



FSN Teleconference: Farm Direct Marketing



**Food Security Network of
Newfoundland and Labrador**
www.foodsecuritynews.com

Agenda

12:00 – 12:05

Welcome & Introductions

12:05 – 12:10

Introduction to FSN & Food Security in NL

12:10 – 12:30

Keynote Speaker:
Lorenda Ebbett – Direct Marketing Farm Products

12:30 – 1:00

Discussion & Questions

What is Food Security?



Food Security exists when all people, at all times, have access to adequate amounts of nutritious, safe, and culturally appropriate foods.

Food Security means that the people who produce foods are able to earn a living wage.

Food Security Network NL

Our Five Priorities

1. Networking & Information Sharing
2. Public Awareness & Education
3. Partnerships
4. Catalyst of & Support for Food Security Initiatives
5. Research

“Actively Promoting comprehensive, community-based solutions to ensure physical and economic access to adequate and healthy food for all.”

Sustainable Food System

A Healthy, Sustainable Food System focuses on:

- Local, Seasonal Foods
- Health of the Population
- Building Communities
- Local Economic Development
- Supporting local producers, processors, Distributors & Retailers



Best Practices Toolkits

Guides for Community Organizations in NL

Step-by-step guides and resources to help communities start:



- Community Gardens
- Farmers' Markets
- Community Kitchens
- Bulk Buying Clubs

Download at:

www.foodsecuritynews.com

Direct Marketing Farm Products

Ebbett's
Meadow Brook Farm

**Naturally
Grown
Meats**



657-2122

TASTE THE DIFFERENCE!

Why Choose Direct Marketing over Traditional Marketing Methods?

- Some control over the pricing of the goods you produce.
- Personal interaction with customers and a feeling of satisfaction knowing you produced something they are happy with.
- Less risk to deal with many customers vs. one customer - to lose one in 100 is not as traumatic as to lose your one and only.

What Sets You Apart?

- What will your specialty be?

Create a slogan or a philosophy that identifies who you are or what the nature of your products is.

“Naturally Grown Meats”



Who Will Your Clientele Be?

❑ You can't be everything to everyone.

We wanted to appeal to a broader spectrum of consumers because of our rural location.

❑ By choosing “natural” over “organic” we could offer our products at a fair and reasonable price, making them affordable for more consumers



Establish or Research a Market Before Beginning Production

- ❑ Initially we focused primarily on these two commodities.
- ❑ They are ready for market in a shorter time than beef.

Free Range Chicken



Natural Pork



Ebbett's Meadow Brook Farm Livestock

*First piglets born at our farm July
2000*



*Free Range Turkeys following a wheelbarrow
full of supper*

Infrastructure and Resources

- What are you missing?
- Can you access it and it still be economical?
- More processing means more labour.



- Slaughter
- Packaging
- Cutting
- Sausage Making
- Smoking
- Licensing

Capital Expenditures

- What will create the most return?
- New or used
- Purchase or lease.



Poultry Abattoir 2005



Before & After

Spring 1999



Today's House

I like white much better



Summer 2002



New steel roof

Today's Meat Shop
included retail store until
July 2009



Balfron Farm Property 2007



- Increased beef herd and sheep flock at the same time.
- Moved retail outlet here in July 2009.



Wholesale or ...

- Pros

- More volume with less overhead.
- Broader spectrum of customers.
- Less packaging requirements.

- Cons

- No personal contact with your customers.
- Delivery vehicle.

...Retail

- Pros

- Greater profit
- Personal contact with the customer

- Cons

- Need an attractive storefront location
- Expense of merchant services
- Labeling and pricing are time consuming tasks

Label Logo



Important Considerations About Marketing

- Marketing the whole carcass
 - reduce waste and still maintain profits.
 - value adding.
- Ability to supply demand for restaurant trade (fixed menus vs. flexible household use).
- A need for creating partnerships with other producers.
- What does the customer want? This is ever changing.

Value Added Products

Sausage Galore

farmers
smoked
maple
apple
honey garlic
oktoberfest
mild
Italian
hot Italian
Canadian
bacon & cheddar



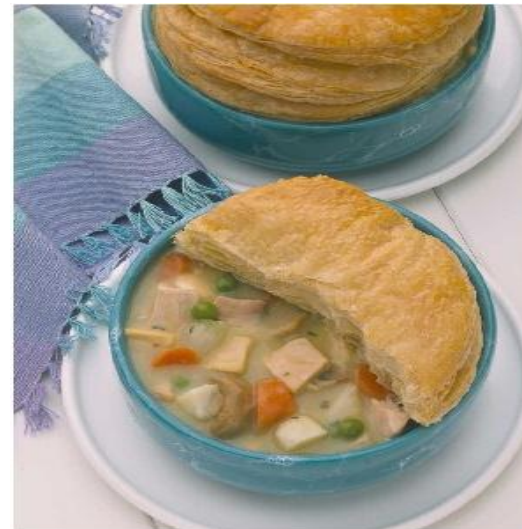
suicide
jalepeno & cheddar
knackwurst
breakfast
oriental
garlic & herb
prairie fire
donair
peppercorn
salsa

Chicken, Turkey, Pork, Beef, Lamb &
Buffalo

Pepperoni, Kielbasa

Gluten Free, Extra Lean, Low Sodium,
Spicy or Mild

Chicken Pot Pies



Necessary Considerations For Success

- Continued assessment of profit and loss of the business.
- Management of inventory levels are crucial; both livestock and freezer products.
- Pricing must cover the cost of production; this must include all inputs: labour, processing, transportation, etc.
- Identify the source of any problems, if possible, and be prepared to react quickly if needed.
- Being busy doesn't always mean you are making a profit.

Creating and Maintaining A Moral That Works for Your Business

- Honesty and transparency – with staff, customers and partners.
- Creating and maintaining positive relationships with customers and partners.
- Show appreciation to your staff.
- Being fair, sometimes going the extra mile and not always being right.



Thank You



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