

**ADDING VALUE**

*The Road to Successful Business Planning for Your Farm*



**Small Farm Program**

Shermain Hardesty,  
Director

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**Why Add Value?**

- To differentiate yourself from other growers
- To enhance your profitability
- To strengthen your viability

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**Ways of Adding Value**

- Processing (*covered next time*)
- Crop Production
- What Crops You Produce
- Packaging
- Your Presence
- Point of Sale

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 **Adding Value Through How You Produce** 

- Organic
- Local/Regional
- Dryland/low water
- Biodynamic
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 **Adding Value Through What Your Produce** 

- Baby/immature
- Heirloom varieties
- Early or late in the season
- Tree ripened
- Color
- Product variety in your marketing mix
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 **Adding Value Through Your Packaging** 

- Branding Your Product
- Mixed Product Offering
- Distinctive Packaging
- Protective Packaging



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**Adding Value Through Your Presence**

- Your personality
- Your knowledge
- Your service
- Your relationship, assurance
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**Adding Value Through Your Point of Sale Materials**

- Use basic signage to identify yourself
  - Clear, recognizable
  - Location
- Provide information with point of sale materials
  - Recipes
  - Farm information
- Sampling

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**Adding Value Through Your Point of Sale Materials**

- Attractive abundance
- Use your booth as a marketing tool/attention getter
- Product name and prices
  - Clear, easy to read
- Are your salesperson's hands clean?
- Is your salesperson's clothing clean?




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**Point of Sale--Display Area**

- Well organized
- Does not obstruct market traffic flow
- Uncluttered
- Vehicle is not part of display




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 **Uncluttered Display Area** 



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 **Closing Comments** 

- Direct Marketing requires planning for success:
  - Assess the market situation
  - Plant accordingly
  - Make decisions strategically
  - Market your identity and crops to differentiate
- Remember your time is money!

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