



JUNE
2018

DEFINE:

The Market, The Marketing Process, & The Requirements

Generate Market Leads

Who will buy?

What will they buy and for how much (Guaranteed Market)?

How do they want it to be delivered?

How much will they Pay and When (Price Range)?



Distributing Products:

Identifying Your Market Area

Determine the area you wish to select your products. This may be limited by your distribution methods and customer base.



Sample Regional Marketing Groups in Florida



THIS ISSUE

Marketing Strategies for BF&R

Marketing Models **P.1**

Planning for the Market **P.2**

Food Safety & HACCP **P.3**

Tips & Trends **P.4**

Exploring Marketing Models

There are six (6) marketing models that are promoted by the North-South Institute to assist Small-Scale producers in getting their products in the best markets. These are:

- Selling through the School Lunch Program
- Selling through Small Private Distributors targeting Ethnic Stores and Groceries/Mini-Marts and Restaurants
- Selling Through Terminal Market Operators
- Selling Through Specialty Distributors Targeting Supermarket Chain, Specialty Stores and Discount Stores
- Selling Direct using U-Pick, Roadside Stands, Farmers Markets and Flea Markets
- Selling Value-Added Fresh Pre-Cut Vegetables

Marketing Models Covered Here

This newsletter will highlight the means and procedures in using the following models for your products:

- Selling through Small Private Distributors targeting Ethnic Stores and Groceries/Mini-Marts and Restaurants
- Selling Through Terminal Market Operators
- Selling Through Specialty Distributors Targeting Supermarket Chain, Specialty Stores and Discount Stores

We have condensed the material such that you can use the data and information to create the methodologies that are suitable to you and your organization.



Marketing Channels

To market these products there are four channels that can be used, some of which merge together, and some compete for specific products. These are:

1. Supermarkets and Specialty and Ethnic Supermarkets/Groceries

Neighborhood and Specialty and Ethnic Supermarkets/Groceries

- Food Town, El Presidente, Bravo, Sedanos, Neighborhood Walmart, Trader Joes

Ethnic Restaurants

Supermarkets

- Winn Dixie, Publix, Kroger

Big Box Stores

- Walmart Super Center, Costco, and Target

2. Terminal Markets

- Asian Vegetables
- Cuban Vegetables
- Conventional Vegetables and Herbs
- Tree Fruits
- Tomatoes

3. Re-Sellers /Brokers and USDA Slaughter House Operators

4. Small Retail Markets, Ethnic Marts, Roadside Stand and Farmers Markets

(too numerous to list, contact your County Extension Agent)

Commercial Kitchen Linked to Direct Markets

For contacts to market to these locations, please call the office at 954-434-8220.



Specialty Food Products

7 Product Groups Selling In The Local, Upsouth, And Downsouth Markets

South Florida is a major market for locally and regionally grown fruits and vegetables. Over \$1.5 billion dollars' worth of products moves through this market place annually. This being the case there are various opportunities for growers given the current market information to market their products successfully. We would like to breakdown the category into seven (7) specific groups of products that can be produced and sold profitably in South Florida.

1. Oriental Vegetables -

Bittermelon, Japanese Eggplants, Nappa, Bok Choy, Chinese Long Beans, Thai Chillies, Thai Eggplant, Taro Root, Snow Peas, Sugar Snap Peas, Long Squash, Mooqua Squash, Opo Squash, Sing Qua Squash, Winter Melons, Arrow Root, Gail An, Lilly Root, Yu Choi

2. Cuban Vegetables and Caribbean Root Crops/-

Malanga/Taro, Taro Root, Galanga, Chayote Squash, Ginger Root, Hot Pepper (various types), Yucca, Sugarcane, Eddo, Calabaza Squash and Cilantro, Callaloo, Lalu, Sorrel

3. Conventional Vegetables and Herbs -

Okra, All Herbs (Arrugla, Basil, Chives, Organo, Tarragon, Sage, Rosemary and Thyme), Eggplants, Squash (all Types), Cucumbers, Peas, Amaranths, Hot Peppers

4. Tree Fruits -

Lychee, Pear Apples, Asian Pear, Pear, Star Fruit/Carambola, Mangoes, Plantains, Apple, Banana, Guava, Cherimoyas, Passion Fruit, Tamarind

5. Tomatoes -

Romas, Cherry, Specialty (Tear Drops, colored-Yellow, Orange, Purple and Heirloom

6. Livestock & Honey

Livestock (Goat, Pasture Poultry, Pasture Pork, Ducks, Turkey, Cornish Hens, Quails and Quail Eggs)

Honey (Wild Flower, Orange Blossom, Palmetto)

7. Aquaculture

Aquaculture (Tilapia, Bass, Catfish, Shrimp, Crayfish)

“Beginning Farmers and Ranchers must actively take the reins”

Regional Markets and Sub-Regional Markets

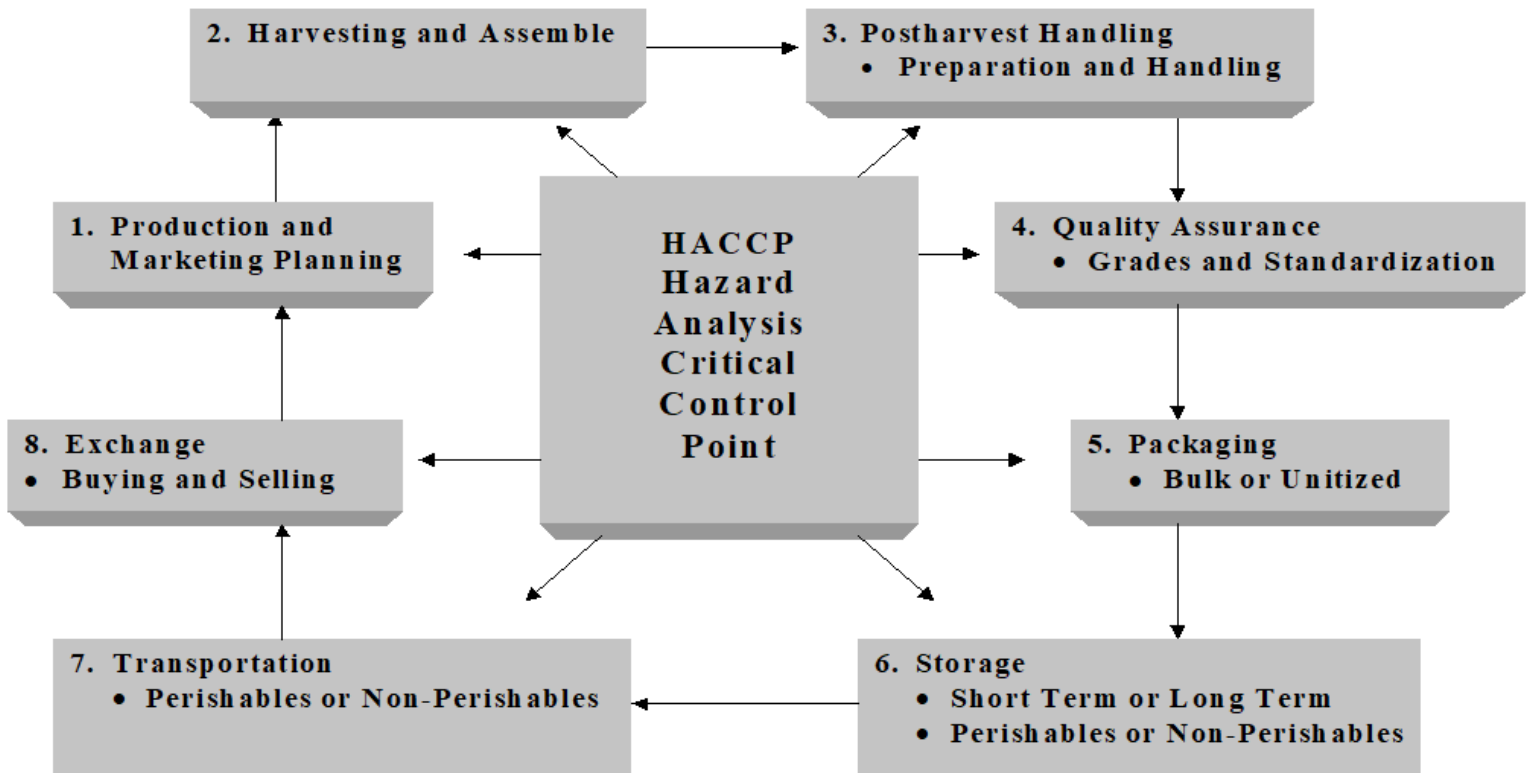
In each of the three large regional or sub-regional markets there are various brokers/merchandisers who specialize in regional products. If you would like to expand your farming enterprise to these areas, please call the office for a contact in the selected area.

- **Local South** – Miami, Ft. Lauderdale, Orlando, Tampa, Jacksonville
- **Regional Up South** -Atlanta
- **Northeast** – Washington/Maryland, New York and Boston
- **Midwest** - Chicago
- **Western** – Los Angeles



THE FOLLOWING ARE ACTIVITIES THAT MUST BE DONE PRIOR TO PRODUCTION AND MUST BE UPDATED BEFORE EACH SEASON

Integrating Food Safety and HACCP in the Marketing Process



North-South Institute, Inc.

Step-by-Step Approach in Securing Your Market

1. Identify the land and get sound advice from an Agronomist
2. Produce the crop(s) for which you have developed the target market (s)
3. Before planting contact a distributor and negotiate supplying your products (it is best to have at least three purchasers in separate markets – this is your fail-safe back-up plan). The down side is that you have to have sufficient volume to satisfy these markets
4. Negotiate volume to be shipped and frequency
5. Negotiate a price band or range if possible
6. If possible secure a grower's contract
7. During the growing season communicate with the purchaser giving monthly updates – if form purchaser of crop failures or possible bumper harvest
8. A month before harvesting contact the purchaser and work out delivery schedules, grade and standards procedures, methods of payment and terms of delivery

Additional Tips

1. Never fail to inform the purchaser of any changes in supply in advance to the actual supply date
2. Always pack boxes correctly to customers specifications i.e., 10lbs, 20lbs, 30 lbs etc
3. Always ensure that products are harvested and pre-cooled especially if you are delivering over long distances
4. Always adhere to correct grades and standards (size, color etc)
5. Always adhere to procedure that ensure that food reaches the consumer safety (Remember HACCP – control conditions for food safety from Farm-to-the fork)
6. Handle products in such a way that the shelf life of the product is consistent with the product life cycle
7. Always use suitable transportation to ensure that products are sold as fresh
8. Always be realistic, honest and describe your product realistically to the customer

Q&A Agriculture Tips

Q: What is the best way for new producers to establish their market?

Do a quick assesement of the market and identify two to three buyers that will work with you.

Then plan and implement you production schedule.

Learn as much as you can about your product and your markets to make the best plan possible to secure repeat customers.



EYE ON IT

Current Industry Trends

Provided by Dr. Scott

Improve the efficiency of your farm by scheduling crop and livestock production to meet the needs of your market. See below for multiple enterprises you can have on your farm.

Crops

Winter Crops – Kale, Collar Green and Hot Peppers (Planting in September - November)

Spring and Summer Crops - Lulu, Calaloo, Hot Peppers, Turmeric and Bananas (Planting in March Through June)

Fall Crops - Sorrel, Hot Peppers, Sugarcane (Planting in August -September)

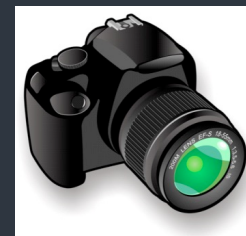
Livestock with proper fencing

Cattle
Goats
Pasture Pigs
Ducks and Pasture Poultry
Honey Bee

TOOLS

Monthly Picks

Although the tool pick for this issue may not be a traditional farming tool, it is extremely important to market your farming enterprise... a camera!



When used correctly, a camera, even the one on your phone, can be a great marketing tool to capture your products at their peak. These pictures can then be used to create cards, brochures, and even used to increase your online marketing.

Make sure that the photos are in focus and framed well to show your products in the best light. Contact the Institute for more picture taking tips.



Professional Development

If you would like to learn more and get hands on experience developing your farm's or business brand and marketing plan, contact the Insitute.

Monthly Events

• On-Farm Farmer's Market – First Saturday of the Month

Come to this free event to meet Broward county farmers, purchase fresh local produce, and get a tour of the farm. Interact with local producers and see how to establish your own farmer's market for repeat customers. Hay rides and petting zoo for the kids on select dates.

Marketing Teleconferences (Tuesdays)

• Developing and Using an Effective Marketing Plan

Part 1, January 29th: New and current producers should review their marketing plans yearly to ensure business profitability. Learn key items to consider when creating or redesigning your marketing plan.

Part 2, February 5th: Continues from Part 1 in the series to answer: How do you use the marketing plan created? Learn how to properly implement your marketing plan and monitor results.

• Development of Local Direct Food Marketing

Part 1, February 12th: Learn how to develop a network of local producers and consumers by developing local food clusters.

Part 2, February 19th: Learn how to develop a network of local producers and consumers utilizing various methods of direct marketing in strengthening local food systems.

Other Upcoming Events

(See NSI's full 2019 Training and Outreach Schedule at www.nsi.org and attached below)
The following are key sessions:

• Whole Farm Revenue Protection (WFRP) deadline is February 28, 2019

If your farm suffered a loss due to Hurricane Irma, damage from a flood, or any other natural disaster, you understand the need to have a plan in place to protect your farm revenue. To apply, you must have your Schedule F tax filings for the past 3 years. Come to the NSI Regional Workshop to learn how Whole Farm Revenue Protection can help you.

• NSI Module Training Sessions Coral Springs & Fort Pierce, FL

Call the office to register and attend any of the Saturday Small Business & Farm Module Training Sessions. Topics cover various aspects related to Small Business & Farms including Business Plan Development, Marketing, Business Structure/Operation, Farm & Business Record Management, Business & Farm Taxes, Production Planning, Risk Management Planning, and Agritherapy. See the full schedule at www.nsi.org.

• NSI Regional Workshop in Fort Pierce, FL July 16 & 17, 2019

Come attend this 2-Day Workshop to meet Agricultural Experts, connect with USDA Representatives, and learn more about the programs and opportunities available to producers.

• FSA 2019-2020 NAP Applications are due in July.

To sign up for the NAP program, you must be registered with FSA. Call the NSI Office to schedule an appointment if you would like assistance completing these forms.

Ag Works June 2018



North-South Institute, Inc.

4548 N. Hiatus Road
Sunrise, FL 33351
954.434.8220 ph
954.434.8221 fax
www.nsi.org

NORTH SOUTH INSTITUTE

TRAINING & OUTREACH PROGRAM



MODULE TRAINING SESSIONS

NOVEMBER 3, 2018
USDA/Registration on Farm

DECEMBER 1, 2018
USDA/Registration on Farm

JANUARY 22-23, 2019
AgVet Orientation

JANUARY 29, 2019
Market Plan Part 1

FEBRUARY 5, 2019
Market Plan Part 2

FEBRUARY 12, 2019
Local Food Marketing
Network/Direct Marketing
Part I

FEBRUARY 19, 2019
Local Food Marketing
Network/Direct Marketing
Part II

FEBRUARY 23, 2019
Business & Farm Financial
Tax Management Part I & II

**FEBRUARY 23, 2019
MORNING**
Farm & Business Financial
Health Check-Up – Farm &
Business Records (3 Shoe Box
Approach)

MARCH 9, 2019
Writing a Business Plan and
the Integrated Business
Planning Tool (IBPT) Method

MARCH 12, 2019
Agri-Tourism – Part I
MARCH 19, 2019
Agri-Tourism – Part II

MARCH 23, 2019
Agribusiness - Licensing,
Business Structure, Labor &
Risk Management

MARCH 26, 2019
Writing a Business Plan-the
IBPT Method

APRIL 13, 2019
QuickBooks for Farmers and
Small Businesses – Basic
System

APRIL 20, 2019
Marketing-Product, Price and
Place, Financials Forms and
SWOT Analysis

MAY 4, 2019
Writing a Business Plan and
the Integrated Business
Planning Tool (IBPT) Method

MAY 11, 2019
Agribusiness and Risk
Management Planning
MAY 11, 2019
Information Technology -
Marketing and Connectivity, E
–Commerce and Internet

JUNE 8, 2019
Agritherapy – Mindful
Meditation

JUNE 8, 2019
Agritherapy – Coping with
Stress, Hypertension and
Diabetes

JULY 16-17, 2019
Symposium



Professional Development

Contact the North-South Institute
to register and attend any of
these training events.



For Venue Details, Requirements, & Make Up Classes: Please Call 954-434-8220

Ag Works June 2018



North-South Institute, Inc.

4548 N. Hiatus Road
Sunrise, FL 33351
954.434.8220 ph
954.434.8221 fax
www.nsieed.org