tel: 614-443-3699
e-mail: info@barcelonacolumbus.com
Chef’s Diary:
facebook: Barcelona-Restaurant
twitter: twitter.com/TheLona
gps coordinates: N39° 56.6668
W082° 59.3959
Plan & Process

• Regulations, certifications, audits
Plan & Process

• Insurance & quality assurance
  – Product liability requirements
  – Cold chain requirements
  – Safe handling practices for product quality and ‘shelf life’
Plan & Process

• Management & financial capacity
  – Management ‘team’
  – Business plan
  – Cash flow
  – Other buyer ‘concerns’
Consider All of Your Customers

- “The plates are coming back clean”
- A Chicago chef’s observation about a change in salad greens led one farm to developing their signature mesclun product
Consider All of Your Customers

• Who purchases or influences the purchase of products/services?
  – Buyer/s
  – Manager/s
  – Person paying / Approving payment
  – Marketing / Distribution
  – People serving the food
  – Customer service personnel
  – Consumer preferences
  – Other
Consider The Stage of Business

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Advocate
Supporter
Client
Customer
Prospect

The Loyalty Ladder - Christopher et al (1991)
Think Like A Customer

- Listen
- Watch
- Read what they read
- Know what pains them

- What makes them have a remarkable day?

- How do they feature local food providers?
Market Ready Resources

- Workshops
- Checklists
Best Marketing Practices
- Resources: [www.uky.edu/fsic/marketready](http://www.uky.edu/fsic/marketready)

* This Conference – Friday Marketing
Are You Market Ready?

Plan and Process
Promotions
Places
Products
People
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