

Honoring Agriculture Diversity in Marin

Dance Palace – Pt. Reyes, California

October 21, 2015

Notes: Breakout Session 2a – “How to Market Products”

Facilitator: Julia V.S Kim, UCCE Marin

Notes: Karen Giovannini, UCCE Sonoma

Speakers:

Claire Herminjard, Mindful Meats

Bobby Foehr, Coastal Hill Farm

Jim Jensen, Grown Local

Sally Gale, Chileno Valley Ranch

- Values lead marketing
- Do something that you are interested in, that you care about
- Certified humane – doesn't seem to matter (eggs)
- Simple _____ marketing label – sales seem to increase = double over wordy label.
- Meat – market saturation locally. Different market streams have different needs.
 - Marketing labels help – Non-GMO, organic, pasture raised, all align with their values (as well as consumers).
 - Chefs just want good quality. QC and detail analysis – excellent, product for chef. Story about beef in Chef-Speak. Flavor profile, etc.
- Marketing Story – back to land, creek restoration, generations. People call the farm, talk to personable person. Take on tours and get to know people. Respect the customers, year after year.
 - Word of mouth marketing – groups and B&B types
 - Instagram better than Facebook – get pictures out there. Restaurants are following.
 - Chefs are all over Instagram – helpful to market
 - Facebook more investment/work. Management takes more time, not as active.
 - Website tells story – Chileno Valley Ranch and Facebook. U-pick – sign-up different times and solicit volunteers.
 - Local foods will continue to be desired.
- Regional distribution could strengthen
- Vision – more organic farming

- Community and MALT, RCD, Marin Organic, UCCE, County government are all very supportive of agriculture and value-added.
- Very positive about future of agriculture continuing in Marin.