



Jirak Family Produce

"Selling at Farmer's Markets, A Family Affair"
Great Plains Vegetable Growers Conference
January 11, 2008



Family Business

- Mark and Theresa Jirak
 - Zachary (16)
 - Kalyann (12)
 - Anna (6)
 - Andrew (4)
 - Joseph (2)
 - Katherine (10 months)



Vegetables Grown

- | ■ Primary | ■ Complimentary |
|---|----------------------------|
| -Sweet Corn (6 acres) | -Bell Peppers (500 plants) |
| -Watermelons (2 acres)
Seeded, Seedless,
Personal | -Cucumbers |
| -Cantaloupe (1.5 acres) | -Summer Squash |
| -Tomatoes (950 plants) | -Winter Squash |
| -Pumpkins (2.5 acres) | -Green Beans |
| | -Gourds |



Our vision statement....

- *We strive to produce and sell directly to the consumer fresh, high quality vegetables that are harvested at the peak of their eating quality while building a reputation for service and a relationship with our **loyal** customers.*



Quality Charter

- Utilize elite genetics
 - flavor, tenderness, sugar content
 - production
- Pick it fresh
- Sell it fresh
- Sell the best, first
- 100%, no haggle money back or replacement guarantee



Sweet Corn Quality

- Stagger planting dates
 - harvest for peak eating quality
- Pick by hand
- Pick into the container we sell out of
- Sell within 18 hours





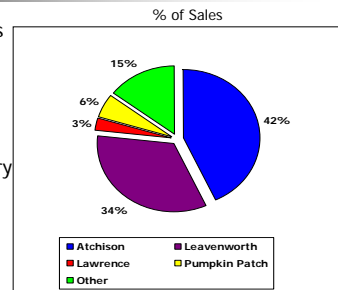
Value Proposition

- Set pricing at or above the prevailing market price
 - price sets perception
 - customers expect to pay for quality
 - should be at or higher than the grocery store
- Maintain price through the season
- Retail is focus, wholesale is outlet for excess production



Markets

- Focus is on Farmers Markets
 - Atchison (W, S)
 - Leavenworth (W, S)
 - Lawrence (S)
- Restaurants, Grocery Stores
- Pumpkin Patch



Customer Segmentation

Customer Segment	Behaviors
"Loyal" Larry	Frequents farmers markets, buys from those they are familiar with, likes relationship with seller.
"Spread it Around" Sally	Frequent shopper. Spreads purchases among vendors. May have relationship with seller.
"Infrequent" Ida	Does not come to the market on a regular basis. Likes to look around. Appearance, information, and what's new key.
"Bargain" Bob	Looking for the best "deals". Great place to move seconds.



Build a Brand

- Logo
- Wearable's
 - Hat, aprons
- Signage
- Business Cards



Build your markets

- Your fellow vendors are not really your competitors
- Work together to increase traffic to the market
- Make it a pleasurable experience for the customers



Gift Cards

- Launched spring of 2006
- Brings new customers to market, finances your marketing efforts





Questions?

