

Karyn Owens  
New View Farm  
Lawndale, NC

Farmer & Farm  
Marketing Consultant



# Quick Background

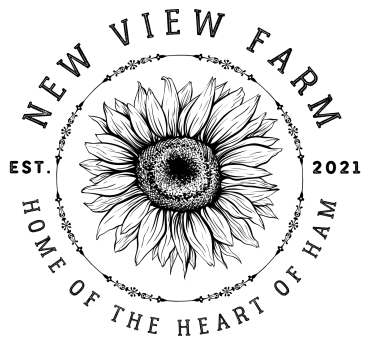
A little bit about me

- Born and raised in Southern Maryland
  - Started my farming journey in 2012 for a local Veggie CSA Farm
  - 1st Student at UMD Terp Farm
  - Graduated from AGNR in 2015
  - Worked on farms for 5+ years, then moved into non-profit work
  - Full-time Farmer, Farm Marketing Consultant, and Marketing/Tourism Specialist
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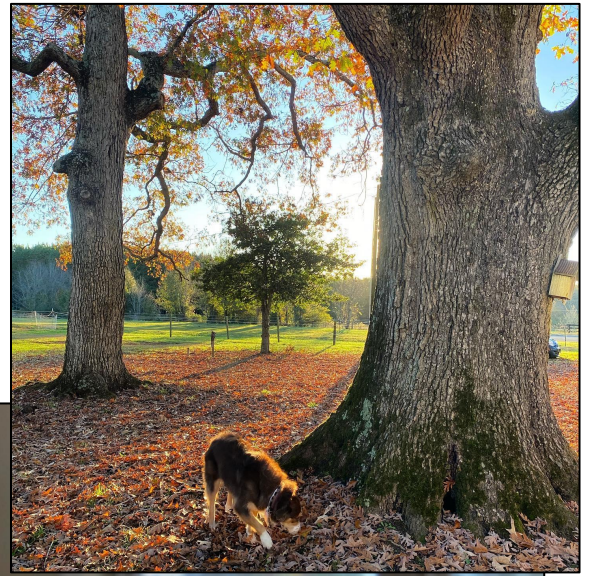
# Where It All Started



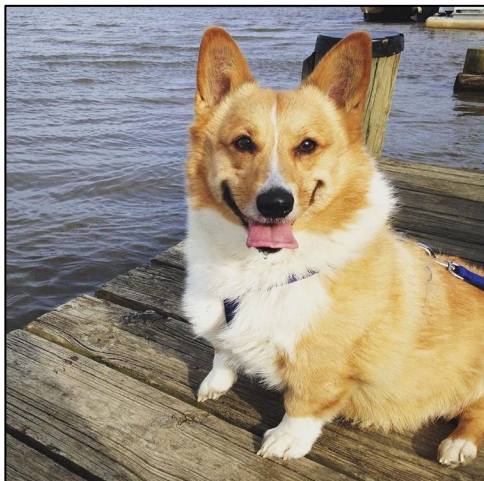
- Always had an affinity for animals and everything outdoors
- Parents grew up on/near farms, but little to no direct farming experience
- Starting riding horses when I was 5 and got my first horse at 13 (who is on the farm with me today)
- Starting raising chickens in 2017 and purchased pigs in 2019
- Partnered with another local farmer to raise meat pigs in March 2020 and leased land
- Began looking for land in March 2021 and purchased the farm in September



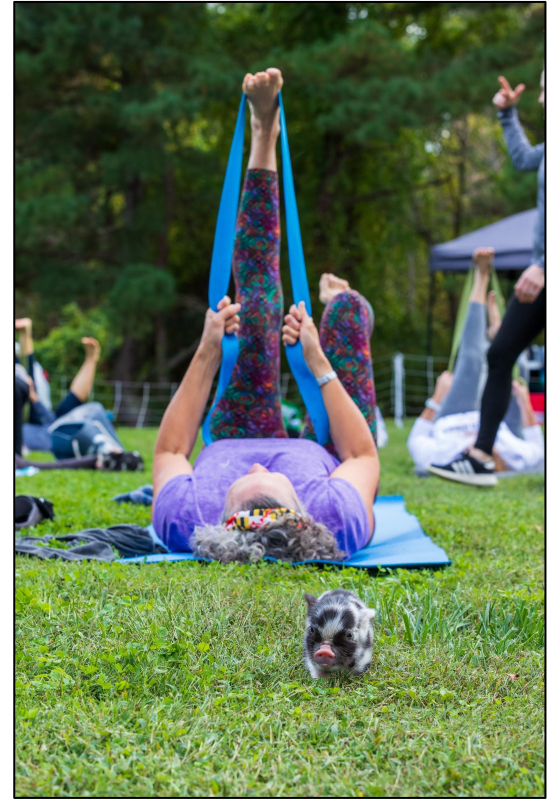
Farm Views



Meet the Girls



Meet the Boys



One on our most popular events is piglet yoga!



# Grapevine Local Food Marketing

We're here to help you!

- **Graphic Design** - Logo, Print Materials, Social Media
- **Farm Websites** - Certified and Partnered with 8+ Platforms
- **Email & SMS Marketing**
- **Google Marketing & SEO**
- **Marketing Strategy**
- **Advertising**



# So what is marketing?

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering,** and **exchanging** offerings that have value for customers, clients, partners, and society at large.

- *American Marketing Association*



And why is it important  
for your farm?

To keep your customers  
*informed,*  
*connected,*  
*and wanting*  
to come back!

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# Marketing Outlets

What suits you most?

- Farmers' Market
- Grocery Stores
- Restaurants
- Cooperatives
- On-farm Sales/CSA
- Wholesale/Auction

Where you sell can dramatically affect your marketing strategy!

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# Who are your customers?

- **Foodies** - Most likely at farmers' markets or farm-to-table restaurants, and willing to pay more for higher quality products.
- **Families** - Shopping for kids, looking for staple items, interested in easy pickup and delivery options.
- **Green consumers** - Cares about sourcing local, sustainable, and healthy food. Motivated by a social cause, likely to be at a natural food store or buy directly from the farm.
- **Traditional** - Motivated by low price and high value. Most likely shopping at grocery store.

Target their *behavior & preferences*

# Platform Comparisons

## Social Media

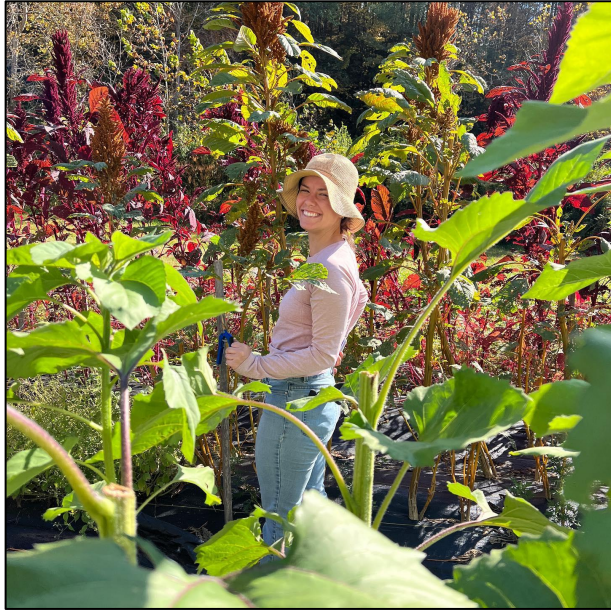
- Facebook - Solid platform for sharing events, specials, farm updates (Wide audience)
- Instagram - Best for sharing farm life, telling your story, connecting deeper (20-45 yo)
- Tiktok - Can be incredibly popular to attract younger audience (10-20 yo)
- Youtube - Engaging customers through educational videos or farm progress
- Twitter - Have not seen this prove to be successful for most small farms.

## Email Marketing (& SMS)

- Mailchimp - Newsletters, Weekly Picks
- Drip - Analytics, Automations
- Square - Catered to your audience

## Other Useful Platforms

- Canva - Simple and easy design templates
- Google My Business - A must!
- Community Guides & Resources - Like ASAP's Local Food Guide!
- Local Newspapers/Magazines



## Ideas for Posts

Keep it simple and easy to replicate!

- Weekly Harvest/Pick List
- Market Set Up
- New Farm Projects
- Partnerships with other local businesses
- Product Specials/Recipes
- Baby animals/New animals
- Sunrise/Sunsets
- Staff Intros (including farm dogs!)
- Daily farm life - people want to see what you're up to!

—— Photo by Carolina Flowers, Asheville



## Unique Ideas

To create Brand Recognition

- **Custom Merch:** Shirts, Hats, Stickers, Magnets, Market Bags
- **Decals/Wraps** for Farm Vehicles
- **Postcards** with care tips or recipes
- **Market Banners** and Signage

\*Keep in mind having a logo that is easy to design with\*

—— Photo by Colfax Creek Farm, Bostic



# Finding Time to Market

## The Million Dollar Question

- Set a dedicated hour each week
- Schedule posts as much as possible
- Customer Engagement is *key*
- Take pictures as often as you can
- Encourage customers to snap a photo of your products
- Outsource marketing support (like Grapevine!)

—— Photo by Old North Farm, Shelby





# Marketing Checklist

## Getting Started

- **What** are your skills and talents?
- **Where** are you selling products?
- **Who** are your target customers?
- **How** are you going to reach them?
- **When** can you make time to focus on marketing?

—— Photo by Riverbend Creamery & Dairy Farm, Lincolnton

# Things I've Learned

After 10 years of Farming

- Burnout is real, be sure to take care of yourself.
  - Find a mentor and/or follow other farms to learn what you like and don't.
  - Do your research. Visit farms, go to markets, explore the area you're interested in.
  - Create a marketing plan to map out themes throughout the year.
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# Marketing Plan - Revisit or edit as often as you need!

Similar to a business plan, consider creating a plan specifically for marketing:

- **Set goals for the season:** Create 10 reels, post 2x a week, apply for a grant
- **Lay out timelines** for CSA/Market openings + ordering deadlines
- **SWOT Analysis** - Strengths, Weaknesses, Opportunities, and Threats
- **Strategize tactics** for each platform (or ways you want to improve!)
- **Make a list** of easy post ideas (for those times when your brain is fried)
- **Set quarterly reminders** to tweek newsletter templates, update contact information, or make website updates
- **Consider setting a budget** for ads and other marketing materials (banners, postcards, signage)

# Things I've Learned

## Part Two

- Get professional farm photos done if possible.
  - Ask for help from family and friends when needed.
  - Use all of your local resources - Extension, Farm Credit, SCD, NRCS, FSA, ASAP, BRWIA
  - Don't be afraid to ask questions!
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Any questions? Find us on IG @theheartofham and FB at The Heart of Ham at New View Farm