

**A good marketing strategy is integral to the success of your operation.**

To develop a marketing strategy, you must answer some very important questions:

- What should I grow? How much should I harvest at a given time?
- Who is my ideal customer? Where can I connect with potential customers?
- How will I make my products appealing to these customers and increase sales?
- How can I develop the flexibility to change my marketing strategy if my current plan isn't giving me the results I desire?
- What is unique about my farm, growing practices, and farm products?
- What marketing channels are available to me?

Here's a list of useful resources to get you started.

## UC Publications and Information Resources

Foothill Farming website: Marketing Resources (UCCE)  
[http://ucanr.org/sites/placernevadasmallfarms/Resources/Marketing\\_Resources/](http://ucanr.org/sites/placernevadasmallfarms/Resources/Marketing_Resources/)

OSA 091: Internet Information Resources for New Growers (UCCE) <http://ucanr.org/sites/placernevadasmallfarms/files/91015.pdf>

OSA 093: Getting Started as a Direct Market Grower (UCCE) <http://ucanr.org/sites/placernevadasmallfarms/files/133657.pdf>

OSA 098: Local Market Wishlist (2012) (UC Cooperative Extension) <http://ucanr.org/sites/placernevadasmallfarms/files/76803.pdf>

Information for Getting Started as a Farmer's Market Vendor (UC Cooperative Extension) <http://ucanr.edu/sites/placernevadasmallfarms/files/169344.pdf>

UC Davis Small Farm Center: Determining Marketing Costs and Returns in Alternative Marketing Channels <http://sfp.ucdavis.edu/files/144395.pdf>

## Marketing Basics Websites

UC Small Farm Program (UCCE) - <http://sfp.ucdavis.edu/>

Farm Business and Market Place (UCCE)- <http://ucanr.edu/sites/FarmBus/>

Agricultural Marketing Resource Center- <http://www.agmrc.org/>

Cornell Small Farms Program- <http://smallfarms.cornell.edu/>

Sustainable Agriculture and Research Education- <http://www.sare.org/>

The National Sustainable Agriculture Information Service (ATTRA) - <https://attra.ncat.org/>

Growing for Market- <http://www.growingformarket.com/>

FamilyFarmed.org- <http://www.familyfarmed.org/>



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## Enterprise Calculators

An important first step in marketing your farm products is determining and analyzing the cost of production per unit. Once you know how much it costs to produce a bunch of kale, pound of carrots, box of apples, or whole chicken, you will be able to accurately set prices for your products. Download and use these crop calculators to analyze your farming enterprises:

[http://ucanr.edu/sites/placernevadasmallfarms/UCCE\\_Enterprise\\_Calculators/](http://ucanr.edu/sites/placernevadasmallfarms/UCCE_Enterprise_Calculators/)



## Increasing Sales through Social Media

To grow your farm business in today's marketplace, you must have an online presence. A simple, user friendly website is an important part of a marketing strategy.

Get started building your own website with a free site-builder: <https://wordpress.com/> or <http://www.weebly.com/>.

Use social media to build awareness of your farm business, connect to customers, tell the story of your farm, and build your brand. [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#) are great social media apps to start with. Remember that just using social media is not a marketing strategy. Find out more about increasing sales through social media here: <http://ucanr.edu/sites/placernevadasmallfarms/?blogpost=16697&blogasset=21700>

## Credit Card Readers

Start accepting credit card payments at the Farmers' Market today! If you have a smart phone with a data plan (access to the internet) you can use a credit card reader to accept sales. You will need to download a free app to your phone, create an account with the card reader company, link a bank account, and order the free card reader. The most widely used credit card reader company is SquareUp (<https://squareup.com/>). PayPal (<https://www.paypal.com/home>) and Intuit (<http://payments.intuit.com/mobile-credit-card-processing/>) also have card readers available.

## Online Sales

Sell your products online. Build your own online marketplace on your website and accept online sales through a trusted third party credit card processor (SquareUp, PayPal, Intuit). Or sell your products through an online company that promotes farm-direct products. As a starting point, look into these online marketplaces: Local Harvest- <http://www.localharvest.org/>, Pick-a-Pepper- <https://www.pick-a-pepper.com/>, Good Eggs- <https://www.goodeggs.com/>

## Nutrition Information and Recipes

Provide nutritional information and recipes to market your farm products. In a 2014 survey conducted by UCCE, 86.5% of participants stated that recipe cards made cooking and eating locally grown fruits and vegetables easier. Use these recipe cards in your marketing: <http://ucanr.edu/sites/EatLocalPlacerNevada/Recipes/>



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