

Offseason Marketing and Customer Retention

Brett Wolff

Emily Spencer

Savannah Columbia

University of Kentucky, Agricultural Economics

Olivia Vogel

Kentucky Center for Agriculture and Rural Development



Fall Webinar Series

● Recordings Now Available:

- Basic Analytics for Social Media and Websites
- Exploring Markets & Considering New Crops
- Simple Web Design + Google Business Profiles
- *This webinar & next week's will be recorded and distributed to registrants and made available on the website!!*

Next week!



Thanks to All Our Partners!

USDA Specialty Crop Block Grant Program

Kentucky Center for Ag & Rural Development
Kentucky Horticulture Council
Community Farm Alliance
Kentucky Department of Agriculture

*Planning team: Brett Wolff, Emily Spencer, Savannah Columbia,
University of Kentucky Extension*



Offseason Marketing + Customer Retention



Overview

Customer
Retention

Important
Conversations
With Buyers

Email
Marketing &
Season
Extension



New Interest in Local Food

Feelings of Food Insecurity

Crowded Grocery Stores

Desire to Support Local



Why is Offseason Marketing Important?



- Customer Retention
- Creates top-of-mind awareness
- Generate hype for peak season
- Slower time to really focus on marketing

Platforms

Social Media



Facebook Groups



Email Marketing



mailchimp



Square



Sender



Facebook Groups



facebook groups

GOALS

Drive Engagement

Evaluate Product Ideas

Customer Values

Cultivate Community

Education and Customer Feedback

Education



Feedback

Surveys

Polls

Question Posts

Giveaways



Liked by ehertzfeld and others

sfarms2 That's one #bigasskohlrabi you got there Holly! CSA members: don't forget to post your kohlrabi this week to enter our contest! Winner announced Sunday! So fun!!!

October 15

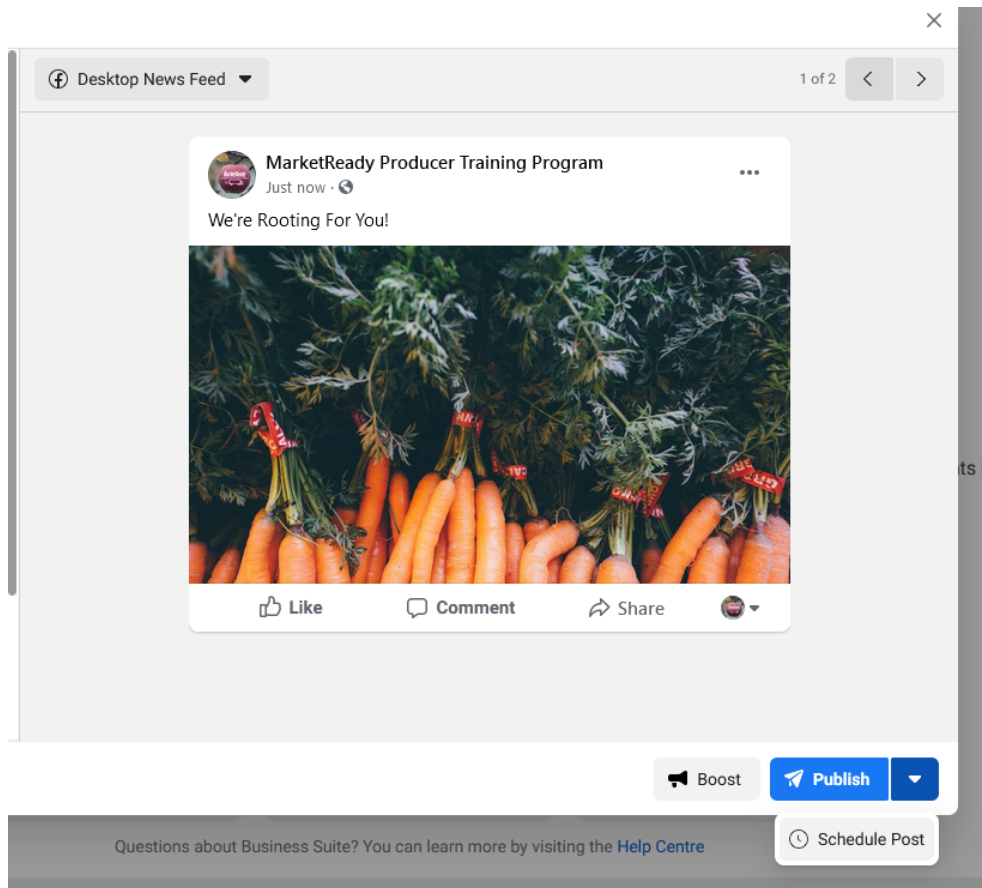


Liked by willowhavenflowers and others

sfarms2 This week it's the Golden Ticket Contest! 3 lucky CSA MEMBERS will find a chocolate bar like this one with a Golden Ticket inside! If you find it, post it in the Facebook group and you'll redeem it for a fabulous fun prize next week at your CSA pickup! #csafun #chocolate #willywonkaandthechocolatefactory

August 6

Offseason Work for Peak Season Profit



Organize Photos

Build Customer Database

Schedule Posts

Use the time you have now to save you time in the busy season!

Contact Information

Emily Spencer

Extension Associate

Agricultural Economics

University of Kentucky

407 Charles E. Barnhart Bldg.

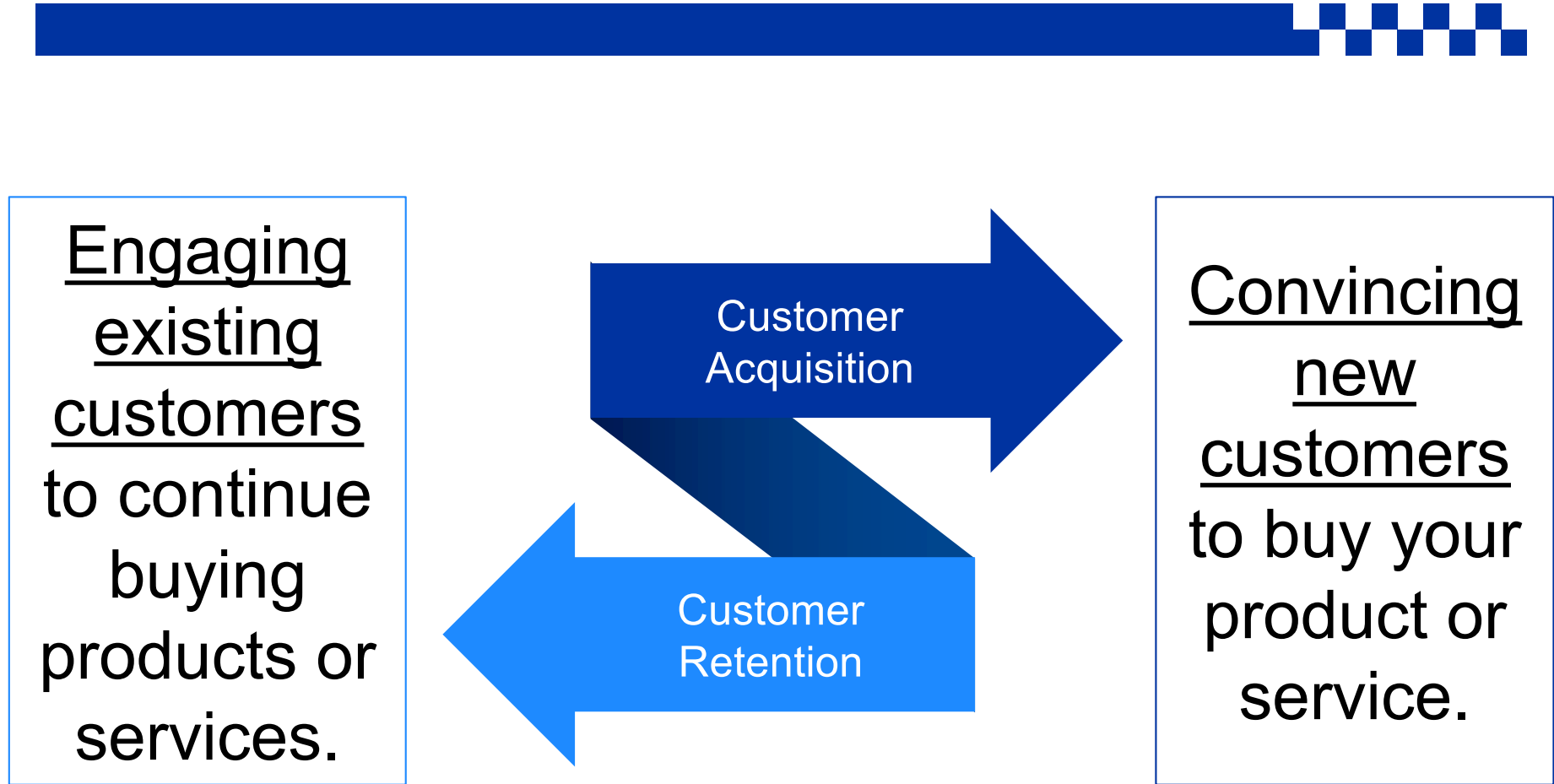
Lexington, KY 40546-0276

859-218-4382

emilyspencer@uky.edu



What is Customer Retention?



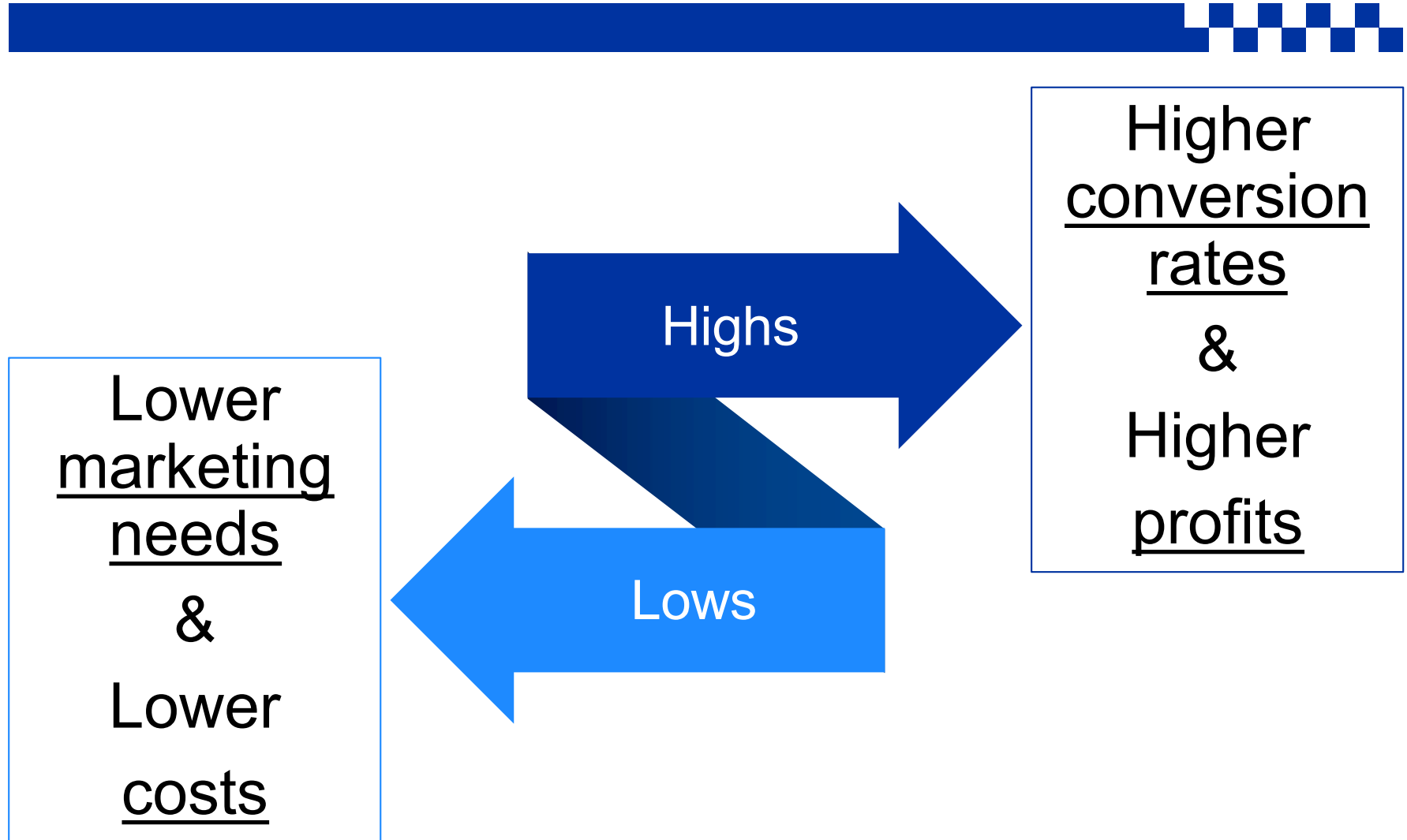
Why Should I Care About Customer Retention?



The Statistics

1. It costs five times more to attract a new customer, than it does to retain one.
2. 5% increase in customer retention = 25% to 95% increased profits ([Frederick Reichheld](#)).

Highs and Lows of Customer Retention



Customer Retention Strategies

- 01 Be present on social media.
- 02 Be open to feedback + recommendations.
- 03 Continue making personal connections.
- 04 Consistency.

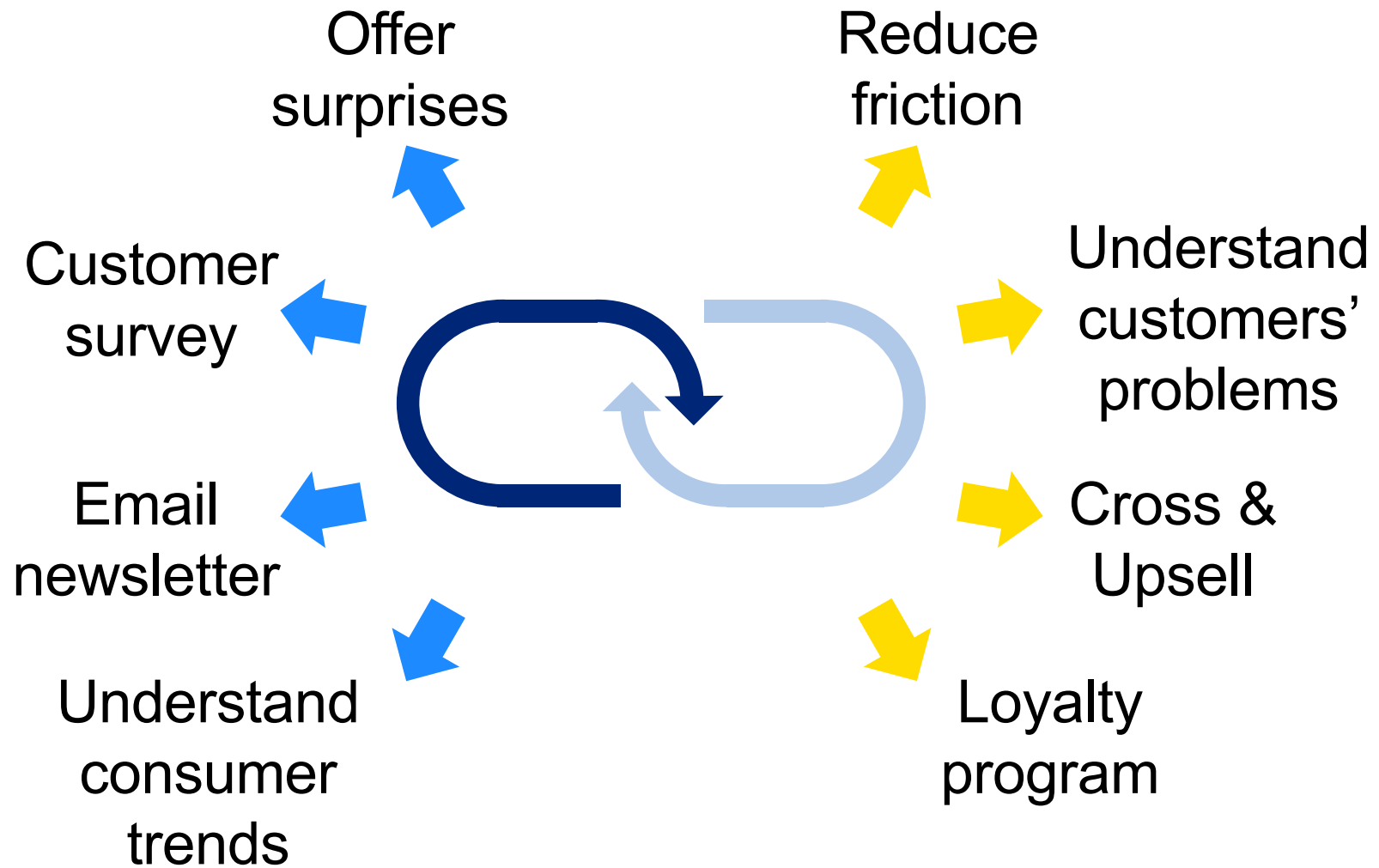
Just keep ... talking?

“nobody wants to hear about the minuscule details of my farm”

False.

- Continue to capture moments on your farm + share them on social media platforms.
- Customers want to see the new high tunnels you’ve been working on.

Ideas to Implement



What to walk away with ...

There are little things you can do.

Improve where you can.

Be patient.

The E in existing customer stands for easy.

Contact Information

Savannah Columbia

Extension Associate

Agricultural Economics

University of Kentucky

407 Charles E. Barnhart Bldg.

Lexington, KY 40546-0276

859-218-4383

savannah.columbia@uky.edu



Where to
sell more?

Where
to sell
less?

How will new
buyers
change
profitability?

What
demand will
buyers have
in 2021?

A Frank Conversation with Buyers

First... Assess Buyer Relationships

- Profitability & business goals
- Personal goals
- Physical constraints



Existing Buyers

- Make a plan & communicate the plan
- Adjust as needed
- What can buyers expect in 2021?
- Potential for more partnership?

HOW can I sell more to my favorite buyers?

Potential New Buyers

- Who is the target customer?
- Professional product pitch
- Take advantage of resources

Wholesale
Tomato
Buyer in
July

Increase
Income in
March

Checklist:

- Product price list
- Seasonality chart
- Delivery schedule
- Certifications
- Marketing materials

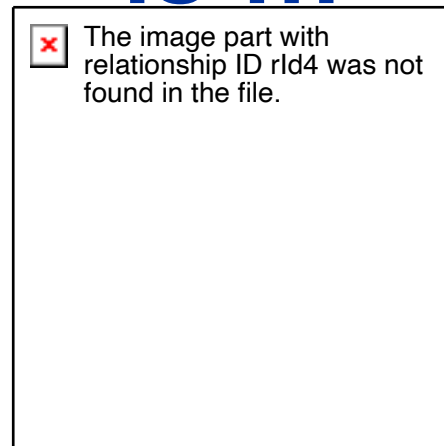
Takeaways

Failing to



is Planning to
Fail

Communication
is ...



Contact Information

Olivia Vogel

Local Food Project
Coordinator
Kentucky Center for
Agriculture and Rural
Development

(859) 813-0658

ovogel@kcard.info

Facebook: KY Center for Ag &
Rural Development

Website: www.kcard.info

*It's my job to help KY Local Food Farmers find
new sales connections! Reach out today!*



Email Marketing...why?

Clients who purchase via email spend 138% more

3 x more likely to share content on social media

73% of 18-24 year olds use phones to check email

Email Marketing...why?

Email users
expected > 2.9
billion next year

Less than half of
businesses use
email
automation

For every \$1
spent over \$40
dollars is made
in return

Email Marketing Simple Tips



Tuesdays, 11AM***



Thursdays,
weekends other
good options



Plain Text, minimal
images

KEEP CALM AND COOK SALE

Now is the time for even more trusted cooking resources, so we've slashed all of our cookbook prices to \$19.99 (or less) and they're ready to ship. [Shop now →](#)

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Email Marketing Simple Tips



What's Going On?



New Products/Events



CALL TO ACTION



Mobile-friendly

Grow Your Email List



Make it EASY



Fillable forms: website, social media, & email signature



REMIND PEOPLE



Free stuff and contests!

GET UPDATES

Join our mailing list for news and updates. We'll keep you posted on tips to improve your business, new funding options available, and updates on events.

Name *

First Name

Last Name

Email Address *

Checkbox *

- The latest funding information
- The latest news and business tips

SUBMIT

Center for Crop Diversification August 1

Who has done cover cropping this year? Who plans to put some in this fall? LIKE and COMMENT tagging a friend who likes cover crops for your chance at a FREE cover crops pocket guide.

Performance for Your Post		
1,514 People Reached		
122 Reactions, Comments & Shares		
56 Like	52 On Post	4 On Shares
6 Love	2 On Post	4 On Shares
49 Comments	40 On Post	0 On Shares
12 Shares	12 On Post	0 On Shares
119 Post Clicks		
19 Photo Views	1 Link Clicks	99 Other Clicks

NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Report as Spam
- 0 Hide All Posts
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 1,800 people.

1,514	122	119
People Reached	Engagements	Clicks
Boost Post		

Lori Gearheart, Adrienne Held and 51 others 10 Comments 12 Shares

Like Comment Share



Year Round...Product?

Value-Added Season Extension



Value Added

University of Kentucky CCD Home CCD Crop Profiles College of Agriculture, Food and Environment



Adding Value to Plant Production — An Introduction to Policies and Regulations for Kentucky Producers

Introduction

"Value-added agriculture" is a broad term encompassing many practices that increase the value of farm products. Such practices often result in the manufacture of food products. Crop producers entering the realm of food manufacturing may become subject to a wide range of policies and regulations.

This profile identifies the policies and regulations experienced by many value-added crop producers in Kentucky. This is a summary and is intended only to highlight key considerations for crop producers considering value-added products. Producers should always conduct their own investigation of relevant local, state, and federal requirements for their intended value-added production enterprise.

The following topics are addressed: marketing new crop food products, homebased processing for crops in Kentucky, and handling bulk crops and commodities.

Marketing New Crop Food Products

Making new food products from crops may require the



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Adding Value to Plant Production — An Overview

Introduction

Value-added agriculture is a broad term encompassing many practices that increase the value of farm products. Value-added agriculture includes a wide range of practices, such as agritourism activities that provide consumers value from visiting a farm to large-scale processing endeavors that create mass-market retail food products from commodity crops. This profile identifies the policies and regulations experienced by many value-added crop producers in Kentucky. This is a summary and is intended only to highlight key considerations for crop producers considering value-added products. Producers should always conduct their own investigation of relevant local, state, and federal requirements for their intended value-added production enterprise.

Defining Value-Added

An enterprise that produces a value-added product is one that has taken a commodity crop and processed it into a product that has a higher value than the original commodity crop. The process of value-added production — from grains and oilseeds to fruits and vegetables; from nursery and landscape crops to herbs and wildcrafting — can also create difficulty in defining "value-added crop production." Starting with the United States Department of Agriculture (USDA) definition, then noting how the concept of a "value-chain" operates within a farm's business can help us arrive at a sound understanding of value-added crop production.



USDA Definition of Value-Added Product

According to the USDA definition, value-added agricultural products are characterized by most of the following criteria: 1. The product is a result of a physical change in the product. 2. The production of a product in a manner that enhances its value, as demonstrated in a business plan.

The physical segregation of a commodity product into a marketable commodity enhances the value of that product.

The first definition, A CHANGE IN THE STATE OF THE PRODUCT, is perhaps the most commonly perceived understanding of value-added agriculture. Making salsa from vegetables, grinding corn into a meal, processing grapes into wine, and drying and packaging fresh herbs into a meat rub are a few examples of value-added products.



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Selected Resources for Developing Value-Added Food Products in Kentucky

The following list is intended to provide Kentucky growers with resources that will help them on their way to adding value to their raw farm products. Included are the names and contact information of pertinent agencies and departments at the University, State and Federal levels, as well as government regulations related to processing value-added food products. Internet resources, fact sheets, and guidebooks are included, as well as links to other selected Internet resources.

University of Kentucky College of Agriculture
<http://www.ca.uky.edu/>

Cooperative Extension Service (CES)

Several CES offices own commercial kitchens available for their residents and neighboring county residents to rent for pre-arranged time slots. Contact your county agent for information on the availability of these facilities, as well as for technical assistance and educational resources on other value-added issues. To locate your county Extension office, click on the following link.
<http://www.ca.uky.edu/county/>

CES Administrative Office
University of Kentucky
S-107 Ag Science-North
Lexington, KY 40546
(859) 257-4302



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Food Systems Innovation Center (FSIC)

A multi-disciplinary approach is used to provide technical support to Kentucky's food businesses.
<http://www.uky.edu/fsic/>

440 Charles E. Barnhart Building
Lexington, KY 40546
(859) 257-7272 ext. 286

School of Human Environmental Sciences – Nutrition and Food Science

Home-based and micro-business publications.
<http://www.ca.uky.edu/hes/index.php?p=212>
204 Funkhouser Building
Lexington, KY 40546
(859) 257-1812

UK INTERNET RESOURCES

Home-Based Processing and Microprocessing (School of Human Environmental Sciences-Department of Nutrition and Food Science)

Links to information for growers wishing to process their own value-added products. Includes food labeling requirements, submitting recipes for approval,



Season Extension

HIGH TUNNEL PLANTING CALENDAR for

	AIR TEMPERATURE		JAN		FEB	
	MIN	OPTIMAL	1	2	3	4
Spinach	20°	60° - 65°				
Swiss Chard	40°	60° - 65°				
Beet	50°	55° - 80°				
Parsley ¹	45°	60° - 65°				
Carrot	45°	60° - 65°				
Cabbage ²	40°	60° - 65°				
Mustard Greens ³	40°	60° - 65°				
Turnip	40°	60° - 65°				
Radish	40°	50° - 65°				
Basil	45°	60° - 65°				
Lettuce	25°	50° - 70°				
Green Onion ⁴	45°	55° - 75°				
Bulb Onion	45°	55° - 75°				
Strawberry	30°	60° - 80°				
Cucumber	60°	65° - 85°				
Summer Squash ⁵	60°	65° - 80°				
Melon ⁶	65°	65° - 80°				
Bell Pepper ⁷	60°	65° - 80°				
Eggplant	65°	70° - 90°				
Tomato	65°	65° - 85°				
Bean	50°	70° - 85°				
Pea	40°	50° - 65°				

Plant Family
 Beet Carrot Cole Crop Mint Su
 Garlic Rose Gourd Nightshade

- Alternative Crops**
- 1) Cilantro, Dill
 - 2) Chinese Cabbage, Pac Choy
 - 3) Arugula, Collard Greens, Kale
 - 4) Leeks
 - 5) Zucchini
 - 6) Cantaloupe, Muskmelon, Honeydew, Watermelon
 - 7) Chile Pepper

UK University of Kentucky
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 Food and Environment
 Cooperative Extension Service
 Center for Cr

High Tunnel Economic

Matt Ernst¹

Introduction

Growing produce in high tunnels is a common practice among growers supplying vegetables and fruits for local and regional markets. High tunnels provide growers the ability to extend the season beyond what is normally possible in open field production systems. The physical barrier of a high tunnel can also provide pest and disease management advantages. High tunnels have increased in popularity with the expansion of local and regional food systems in Kentucky for agricultural policy and high tunnels, such as the High Tunnel System Initiative from USDA-CS Environmental Quality Incentives Program (EQIP), have aided new high tunnel producers.

The cost of establishing a high tunnel is most often compared to an unimproved class of land. Various cost-share and grant programs have also made high tunnels a more accessible option for growers. However, even with potential offsets in establishment costs, high tunnels require annual investments to successfully grow crops and maintain the structure. Furthermore, high tunnels are labor-intensive and require good horticultural practices and thoughtful management.

Generating economic estimates for high tunnel profitability can be challenging as each farm's site is unique. High tunnel establishment and labor costs may vary greatly between farms and regions, resulting in variable profitability of high tunnel crops. This fact sheet outlines economic considerations for high tunnels in general terms. The market for high tunnels is growing, and high tunnel designs, from smaller self-designed tunnels to large tunnels constructed by professional crews,



This fact sheet is best used by growers who are considering high tunnels. The high tunnel structure and the crops grown in high tunnels are key to sustainability.

- Key Takeaways:**
- High yields of marketable crops per square foot, competition, are key to high tunnel profitability.
 - High tunnel profitability is key to sustainability.

Some of the benefits of high tunnels are season extension before or after the traditional growing season. High tunnels can also provide pest and disease management advantages. High tunnels are labor-intensive and require good horticultural practices and thoughtful management.

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 Food and Environment
 Cooperative Extension Service
 Center for Crop Diversification System Profile
 CCD-FS-13

Low Tunnel Economics

Matt Ernst¹

Introduction

Low tunnels have long been used to extend the growing season and protect specialty crops from damage. Low tunnels can improve productivity, especially when used in combination with high tunnels and other season extension practices. However, the proper use of low tunnels – especially in variable temperature conditions – can also require considerable management time and expertise.

The use of sheet mulching in important economic considerations when using low tunnels in vegetable and fruit production in Kentucky. This is not a production guide; it is best used as a resource to inform a grower's own cost and return estimates for using low tunnels. Consult other reliable resources to design and choose tunnel size and material, making production decisions appropriate to your individual farm setting.

Understanding and Estimating Low Tunnel Material Costs

Low tunnels are plastic or metal hoops covered by plastic material. They are usually about 2 feet high; some may be up to 4 feet or higher. Spun-bonded fabric, plastic film, and insect nets are the most common materials used in low tunnel coverings. Spun-bonded fabric and plastic film are used for season-extension, and insect net row covers are used for pest management.



material in place.

Material costs and labor are important considerations when establishing low tunnels. The material costs for high tunnels are typically higher than for low tunnels. Some equipment and supplies may also be needed, like specialized anchors for keeping the row cover material in place. Freight may add considerable cost per square yard.

¹Matt Ernst is an independent contractor with the Center for Crop Diversification.
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Cost accounting is crucial for any new production or marketing system.

Add complexity only as-needed.

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