Improved Local Meats Marketing
Introduction to Strategic Marketing

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• Marketing Specialist with Cornell Cooperative Extension, Tompkins County.

• Worked for 5 years for the New England Livestock Alliance & Heritage Breeds Conservancy.

• Started 2 brands of Natural & Grass-fed beef.

• Ultrasound technician for beef carcass quality.
Marketing 101

• Marketing is: identifying customer needs, creating products to satisfy, and delivering.
• Marketing is NOT: the craft of misleading people to get them to buy something.
• Marketing is not just advertising.
• Target market, product, place, price & promotion.

• Marketing materials are business cards, brochures, posters, websites, emails, signs and conversations.
Wholesale

Selling to a buyer who is not the end user.

Packer
Restaurant
Grocery/Retail
Distributor
Auction
Institution/Food Service

Direct

Selling directly to the end user.

Farmers’ Market
Freezer Trade
CSA/Buying Club
Farm Stand/Store
Web
Location & Local Population

• What kind of customers are around you?
• How many of them are there?
• What is your visibility?
• The more specialized your product, the larger a market area you may need.
• How far are they willing to go to get it?
• How far are you willing to go to sell it?
Do you sell meat or animals?
What is your production like?

Most accessible marketing channels, based on scale of production.

![Diagram showing the relationship between number of crops and number of acres in production, with two main channels: Wholesale Channels and Direct Channels. The diagram indicates that as the number of acres increases, the accessibility of Wholesale Channels decreases while the accessibility of Direct Channels increases.]
Local meat buyers: Who are they?

Three main groups

- **Foodie/ Locavore Enthusiasts**- experience driven.
- **Health/ Social Cause Motivated**- cause driven.
- **Traditional buyers**- price driven.

Where do ethnic buyers fit in?
- Kosher/Halal- socially (religiously) motivated
- Caribbean & Hispanic- traditional buyers

Each has different motivations, needs, desires, & buying habits.

They all want **quality**.

They should all buy from you!
How do they buy & where?

**Foodies**

- Premium cuts
- Least price sensitive
- Seek authentic eating & shopping experience, story behind the source.
- Farmers’ markets, CSA’s, on-line, Specialty stores, restaurants.
How do they buy & where?

**Socially motivated**

- Cuts & Bulk
- Moderately price sensitive
- Seeking local meat for food safety, environmental sustainability, personal health, humane treatment, other.
- Want to learn how it was raised.
- At the farm, specialty stores, farmers’ markets, CSA, bulk.
How do they buy & where?

**Traditional**

- Cuts & Bulk
- Most price sensitive
- Price and value driven, experienced buyers, loyal.
- At the farm, freezer beef.
Focusing your Marketing

• Let’s develop your farm’s message and your basic marketing strategy.

• WHY?
  • Focuses your message & identity.
  • Make your marketing labor most effective.
  • Differentiates and positions your farm.
  • Attracts your target customers.
  • Allows you to serve customers better.
  • What will the future bring?
Narrowing the Focus

Our farm raises *claims/product(s)* for *target customers* who *activity/demographic/behavior*. Impacts production and marketing decisions.
Targeted Marketing Impacts:

• Pricing
• Packaging
• Marketing Channel selection
• Cut selection
• Products (bundles, cuts, etc..)
• Claims used
• Value-added product selection
• Processors used
• Advertising & Promotion- format & location
<table>
<thead>
<tr>
<th>Product</th>
<th>PRICE</th>
<th>Format &amp; Packaging</th>
<th>Market Channel</th>
<th>Products &amp; Cut Selection</th>
<th>Value-Added</th>
<th>Processing Choice</th>
<th>Promotion</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Perfect Porcine</td>
<td>$11/lb. bacon</td>
<td>Fresh, in a display case</td>
<td>Specialty stores &amp; farm markets</td>
<td>By the cut, by the lb.</td>
<td>Pâté, confit, &amp; other charcuterie</td>
<td>USDA-inspected</td>
<td>Tasting events at wine shops</td>
<td>Website, social media, full color brochures</td>
</tr>
<tr>
<td>Country Joe’s Natural Pork</td>
<td>$3.50/lb. bacon</td>
<td>Frozen in butcher paper</td>
<td>Freezer trade &amp; On-farm sales</td>
<td>½’s, family packs &amp; by the lb.</td>
<td>Basic Sausage, smoked products</td>
<td>Custom or USDA</td>
<td>Flyers at family events</td>
<td>Price sheet, sign by the road</td>
</tr>
</tbody>
</table>
Managing the Carcass

• Selling by the cut is tricky, even the “experts” struggle with it.
• Balance the cut list to sell the whole carcass.
• Price the cuts in proportion to yields.
• Sell “bundles” of high and low value cuts.
• Make them take it all!
Your Marketing Objectives

- To accomplish differentiation, branding, and positioning.
- To increase name (brand) recognition.
- To build a positive & distinct image.
- To carve out your spot in the market.
- To gain customers.
- To increase sales.
Marketing 101:

- Differentiation - how you stand apart
- Branding - increasing visibility w/ an image.
- Positioning - “they are the ones that ___”

“for people who care about what they drive”
Communicating with Consumers

• Assume they are nervous, uninformed, & misinformed (NOT stupid!).
• Assume they are not familiar with the terminology.
• Help them determine what they want, what traits are they seeking in local meats?
• Consider their needs and desires.
• Be prepared to answer questions concisely.
• Be consistent across all materials with appearance & content.
• Save some details for a longer conversation.
Summary

• Identify a target market.
• Focus marketing (& production) activities to serve the needs and desires of the target.
• Sell the whole carcass!
• Clear & consistent communication across all materials.
• Have hand-outs ready- all the time!
• A work in progress- it can change.
• Print small quantities, Revise & Reprint.
Resources

• Resource Guide to Direct Marketing Livestock & Poultry

• Guide to Marketing Channels

• Smart Marketing
  http://marketingpwt.aem.cornell.edu/SmartMarketing/pdfs/SmrtMktg%20Sep2010.pdf