

## Greentree Naturals



Meeting Your Business Goals by  
Knowing Your Market

Pursuing a small farm enterprise, you not only have to figure out what to grow, when to plant it, the best time to harvest, AND post harvest handling....

You've got to figure out where and how to sell it!

It is a very good idea to know who your customer is BEFORE you plant!



How do you make the decisions about how to market your product?

- Determined by how much product I have to sell and how much I want to make from what I am selling
- Time investment-Do I want to make it wholesale by packing up 25 pounds of carrots or retail by packaging 25 one pound bags at the farmers market?



We plant eight 120 foot rows of garlic every fall because we have a market for it. Consider the time investment when you are deciding what to plant as well as the market.



## Garlic



Think about the timing of harvest and the fact that you have to handle each bulb a multitude of times before it will be ready to go to customers....

You also need to consider how much time investment it is going to take to clean and prep to take to market.



BEFORE



AFTER

At the end of last years season, we had a harvest 700+ pounds of beans that needed to be picked every other day.



Think before you plant! Do you have the time to harvest? Who will buy it?



If you plant 50 squash plants, how many pounds is this going to yield per week? Who is going to buy it?

What are your business goals and how do you achieve them through your marketing strategies?

- Our primary business goal is to make a profit from our small farm enterprise.
- We achieve this goal by keeping good records that include seeding, transplanting, harvest and sales records, community involvement, business cards and striving to always give the best our gardens have to offer to our customers.



How do you know where to sell, and how to make your product unique so that customers will see your product?

- You first need to think about your personal comfort zone when determining where you are going to sell your product.



What makes your product unique?



Herb vinegars add magic to any recipe that asks for vinegar. They offer aroma to foods just as rhythm adds excitement to music, without overpowering the harmony of the recipe.

What makes your product unique?



- Why not try growing something that is different from what everyone else is growing?

How do you get your products to customers?

- We have an air conditioned van for deliveries and use giant ice chests to keep things cool en route and at the farmers market.
- Having your business logo on your delivery vehicle is good advertising!



Shallots are sold in 1 pound nylon bags for \$9.00/lb

How did you build clientele?



- Put your farm name or business card on everything you sell.
- Give gifts to repeat customers.
- Offer a satisfaction guarantee for what you sell.
- Be involved with your community; name recognition is important!

How do you determine your market demand?

- For the farmers market, if I sell out of berries every time, I know there is a demand for more.
- For our CSA's and Restaurants, we do a pre-market survey.



Lessons learned in expanding & diversifying;  
Recommendations for other producers.....



- Always plan for alternative markets...
- Know who your customer is....

### Greentree Naturals Rules of Marketing



- **SELL THE BEST – COMPOST THE REST!**
- **OFFER A SATISFACTION GUARANTEE!**
- **NEVER PROMISE SOMETHING YOU CAN NOT DELIVER; ALWAYS DELIVER EVERYTHING YOU PROMISE!**

