


Shadow Brook Farm

Direct Marketing on a Family Farm



1996 Shadow Brook Farm



The local Scoop

Branding your Family Farm Image



Sell The Local Story

- Most Food Travels an Average of 1,500 Miles to reach the End User.
- Local Food Sales Keep Money in Our Local Economy
- Eating Local Supports Family Farms
- The Fresher the Food The better it Tastes
- Get to Know Your Farmers and where your Food Comes From

Shadow Brook Farm, Local and Organic



Locally Grown and Direct Marketing Allow Selection of Varieties Based on Flavor

Heirlooms and Highly Perishable items are possible



Quality and self life are of the utmost importance!



Small Scale Market Farming Allows for the Production of a Wide Variety of Crops



**Shadow Brook Farm Marketing Plan:
Diversity is the Spice of Life!**

- We Begin our Season with an Early Spring Subscription Program- Community Supported Agriculture (CSA)
- During the Main Season We Sell 80% of our Produce at Three Local Farmers Markets
- We Work with a Handful of Upscale Restaurants in the Lincoln and Omaha Area
- We Sell to a Few Gourmet / Health Food Grocers
- We Work with Local Caterers/Event Coordinators
- We are Producer Members of The Nebraska Food Cooperative, a local Web-based buying club. www.nebraskafood.org
- We End our Season with a Fall/Winter Subscription Program- CSA

Community Supported Agriculture (CSA)

Shadow Brook Subscription Program



**Farmers Markets
The Pinnacle of Face Value**



**Season Extension with Hoop house
Production**



Farm Tours and Field Days
Build connection to the Farm



Fall and Winter Subscription to end the Season



Remain Innovative and ahead of the Curve
Always Look ahead to What is New and Exciting!



Be Creative With Your Displays

Use Color and Texture to set your Table Apart



Pile It High and Watch It Fly!



Create a Feast for the eye

It's the Eye that Buys!



Pricing

- Don't Sell Yourself Short!
- Figure out Your Cost of Production including Personal Labor Hours!
- Study Retail Pricing as well as Wholesale Pricing to Come up with your Own Pricing Scale
- Never Sell Your Produce at The Farmers Market for Less than it regularly Goes for in a Grocery Store!
- As a small-Scale Producer You are not getting the benefit of Economies of Scale, therefore, the higher cost of production Needs to be Passed on to the Potential Buyer
- Remember Why your Product is Superior and sell it as Such!

Interns, Apprentices, and Volunteers

Add an Educational Component



Buy Fresh Buy Local

