

## Direct Marketing Meat Community Outreach, Public Relations

University of California Cooperative Extension, Sonoma  
County

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<http://ucanr.org/SoCoMBC>



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## Getting the Word Out

In order to develop a demand for your product  
it is important to reach out to the consumers:

- Facebook, Twitter, MySpace
- Website
- Blog
- On the Ranch Dinners
- Work with local organizations
- Media Outlets (Radio, Newspaper, Magazines, etc.)

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## Social Networking Channels

- Which Networking Site Is Best?
  - Facebook
  - Myspace
  - Twitter
- Free Way to Keep Consumers Involved and invested in  
your operation
  - Post about upcoming events
    - Farmers markets
    - Special ranch dinners
  - Post about your current products
    - New and upcoming products
    - Changes
  - Post about your daily chores on the ranch
    - People want to know more about where there food comes from

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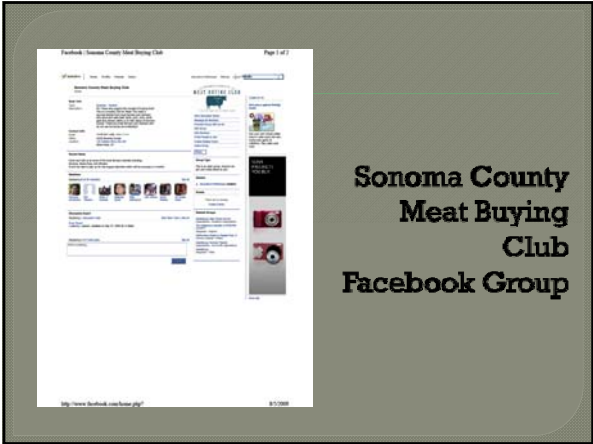
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**Sonoma County  
Meat Buying  
Club  
Facebook Group**

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### Website

- Create a website, so that consumers can find out about your product and operation
  - You can place photo's on your website
  - Biographies
  - Create an online market place
  - Contact information
  - A calendar of events

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Sonoma County Meat Buying Club  
Website:  
<http://ucanr.org/SoCoMBC>

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### Blog

- A blog is an online diary to which you can post
  - Pictures
  - Video's
  - Stories
- Blogs are interactive
  - People can write their thoughts on stories or photo's posted
  - People can subscribe to a blog, so that they are alerted when new posts are added
- Some examples:
  - <http://www.biteclub.com/bc/index.cfm>
  - <http://ucan1.org/blogs/SoCoMBC/>

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### Ranch Dinners

- Work with local restaurants or wineries to host dinners featuring your product
  - Chefs will have the opportunity to try your product and also promote their restaurant/winery
  - You will be able to promote your product to a new group of consumers
  - Eat Local Dinners (La Gare, Manzanita Restaurant, Jintown Store, etc.)

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### Local Organizations

- Work with like Minded groups to spread the word about your product
  - Go Local Sonoma County
    - Group created to help promote all facets of the local economy in Sonoma County
      - Host monthly local mixers
      - Are creating a local brand to distinguish their members as "truly local" entities by their standards to the general public
  - Farm Trails
  - Farm Bureau
  - Fork and Shovel
  - Slow Foods
  - Open Space District
    - Conservation Beef

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### Media Outlets

- Newspapers
  - Newspaper writers are always looking for new stories
  - Send your story idea to more than one paper
  - Contact all of the local papers (if you have more than one in your area)
- Radio Stations
  - Paid Advertising spots, promotional offers, etc.
  - Contact the host to try and schedule an on-air interview to talk about your product
    - Example: KZST interview with a box of meat
- Magazine's
- Local TV Stations
  - Promoted the Meat Buying Club and Range to Plate event on one of the local tv stations

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### Producer Biography's

- To connect our members with the producers of our club this summer we are filming our producers out on their ranches
  - These clips will be used in place of the online written biographies to encourage the deep rooted connection our members are developing for where their meat is raised

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### SCMBC Cost Study

- Coming Soon to the Cooperative Extension Office Near You!!!

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