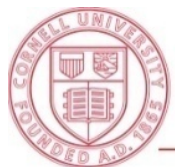




# Improved Local Meats Marketing

## Introduction to Strategic Marketing

Matt LeRoux, Marketing Specialist



Cornell University  
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**SCNYAG**  
South Central New York Agriculture Team



# Matt LeRoux



- 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

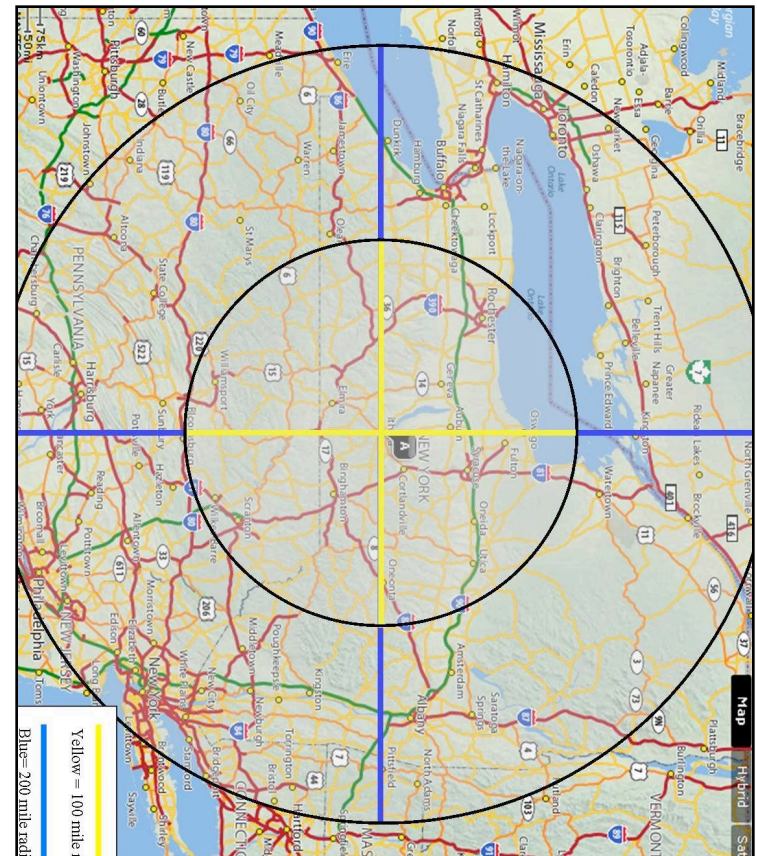
CSA/Buying Club

Farm Stand/Store

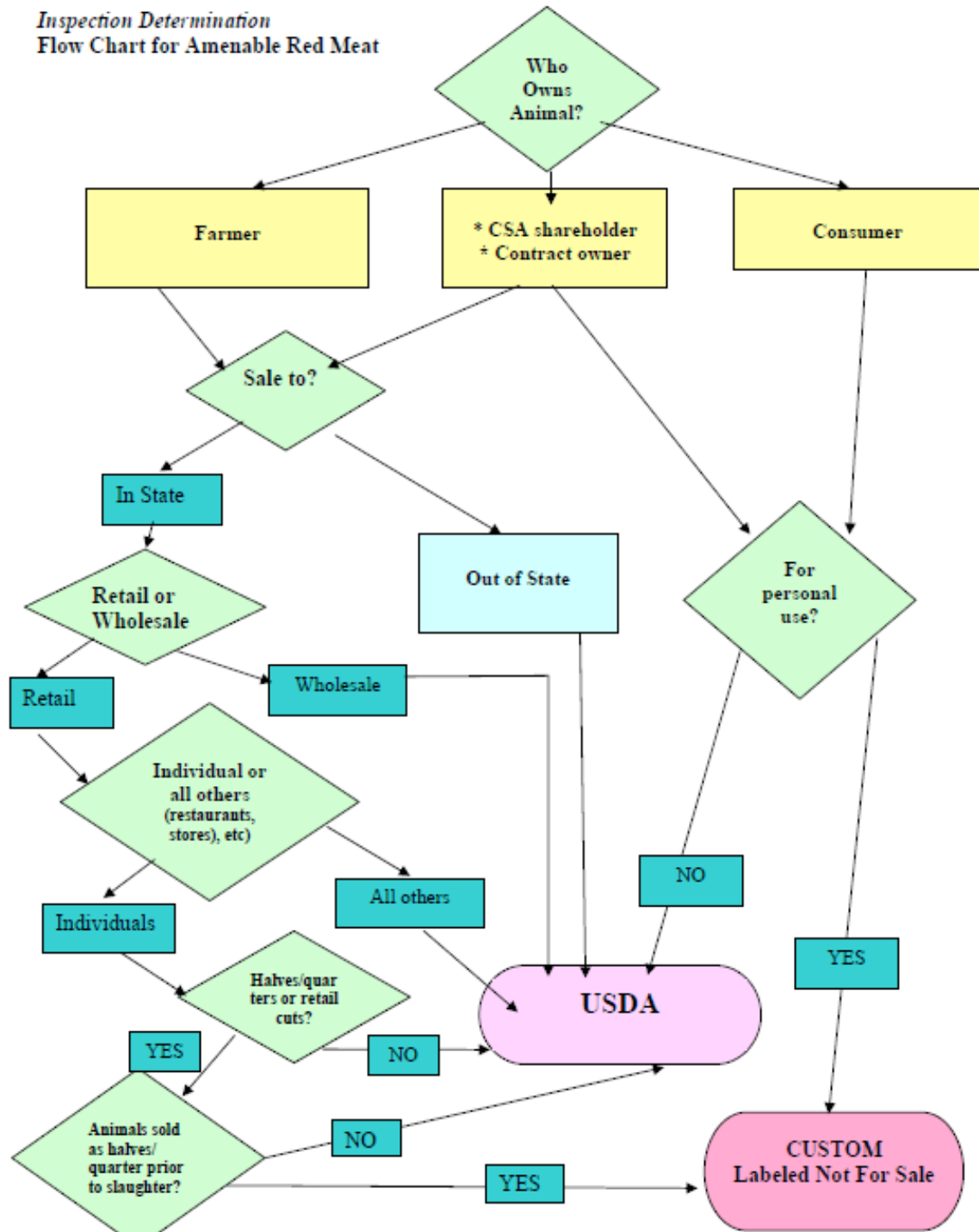
Web

# Location & Local Population

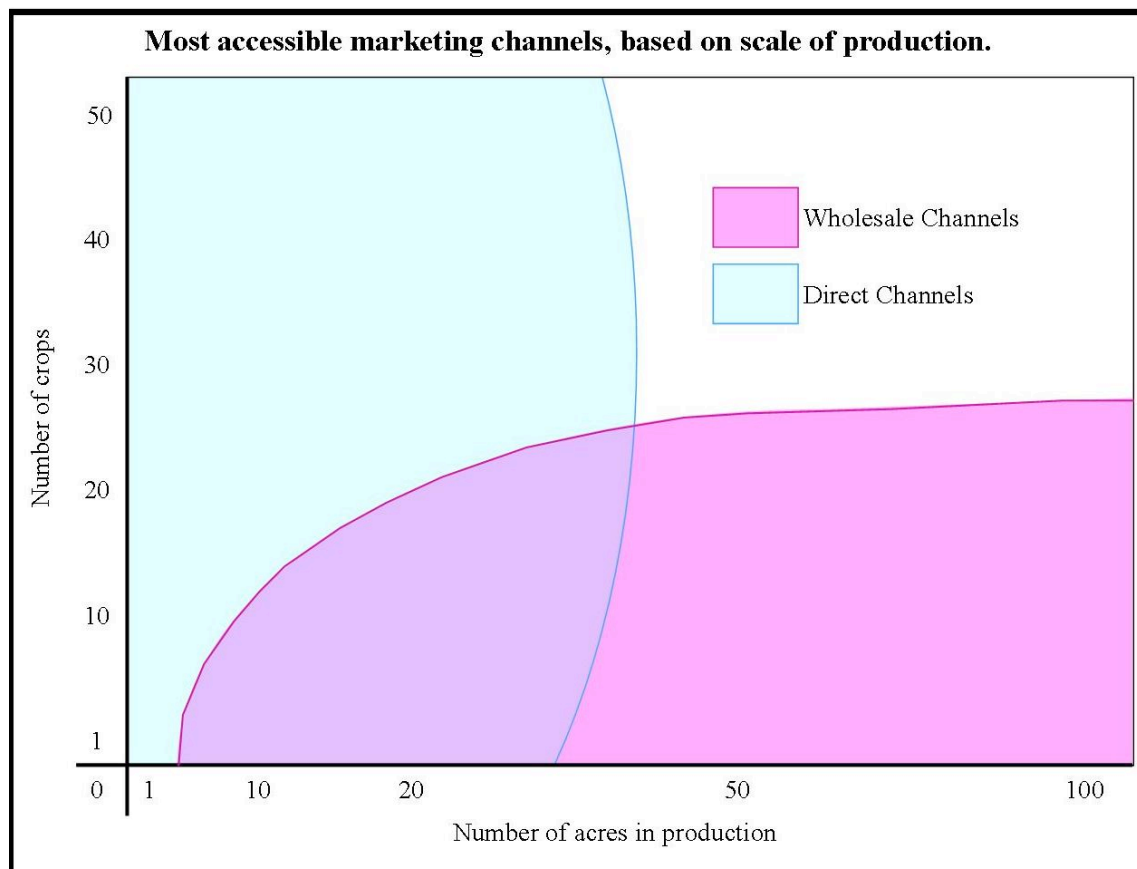
- What kind of customers are around you?
- How many of them are there?
- What is your visibility?
- The more specialized your product, the larger a market area you may need.
- How far are they willing to go to get it?
- How far are you willing to go to sell it?



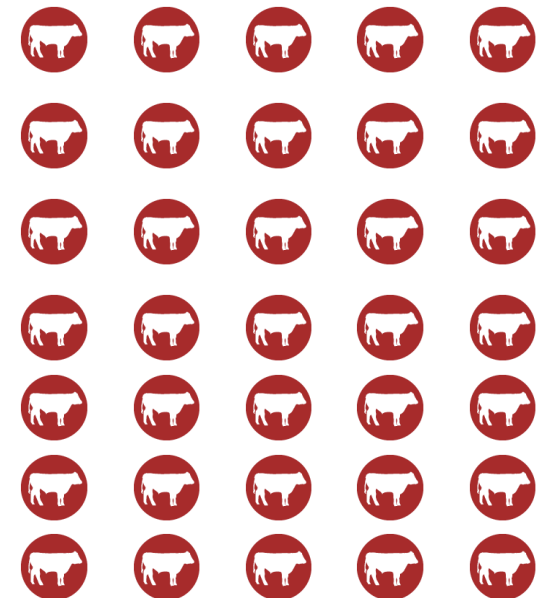
Do you  
sell meat  
or  
animals?



# What is your production like?



VS.





# Local meat buyers: Who are they?

## Three main groups

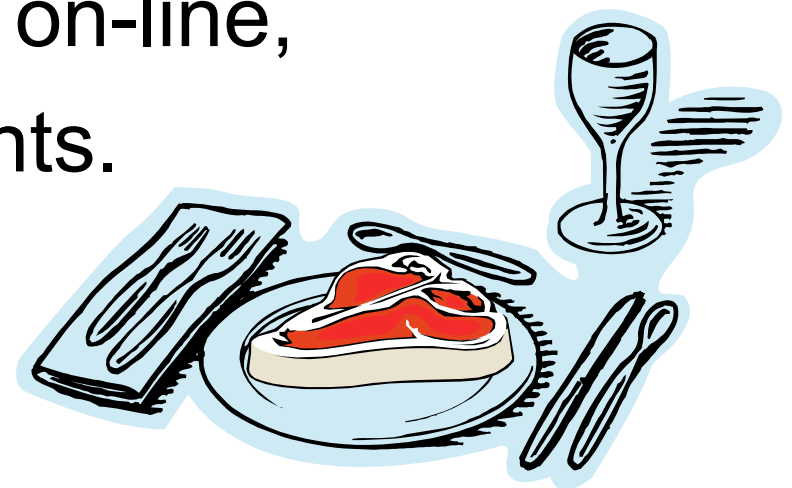
- **Foodie/ Locavore Enthusiasts-** experience driven.
- **Health/ Social Cause Motivated-** cause driven.
- **Traditional buyers-** price driven.
- Where do ethnic buyers fit in?
  - Kosher/Halal- socially (religiously) motivated
  - Caribbean & Hispanic- traditional buyers
- Each has different motivations, 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**

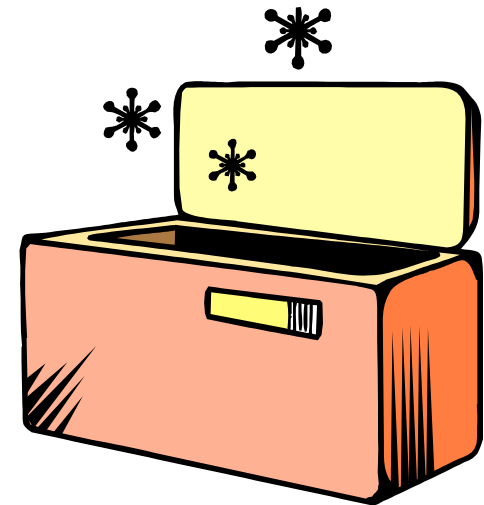
- **Cuts & Bulk**
- Moderately price sensitive
- Seeking local meat for food safety, environmental sustainability, personal health, humane treatment, other.
- Want to learn how it was raised.
- At the farm, specialty stores, farmers' markets, CSA, bulk.



# 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

## The Perfect Porcine

“Our farm raises heritage breed, pastured pork for wine connoisseurs who host gourmet dinner parties.”

## Country Joe's

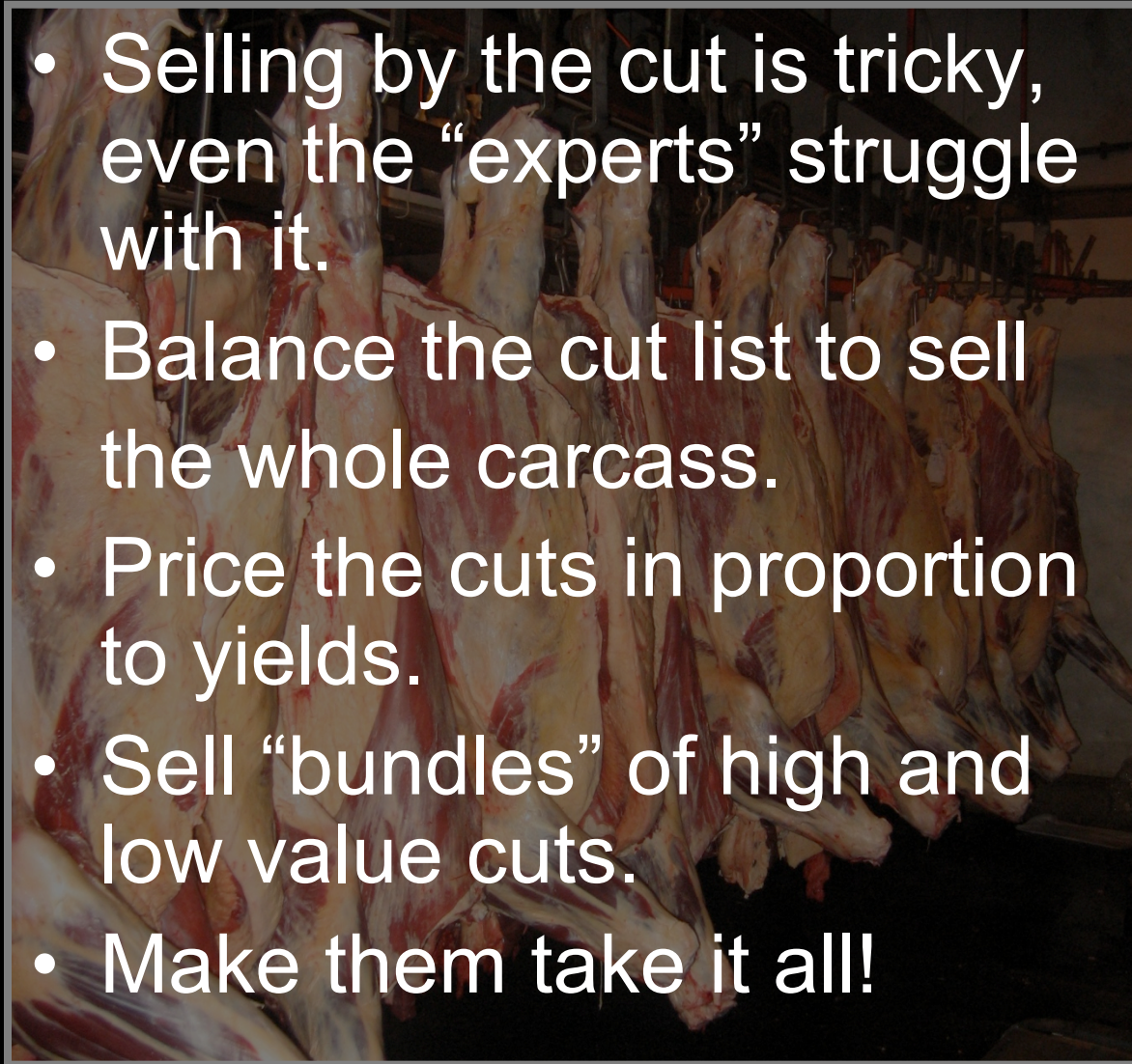
### Natural Pork

“Our farm raises pork without antibiotics for mothers with young children who want to save money and eat well.”

\$11/lb. bacon	PRICE	\$3.50/lb. bacon
Fresh, in a display case	FORMAT & PACKAGING	Frozen in butcher paper
Spclty. Stores & frm mkts.	MARKET CHANNEL	Freezer trade & On-farm sales
By the cut, by the lb.	PRODUCTS & CUT SELECTION	½'s, family packs & by the lb.
Pâté, confit, & other charcuterie	VALUE-ADDED	Basic Sausage, smoked products
USDA-inspected	PROCESSING CHOICE	Custom or USDA
Tasting events at wine shops	PROMOTION	Flyers at family events
Website, social media, full color brochures	COMMUNICATION	Price sheet, sign by the road

# 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.





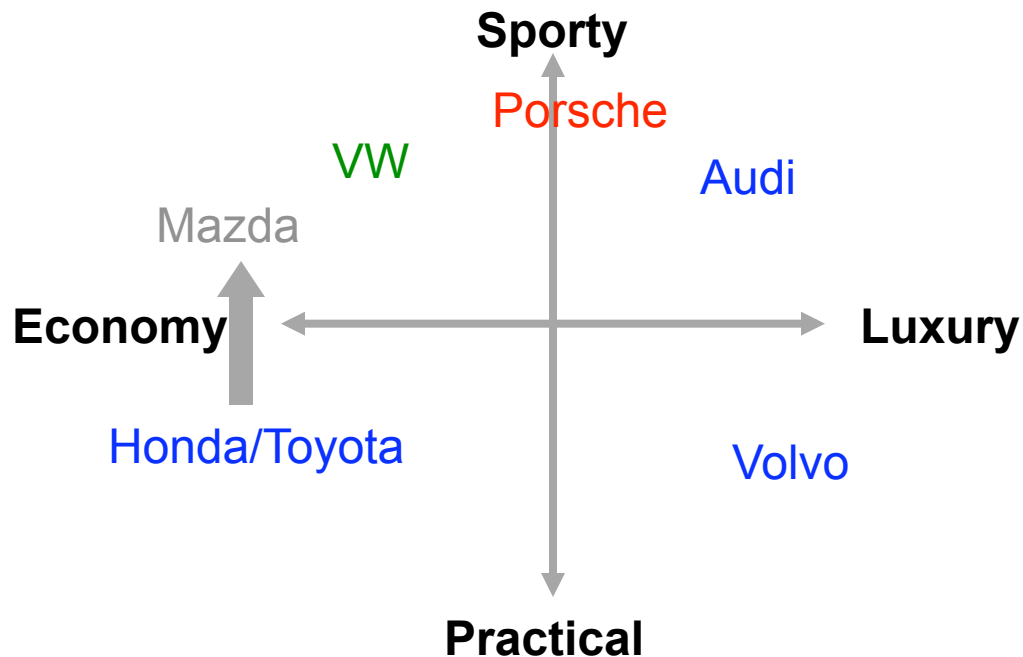
# Marketing 101:



- 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
- <http://www.smallfarms.cornell.edu/pdfs/Resource%20Guide%20to%20Direct%20Marketing%20Meat%20and%20Poultry.pdf>
- Guide to Marketing Channels
- Smart Marketing  
<http://marketingpwt.aem.cornell.edu/SmartMarketing/pdfs/SmrtMktg%20Sep2010.pdf>

