

Chaffin Family Orchards



Oroville, California



Creative Marketing

WHERE THE RUBBER
MEETS THE ROAD

You can be the best grower on the planet and have the best tasting products but if you can't sell it and produce a profit you will still go out of business

Selling

Nearly all of our products are sold direct market through one of the following methods:

- On Farm Sales
- Farmers Markets (8)
- Sac, Bay Area, & SoCal Buying Clubs
- Online Sales
- CSA Partnerships





Build Your Brand

Develop Recipes

**Teach people to branch
out**

**Food is about eating –
immerse yourself in
the culinary world**

**People will do what
you tell them and try
anything once**

Farmers Markets

Don't rely solely on this marketing stream but use it as a way to stay in touch with trends and demographics

You'll be fine if you can't get into your local farmers market





Online Advertising

- Expect it to take a fair amount of time, might make sense to hire someone
- Website/Blog
- Blast Emails!!!
- Twitter and Facebook
- Partnership Sites
- Sell Online – Paypal, Local Harvest
- Google Advertising
- Facebook Ads
- Google Analytics



Home

Shop

Farms

CSA

Forum

Events

Newsletter

Blogs

Photos

The best **organic food** is what's grown **closest to you**. Use our website to find farmers' markets, family farms, and other sources of sustainably grown food in your area, where you can buy produce, grass-fed meats, and many other goodies. Want to support this great web site? Shop in **our catalog** for things you can't find locally!

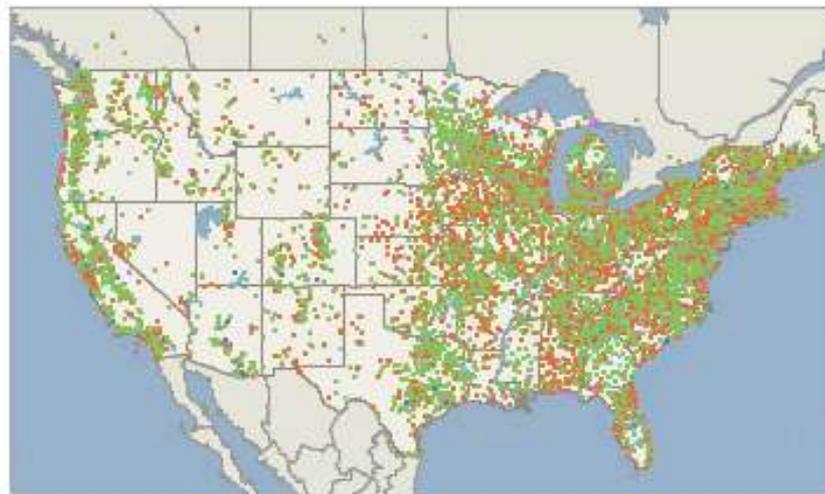


Featured Product:
Heirloom Seeds

Food/Farm Events

◀◀ Jan-2011 ▶▶

26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



■ Farm ■ Firm Market ■ Restaurant ■ Grocery ■ Other

What are you looking for?

- All
- Online Store
- Farms
- CSA
- Farmers' Markets
- Restaurants
- Grocery/Co-op
- Wholesale
- Meat Processors
- Others

Name / Description / Product

Where?

Zip or City, State

Search

Featured Products from our Online Stores:

Organic Blood Oranges

Beck Grove Blood Oranges:
Certified Organic by CCOF &
Biodynamic by Demeter &
Stellar.



CSA Subscriptions

Many farms offer
subscriptions for weekly
baskets of produce, flowers
and many other farm
products. Try a CSA this
year!



follow us on
twitter

Find us on
Facebook

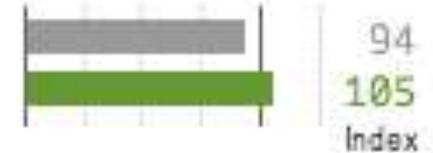
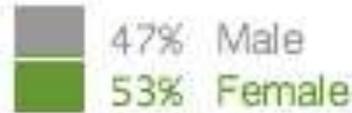
Most affordable, efficient, time conscious way to interact with people, keep tabs on changing market trends, brand your business, and tell your story!



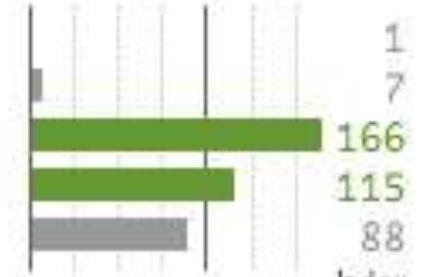
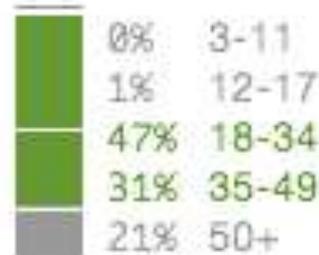
User Demographics



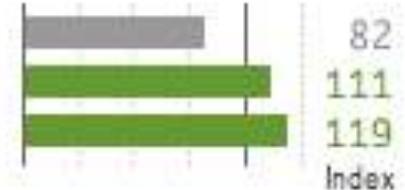
Female



Young Adults



Graduates And Post Graduates



There is a high index of Graduates and Post Graduates here.

- A lot of educated, young to middle aged moms who are making the family food buying decisions are using social media



- Upload posts to both twitter and facebook
- Shrink links
- Use stats to track
- Group categories of keywords or friends
- Scheduled Tweets

Home Feed (ChaffinOrchards)

hyperlocavore
9:39pm via HootSuite
So it is true that a lie travels round the world before the truth puts its shoes on. #egypt #suleiman #assasination

smfierro
9:39pm via twitterfeed
Clifton Cafe worth going out of your way. Hop into your time machine, punch in the early 1900's and you may just... <http://exm.nr/hdDpA7>

dianabauman
9:38pm via Web
I think it's so funny how many businesses jumped on the bandwagon to start a blog yet can't keep it updated & claim to be SM Strategists.

SanFranPicks
9:38pm via schmap.it
Latest buzz and reviews for Tartine Cafe Francais: <http://sch.mp/05d5h> - RT @emilybetty Today

Mentions (ChaffinOrchards)

localfoodfeed
3:01pm via twitterfeed
#FF @Eco_Farm @ChaffinOrchards @localinseason @PoppyDavis @oldcreekranch @OurLocale @hbottemiller @famfarms #localfood #tech #agchat...

Top10Fresh
2:42pm via Web
#FF @Eco_Farm @ChaffinOrchards @localinseason @PoppyDavis @oldcreekranch @OurLocale @hbottemiller @famfarms #localfood #tech #agchat

DeliciousObsess
1:15pm via HootSuite
#FF love @biltman @Buns_In_My_Oven @balibones @ComfyTummy @CoconutHealth @lactoferment @ChaffinOrchards @cyanidepopsicle @LifeWorthEating

chiotsrun

Sent Tweets (ChaffinOrchards)

ChaffinOrchards
9:39pm via HootSuite
Finishing up my presentation for PlacerGrown Farm Conference tomorrow in Lincoln. It's on creative marketing and selling, should be fun!

ChaffinOrchards
9:35pm via HootSuite
Thanks for the #FF love everyone - @Top10Fresh, @localfoodfeed, @DeliciousObsess, @AWAapproved
Show Conversation

ChaffinOrchards
Feb 2, 2:10pm via HootSuite
@PoppyDavis Thanks again for all your tremendous hard work on EcoFarm Poppy. It's nice to see EFC evolve and grow to broader ag communities.
Show Conversation

ChaffinOrchards
Feb 2, 2:08pm via HootSuite

Direct Message (Inbox) (ChaffinOrchards)

farmerhaley
Jan 31, 7:29pm
Wanted to invite you to Agchat on Animal Welfare <http://bit.ly/ljTZ32>

CupsLJ
Jan 27, 3:03pm
Thanks for following Cups! We look forward to seeing you at our place. <http://cupslj.com>

MerilynJune
Jan 27, 8:34am
Yes actually, it was. Those vegans R religious zealots. I break off all relations with anyone I know who goes that way...

MerilynJune
Jan 26, 9:39pm
Yeah I agreed with her take but not her delivery...Have fun

MerilynJune

Power to Connect

- @rachelannyes I'm eating lunch at Samovar Tea Lounge.
- @massaorganics They have great rice there!
- @rachelannyes Is it yours?? That's too cool!
- @massaorganics Yes it's our rice. I'm on my tractor planting rice and you're eating it in SF!
- @rachelannyes Confluence of tech and sust. ag makes me swoon!

Turn it into dollars

- Craft your story and TELL IT!
- Connect with either local or national buyers or both depending on your product
- Use articles to support your point of view – be the expert!
- Make business contacts/partnerships
- Keep customers connected and educate them while you work and they're at work



The Power of Search

- Learn how people search
 - Utilize good analytics tools to learn who's finding you now and how

GOOGLE ANALYTICS

- What questions do people pose during the search?
 - Once you understand you can affordably and effectively pay to be on the top. But you have to have a strong understanding of truly what drives people

GOOGLE ADWORDS

FACEBOOK ADS



Embrace the Blog

- Digital Word of Mouth
 - People trust *their* bloggers and keep up to date with their posts with the utmost enthusiasm.
- Recipe Development
 - Work with your blogger to develop recipes utilizing your products – olive oil ice cream?!?!?
- Get stock photos of prepared dishes to use in marketing along with the recipes
- Enhance SEO with more relevant links pointing to your site



Form Marketing Partners

Find like minded groups who will help support and spread your story

Partner with industry leaders

Find cheerleaders among your market to help expand your reach and use the power of Word Of Mouth and get listings on their sites



Top 5 Most Important Online Marketing Tools

1. Website

(Word Press)

2. Blast Email

3. Facebook/Twitter

4. Blog Partners

5. YouTube Videos



Have Fun!!!



- Utilize Guerrilla Marketing strategies
- Think outside of the box
- Be more agile, caring, and produce higher quality than bigger companies
- The system is ripe for change
- Customers are demanding this type of food system

If you're neighbor is already doing it than you shouldn't, if they think what you're doing is crazy you're on the right track"

-Joel Salatin