

Setting A Table That *SELLS!*

Liz Graznak • Happy Hollow Farm, LLC

www.happyhollowfarm-mo.com

lizgraznak@happyhollowfarm-mo.com



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
- Printed Materials



The screenshot shows the Happy Hollow Farm website. The header features the farm's name in a large, stylized font, followed by 'ORGANIC' and 'COMMUNITY SUPPORTED AGRICULTURE' in a box. There are icons for a tractor, a tomato, and a leaf. The navigation menu includes: HOME, MEMBERSHIP Q&A, JOIN US!, FLOWERS, NEWSLETTERS, PHOTOS, RECIPES, GIFT SHOP, EMPLOYMENT, CONTACT. The main content area has a large image of a CSA box filled with fresh produce like tomatoes and leafy greens. Below the image is a text block about signing up for the 2019 CSA season. Further down are two sections: 'Welcome to Happy Hollow Farm' and 'What is Happy Hollow Farm Community Supported Agriculture?'. The 'Welcome' section describes the farm's location and organic practices. The 'What is CSA?' section explains the membership model. There are two small images: one of a green squash and one of a wooden crate of vegetables. A circular logo for Happy Hollow Farm is in the bottom right corner.

HAPPY HOLLOW FARM

ORGANIC COMMUNITY SUPPORTED AGRICULTURE

HOME MEMBERSHIP Q&A JOIN US! FLOWERS NEWSLETTERS PHOTOS RECIPES GIFT SHOP EMPLOYMENT CONTACT



It's time to save your spot & [Sign Up Now](#) for the 2019 CSA Season. You can also find HHF's veggies, eggs & flowers every Saturday morning thru the end of February at the [Columbia Farmers Market](#) 9-noon inside Parkade Plaza. We will continue to be at Parkade Plaza for the remainder of the winter and are anxiously awaiting the completion of the [Clary-Shy Pavilion and Agriculture Park!!!](#)

Welcome to Happy Hollow Farm

Happy Hollow Farm is nestled among the rolling hills along the Missouri River. The primary growing fields border the Little Spice Creek bottom and thus benefit from the beautiful silt loam soils that are rich in organic matter. We are a USDA certified organic farm and use a combination of highly managed cover cropping techniques, crop rotations, compost applications, hay mulch and add small quantities of minerals and nutrients. My goal is to give back more to the soil than I take.

What is Happy Hollow Farm Community Supported Agriculture?

Happy Hollow Farm welcomes all who are interested in supporting local sustainable agriculture to become a CSA member. Each member receives a box of seasonal produce every week during the 32 week growing season (Early May thru the end of December). In exchange, members help with some of the harvesting and distribution of the weekly boxes. The farmer and the consumer thus provide mutual support and share in the risks and rewards of local food production. Our farm CSA family has grown over



Branding



#4 Marketing & Promotion

- Website
- Social Media
- Printed Materials
- Branding
- Signage





#4 Merchandising

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



#5 Merchandising

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



Stack it High, Watch it Fly!



#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 & 19th Earth Dance Farm in Ferguson, MO**
- MOSES Organic Farming Conference



Let's Get Selling!

Liz Graznak • Happy Hollow Farm, LLC

www.happyhollowfarm-mo.com

lizgraznak@happyhollowfarm-mo.com

