# Setting A Table That SELLS!

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#### Happy Hollow Farm, LLC

- •82 acres northern Moniteau, Co.
- 12 acre hay field
- 6.5 acres certified organic vegetable growing fields
- •21,384 sq. ft. covered high tunnel space
- 1 acre certified organic orchard





#### HHF History

- Purchased in November 2007
- Bare fields
- No infrastructure
- Tiny house
- Progression year to year:
  2010, 2011, 2012, 2013, 2014,
  2015, 2016, 2017, 2018, this year!



## 6 Rules Marketing Rules

- 1. Market Research
- 2. Assessing Your Assets
- 3. Draw Them In
- 4. Marketing & Promotion
- 5. Merchandising
- 6. Pricing Strategies





#### #1 Market Research



- Know yourself
- Know your customer

- > CSA
- Farmers market
- Wholesale



## #2 Assessing Your Assets

- Can you grow it?
- Are you a people person?
- Can you multi-task?
- Can you upsell?
- Remember your customers!





### #3 Draw Them In









## #4 Marketing & Promotion

- -Website
- -Social Media
- PrintedMaterials







## #4 Marketing & Promotion

- -Website
- SocialMedia
- PrintedMaterials
- -Branding
- -Signage

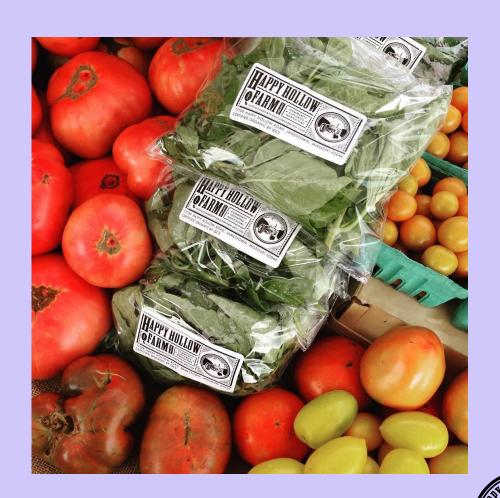






### #4 Merchandising

- Color sells!
- Beauty sells!
- Placement sells!



### #5 Merchandising

- Color sells!
- Beauty sells!
- Placement sells!
- Orderliness sells!
- Abundance sells!





## #5 Merchandising Continued

- Color sells!
- Beauty sells!
- Placement sells!
- Orderliness sells!
- Abundance sells!
- Cleanliness sells!
- Cuteness factor!





## #6 Pricing Strategies

- Know your costs
- -2 for 1 Price
- "Sales"
- Be generous!





#### Resources

- Sell What You Sow Eric Gibson
- Sustainable Vegetable Production from Start-Up to Market – Vern Grubinger
- Start Your Farm Ellen Polishuk
- Market Farm Success Lynn Byczynski
- The Organic Farmer's Business Handbook Richard Wiswall
- Farmer to Farmer Podcast Chris Blanchard
- Two Day Market Garden Success Workshop March 18 & 19<sup>th</sup> Earth Dance Farm in Ferguson, MO
- MOSES Organic Farming Conference



