

# Direct Marketing

## Food & Agriculture



*Unlock the secret to successful marketing strategies*



The Ohio Direct Marketing Team provides research and educational resources to improve marketing knowledge, practices, performance, and connections. Programs are designed to help producers:

- understand how various customers think about and purchase food and agriculture products
- add value to products through proper selection, development, supply, packaging, and pricing
- select locations and utilize distribution as a marketing advantage
- create awareness, engage, and grow a target customer base
- develop a plan that addresses risks, resources, and a competitive advantage

### Unique characteristics make Ohio an attractive place to "Go Direct"

- Ohio is rich in diversity with a lakefront region to the north; rural Appalachian and Amish communities; and dynamic metropolitan areas throughout the state.
- Ohio has a unique proximity of metropolitan and micropolitan areas, which presents unique opportunities for rural-urban interaction.

### Local Food & Local Fun Add Up To Healthy Economic Development in Ohio

According to the North American Farmers' Direct Marketing Association, direct marketing is "selling direct to individuals, families, restaurants, tour groups, big companies and others."

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