

Direct Marketing Plan Worksheet 2007

Name _____

Ranch/Farm Name _____

Address _____

Contact Information _____

I. **Purpose and Mission:**

A. Your Story – write it

B. Your Core Values

C. Your Standards

D. Goals

II. **Situational Analysis:**

A. Quantity of beef per year

B. Quality of beef/mutton/pork,etc

C. Seasonality

D. Possibility of expansion

E. Processing advantages/limitations

1. State inspected/USDA inspected
2. Side vs individual cuts
3. Packaging
4. Forward processing

F. Storage considerations

G. List products you now supply

H. Distribution to market

I. Competition

J. Willingness to accept new learning curves

K. Ability to finance entering a new market

II Strategy and Objectives:

A. Which of the potential markets would apply to your situation? Where do you want to go?

B. Goal to increase profit:

1. Increase volume:

- a. Sell more to same market (current customers buy more or buy more frequently)
- b. Find new markets
- c. Develop new products
- d. Maintain market stability and market share

2. Increase margin:

- a. Seek a market that will support higher pricing (high end restaurants, direct to customer)
- b. Develop value-added products

3. Decrease Expenses:

- a. Financial analysis to identify deadwood.
- b. Breakdown fixed cost/hd
- c. Determine direct (variable) cost/hd

III. Tactical Marketing Plan:

Market	Personnel	Cost	Timetable	Other

General Resources for Farmers, Ranchers, Co-producers, Educators

- USDA, www.usda.gov, United States Department of Agriculture, regulations, national news, directory to programs and grants in sustainable agriculture, rural economic development and community food projects at programs listed below:
- *ATTRA*, National Sustainable Agriculture Information Service, publications, numerous topics, newsletter, links, funding opportunities www.attra.ncat.org; 1.800.346.9140
- *SARE*, Sustainable Agriculture Research and Education, publications, bookstore, numerous topics, funding opportunities, Sustainable Agriculture Network, see your regional SARE. www.sare.org
- *WSARE*, Western SARE, regional resources in the western states, see “Simply Sustainable” publication wsare.usu.edu
- *CSREES*, Cooperative State Research, Education and Extension Service, find your extension office and programs, funding opportunities, animals, economics, food, nutrition, natural resources www.csrees.usda.gov
- NRCS, Natural Resources Conservation Services, education, publications, grants for soil and water conservation. www.nrcs.usda.gov
- Southwest Marketing Network, publications, newsletter, conferences, Farm to School resources, local product directory for southwest states www.swmarketingnetwork.org
- Kerr Center for Sustainable Agriculture, progressive leadership and educational programs, newsletter, rural development, policy. www.kerrcenter.com; 918.647.9123
- Center for Rural Affairs, education, small business development, newsletter, publications, rural development. www.cfra.org
- Leopold Center for Sustainable Agriculture, marketing, policy, ecology, grazing article, marketing trends. www.leopold.iastate.edu
- The Land Institute, Natural Systems Agriculture, research, perennial prairie polyculture grains, no till. www.landinstitute.org
- *ACRES USA: the voice of Eco-Agriculture*, sustainable agriculture periodical, progressive production, marketing and distribution topics, bookstore. www.acresusa.com; 12.892.4400
- *Small Farmers Journal*, periodical for small scale producers, multiple topics. www.smallfarmersjournal.com

- Rocky Mountain Farmers Union, resources and network for rocky mountain producers. www.rmfu.org
- National Family Farm Coalition, newsletter, food security, fair prices, farmer advocacy, heritage, nutrition, community. www.nffc.net
- Community Food Security Coalition, advocacy for local producers providing for local community needs, Community Food Project grants, education, trainings, policy, farm to school, conferences www.foodsecurity.org
- Community Alliance with Family Farmers, local food guide, growers collaboratives, publications, programs. www.caff.org
- American Farmland Trust, technical assistance, funding for placing agricultural lands in trust. www.farmland.org
- The Land Trust Alliance, directory of local land trust organizations, includes agricultural land trusts, resources, updates on latest policies statewide, nationwide. www.lta.org

Grassfed & Grazing Resources

Books

- *Pasture Perfect* by Jo Robinson
- *Grassfed Basics* by Jo Robinson
- *Omnivore's Dilemma* by Michael Pollan
- *Fast Food Nation: The Dark Side of the All-American Meal* by Eric Schlosser
- *Grass-fed Cattle: How to Produce and Market Natural Beef* by Julius Ruechel
- **Publications & Periodicals**
- Greener Pastures: How grass-fed beef and milk contribute to healthy eating by Kate Clancy, Union of Concerned Scientists; pubs@ucsusa.org.
- Stockman Grass Farmer, monthly periodical for grassfed production & marketing resources. www.stockmangrassfarmer.com; 1.800.748.9808.

Websites and Organizations

- www.eatwild.com directory of producers & grassfed information
- www.eatwellguide.org grassfed information
- www.eatingfresh.com Eating Fresh Publication
- www.slowfoodusa.org Directory for local producers of food. Educates and advocates for local food systems, cultural preservation
- www.localharvest.org Directory and resources for co-producers seeking local producers
- www.chefscollaborative.org Chefs and restaurants who promote local food producers. Directory of buyers and producers.
- www.americangrassfed.org American Grassfed Association, national and regional resources for producers, partners, and co-producers(consumers). Directory.
- www.swgla.org Southwest Grassfed Livestock Alliance, regional resources for NM, CO, AZ, UT producers, partners and co-producers. Directory. 505.231.3467
- www.quiviracoalition.org Quivira Coalition, regional resources for land managers and producers in the southwest. 505.820.2544

- www.holisticmanagement.org Holistic Management International. Resources and trainings for healthy land and healthy profits. 505.842.5252.
- www.albc-usa.org American Livestock Breeds Conservancy. Preserves historic livestock breeds and genetic diversity. Resource for breeds adapted to various regions and climates.
- www.usu.edu Dr. Tilak Dhiman, Utah State University, research on nutritional quality of grassfed meat products.

Management Intensive Grazing (MIG) & Holistic Resource Management (HRM)®

- <http://attra.ncat.org/attra-pub/rotategr.html>, National Center for Appropriate Technology; Sustainable Agriculture Information Service, newsletter and website.
- www.stockmangrassfarmer.com, monthly articles, books on MIG.
- Management Intensive Grazing, by Jim Garrish
- Grazing Councils, local pasture walks, workshops, contact your county or tribal Agriculture Extension Office; www.csrees.usda.gov, Cooperative State Research, Education, and Extension Service.
- Grazing Schools, intensive, multi-session courses. Ask your land grant university extension.
- “Introduction to Holistic Management,” Feb. 5-10, 2007, Albuquerque, NM. Contact Kirk Gadzia, kgadzia@earthlink.net.
- “Holistic Management Grazing Planning,” Feb. 9, 2007, Kerrville, TX. Contact Peggy Cole, pcole@hrm-texas.org. Certified Educator Terry Gompert will teach a workshop on planned grazing.
- Butterfield, Jody, Bigham, Sam and Allan Savory. ***Holistic Management Handbook: Healthy Lands. Healthy Profits***, Holistic Management International, 2006.
- Savory, Allan with Jody Butterfield, ***Holistic Management: A New Framework for Decision Making***, 2nd Edition, Island Press, Washington D.C.; 1999.
- Sayre, Nathan F., ***The New Ranch Handbook: A Guide to Restoring Western Rangeland***, The Quivira Coalition; 2001, www.quiviracoalition.org.
- Gadzia, Kirk Gadzia & Nathan Sayre. Rangeland Health & Planned Grazing Field Guide, The Quivira Coalition, 2007 3rd edition.

Marketing

For Agricultural Producers

- www.sare.org, Sustainable Agriculture Research and Education, marketing strategies, on-line publications, Sustainable Agriculture Network.
- wsare.usu.edu, Western SARE, “Simply Sustainable,” Farm direct marketing guide, on-line publications, grants.
- www.swmarketingnetwork.org, Southwest Marketing Network, marketing programs, services, trainings, financing, annual conference, newsletter, publications, local product directory for NM, CO, UT, AZ.
- www.ams.usda.gov/farmersmarkets/, Agricultural Marketing Service, USDA, farmers markets directory, resources and publications for “direct-to-consumer” marketing, farmers’ markets statistics.
- www.farmersmarketsnm.org, New Mexico Farmers Marketing Association, directory of farmers markets in NM, resources for farmers market development.
- Your State’s Department of Agriculture, ask for their marketing program information.
- Your State’s Tourism Bureau, ask about grant programs for marketing materials for agri-tourism.
- www.nmdaweb.nmsu.edu, New Mexico Department of Agriculture, marketing department, “Specialty Crops Grant Program,” grant money for marketing local product. NM “Taste the Tradition” label and marketing program. 505.646.3007
- New Mexico Organic Producer Marketing Guide, useful handbook for producers all over the country, <http://nmocc.state.nm.us/marketing.html>; NM Organic Commodities Commission, 505.841.9067
- How to Direct Market Your Beef, by Jan Holder, Sustainable Agriculture Network Publications, www.sare.org/webstore; 301.374.9696.
- Western Profiles of Innovative Agricultural Marketing: Examples from Direct Farm Marketing and Agri-Tourism Enterprises, publication AZ 1325, Cooperative Extension, University of Arizona. cals.arizona.edu/arec/wemc/wemc.html
- Grass-fed Cattle: How to Produce and Market Natural Beef, Julius Ruechel, 1.800.793.9396
- Enhancing Commercial Food Service Sales by Small Meat Processing Firms, by Debra Tropp, et al, USDA publications.

- Stockman Grass Farmer, see monthly articles and bookstore.
www.stockmangrassfarmer.com
- ACRES USA, see monthly articles and bookstore. www.acresusa.com

General Marketing Resources, Websites

- All About Marketing* This article offers short, though fairly extensive explanations of basic marketing concepts. Make sure to look down the page for the Related Library Links in order to find more extensive discussion of specific areas such as advertising and market research.
- Consumer Psychologist* Well developed site that includes materials covering basic areas such as: marketing principles, consumer behavior, international marketing and distribution.
- Encarta – Marketing* From Microsoft, summarizes basic areas of marketing and includes other links to other marketing areas such as advertising and retailing.
- Food Marketing 101* Basic marketing coverage for creators, marketers and manufacturers of specialty food products.
- Marketing Your Product – Business Owners Toolkit* Short, to the point information for marketing products especially aimed at small business.

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www.eatwellguide.org grassfed information

www.eatingfresh.com Eating Fresh Publication

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www.localharvest.org Directory and resources for co-producers seeking local producers

www.chefscollaborative.org Chefs and restaurants who promote local food producers. Directory of buyers and producers.

www.americangrassfed.org American Grassfed Association, national and regional resources for producers, partners, and co-producers(consumers). Directory.

www.swgla.org Southwest Grassfed Livestock Alliance, regional resources for NM, CO, AZ, UT producers, partners and co-producers. Directory. 505.231.3467

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- **WSARE**, Western SARE, regional resources in the western states, see “Simply Sustainable” publication wsare.usu.edu
- **CSREES**, Cooperative State Research, Education and Extension Service, find your extension office and programs, funding opportunities, animals, economics, food, nutrition, natural resources www.csrees.usda.gov

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- **NRCS**, Natural Resources Conservation Services, education, publications, grants for soil and water conservation

www.nrcs.usda.gov

Southwest Marketing Network, publications, newsletter, conferences, Farm to School resources, local product directory for southwest states
www.swmarketingnetwork.org

Kerr Center for Sustainable Agriculture, progressive leadership and educational programs, newsletter, rural development, policy.
www.kerrcenter.com; 918.647.9123

Center for Rural Affairs, education, small business development, newsletter, publications, rural development.
www.cfra.org

Leopold Center for Sustainable Agriculture, marketing, policy, ecology, grazing article, marketing trends.
www.leopold.iastate.edu

The Land Institute, Natural Systems Agriculture, research, perennial prairie polyculture grains, not till.
www.landinstitute.org

ACRES USA: the voice of Eco-Agriculture, sustainable agriculture periodical, progressive production, marketing and distribution topics, bookstore.
www.acresusa.com; 512.892.4400

Small Farmers Journal, periodical for small scale producers, multiple topics
www.smallfarmersjournal.com

Rocky Mountain Farmers Union, resources and network for rocky mountain producers.
www.rmfu.org

National Family Farm Coalition, newsletter, food security, fair prices, farmer advocacy, heritage, nutrition, community.
www.nffc.net

Community Food Security Coalition, advocacy for local producers providing for local community needs, Community Food Project grants, education, trainings, policy, farm to school, conferences
www.foodsecurity.org

Community Alliance with Family Farmers, local food guide, growers collaboratives, publications, programs.
www.caff.org

American Farmland Trust, technical assistance, funding for placing agricultural lands in trust.

www.farmland.org

The Land Trust Alliance, directory of local land trust organizations, includes agricultural land trusts, resources, updates on latest policies statewide, nationwide.

www.lta.org

