

- SEPTEMBER 18, 2019 -

3 Steps to Build Your Profitable Farm



- PRESENTED BY -
Charlotte Smith
3 Cow Marketing

- HOSTED BY -

FACT
Food Animal Concerns Trust

FACT Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

Larissa McKenna

Humane Farming Program Director

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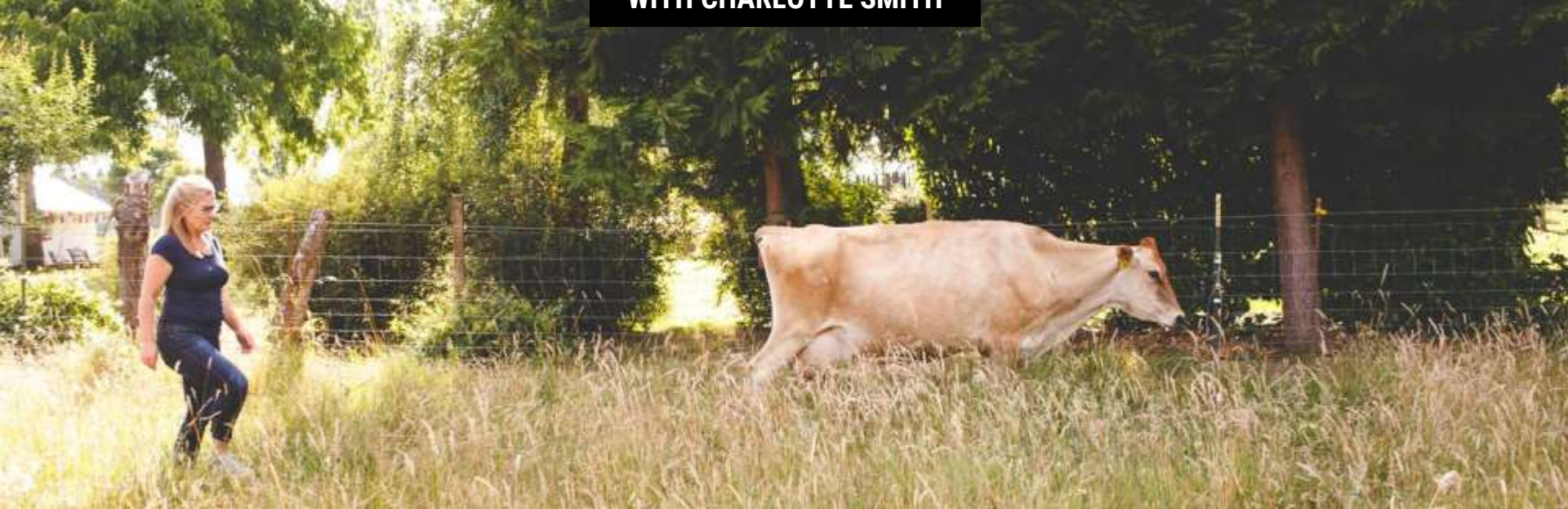
FACT's services for livestock and poultry farmers include:

- Fund-a-Farmer Grants – coming soon!
- Scholarships to conferences and other events
- Free webinars
- Humane Farming Mentorship Program

FARM MARKETING FROM THE HEART

3 STEPS TO BUILD YOUR PROFITABLE FARM

WITH CHARLOTTE SMITH



WWW.3COWMARKETING.COM



A little about me...

CHARLOTTE SMITH • 3 COW MARKETING • CHAMPOEG CREAMERY

- ❑ I was born & raised on my family farm but left for the city after college
- ❑ I started my micro-raw dairy ~10 years ago in Oregon
- ❑ Farmers wondered how I had a mile-long waiting list while they could barely make ends meet

A pair of hands is shown from the chest down, holding three eggs. The hands are positioned in the center of the frame, with the fingers gently cupping the eggs. The background is a soft, out-of-focus green, suggesting an outdoor setting like a garden or farm. The lighting is natural, highlighting the texture of the skin and the smooth surface of the eggs. The overall mood is one of care and nurturing.

“

I am committed to helping other
farmers become profitable

A photograph of two women sitting at a dining table, smiling and holding a large roasted turkey together. The table is set with various dishes, including a pumpkin, purple cabbage, and other autumn-themed foods. The background shows a window with light-colored curtains. The text is overlaid on the image in a white, serif font.

WHAT IS A
HEART-CENTERED BUSINESS?
Why did I start teaching this?



Marketing from the heart...

1. Feels more natural instead of salesy
2. When you love your customers, they'll love you

A person wearing a light-colored apron over a dark shirt is holding a large metal basket filled with fresh, green-topped carrots. The background is a blurred green field, suggesting a farm or garden setting. The overall tone is natural and fresh.

I'D LOVE TO KNOW...

**WHAT STRESSES YOU OUT
MOST WHEN IT COMES TO
MARKETING & BUSINESS?**

A man and a woman are smiling in a garden. The man is wearing glasses and a light blue shirt. The woman is wearing glasses and a striped top. They are holding a green plant and a sign. The background is a lush garden with various plants and trees.

“

In a world of one-click shopping
and instant gratification,
*people buy from you because of
relationships*

A silhouette of a person wearing a cowboy hat, standing on a horse in a field. The scene is backlit by a bright sun, creating a strong glow and lens flare. The background shows a line of trees and a clear sky. The overall mood is serene and contemplative.

**HOW DO WE MOVE RELATIONSHIP-BUILDING
ONLINE FOR EFFICIENCY?**

EMAIL MARKETING!



Blind-copying sales emails is illegal

- Your account could get marked as spam
- Your emails will often end up in spam folders
- You could face fines or get your account shut down

❑ An **email marketing service** is the only legal way to send sales & marketing emails

❑ I recommend MailChimp to start out



EMAIL MARKETING:

- ❑ Personalizes your emails so they say, “Dear Bob”
- ❑ Sends to ALL of your subscribers with one click
- ❑ Tracks engagement on emails

Reserve Your Thanksgiving Turkey Here. Yes, you heard that right! Completed Sep 07 at 10:00am EDT

1,179 Recipients • 42.2% Open Rate • 11.7% Click Rate • 2 Unsubscribers

The hidden cost of factory farmed chicken. Completed May 26 at 11:00am EDT

1,176 Recipients • 41.5% Open Rate • 10.6% Click Rate • 3 Unsubscribers



Social media followers are *not* as valuable as email subscribers

- ❑ Only 3-6% of 'fans' see your posts because Facebook/Instagram limits your reach
- ❑ You have no way to consistently market your products



3 Steps to a Profitable Farm

1. DEFINE YOUR IDEAL CUSTOMER



2. GROW YOUR EMAIL LIST WITH ENGAGED SUBSCRIBERS



3. BUILD TRUST

STEP 1

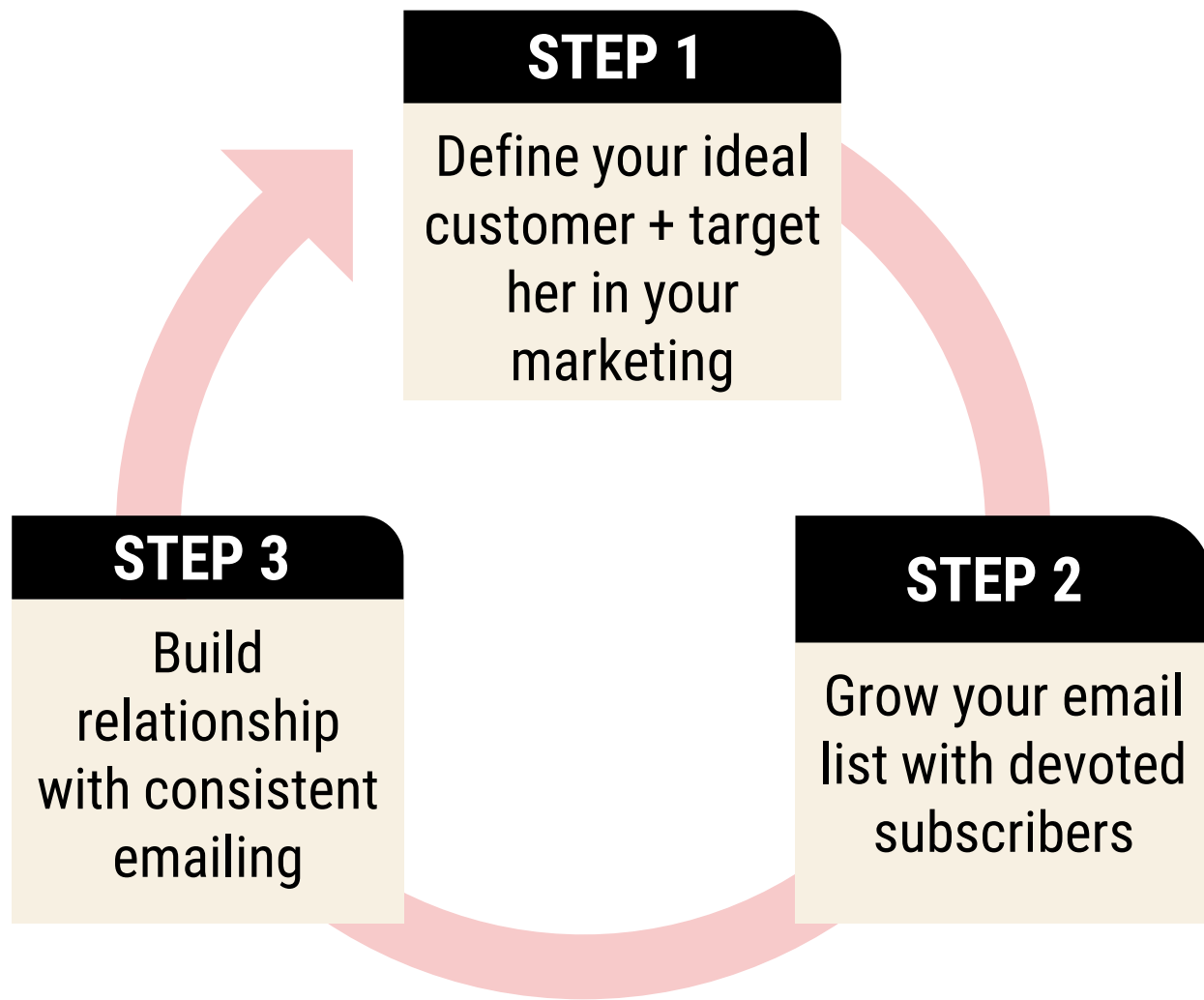
Define your ideal customer + target her in your marketing

STEP 2

Grow your email list with devoted subscribers

STEP 3

Build relationship with consistent emailing





I'D LOVE TO KNOW...

DO YOU FEEL CONFIDENT
TALKING WITH CUSTOMERS &
POTENTIAL CUSTOMERS?

STEP 1

**What is an
Ideal Customer?**

“

If you're selling to everybody...
you're selling to nobody



When you market your products with one ideal customer in mind...

- ❑ People connect with your specific references
- ❑ People feel like you're talking to them *personally*, not to a group of hundreds of customers



You have customers from all walks of life - young, old, men, women, single, married, etc. so how can this work?

- ❑ Again, being specific in one area attracts people from all areas
- ❑ You ACT as if you're talking to one person, you will attract all

TAKE NOTES

Who is your ideal customer?

Write a 'profile' describing their characteristics.

I want to sell beef to
women aged 25-35
who care about their health

A wooden crate filled with a mix of brown and white eggs. The crate is placed on a white, textured surface. The text is overlaid in the center of the image.

**MOST PEOPLE STOP HERE.
BUT YOU CAN GET
MORE SPECIFIC!**

I want to sell beef to
women aged 25-35
who eat Paleo to get fit &
improve their health

BINGO!

IF YOU STOPPED AT...

I want to sell beef to
women aged 25-35
who care about their health

A close-up photograph showing a person's hands wearing worn, brown leather gloves. The hands are cupped together, holding three eggs: one light blue, one brown, and one white. To the right, another person's bare hand is visible, holding a single white egg. The background is blurred, showing a blue jacket and a white shirt. The text is overlaid in the center of the image.

**MOST WOMEN WOULD SAY THEY
CARE ABOUT THEIR HEALTH...**



“

If you're selling to everybody...
you're selling to nobody

A person wearing a blue jacket is shown from the side, locking a metal gate. The gate is made of dark metal bars and is secured with a chain and a padlock. The person's hands are visible as they manipulate the padlock. The background is a blurred outdoor setting with trees and foliage.

“

When you get specific on who
you sell to...

You attract almost everybody

A man with glasses and a woman are standing outdoors in front of a wooden building. The man is on the left, wearing a blue and white striped shirt and blue jeans, holding a shovel. The woman is on the right, wearing a blue t-shirt and dark pants, holding a black bag. They are both smiling and looking at each other. The background shows the wooden siding of the building and some greenery.

**WHEN YOU INTENTIONALLY ATTRACT THE
RIGHT CUSTOMERS FOR YOUR BUSINESS...**

MARKETING IS ACTUALLY FUN!
(you no longer worry about
rejection or lack of sales)

LAUREN NITSCHKE

I used to hate anything related to marketing our grassfed beef.

After taking the course just once so far over this summer, **I actually look forward to engaging with our customers.** That's a BIG shift in thinking: marketing/selling vs helping

STEP 2

Grow your Email List



I'D LOVE TO KNOW...

**YES OR NO -
DO YOU HAVE AN EMAIL LIST?**

We've all seen
one of these...

SIGN UP FOR MY
NEWSLETTER!

Name

Email

SUBSCRIBE

Nobody wants
another newsletter!

Instead, offer
a free sign-up
gift

TENDER GRASS-FED
BEEF EVERY TIME -
GET THE FREE
RECIPE BOOK!

YES, PLEASE!



What can you give away for free?

- 6 Plan-Ahead Crock Pot Meals
- Clean Eating Checklist
- The Busy Mom's Guide to Cooking through a ¼ Beef
- Raw Dairy Cookbook: How to make Yogurt, Kefir, Butter & More!

STUDENT EXAMPLE:

Grilled Pork Chops with Sweet Rub

These sweet and savory grilled pork chops make for a quick and simple weeknight meal.

Ingredients:

4 pork loin chops
Secret Sweet BBQ Rub
2 tablespoon brown sugar
2 teaspoon kosher salt
1 teaspoon cracked black pepper
1 teaspoon paprika
1/2 teaspoon ground mustard
1/2 teaspoon cayenne pepper

Instructions:

Combine all ingredients for the rub in a small bowl. Prepare your grill for cooking. Allow the grill to pre-heat. Sprinkle your pork loin chops with the rub and massage it into the meat. Place the chops on the hottest part of the grill and cook for 4-6 minutes on each side. Move the chops off of the direct heat and continue to cook for 5-6 minutes per side until the internal temperature reaches 145 degrees F. Remove the chops from the grill and allow them to rest for 5 minutes before slicing.

MUDPUDDLEFARMS.CA

Glaze, marinade or rub?

Ready for BBQ season? Before you start, you'll need to know a few basics on how to get the most out of your forest-raised heritage pork. Between a glaze, marinade and rub, you've got a few choices on how to sauce up your pork.

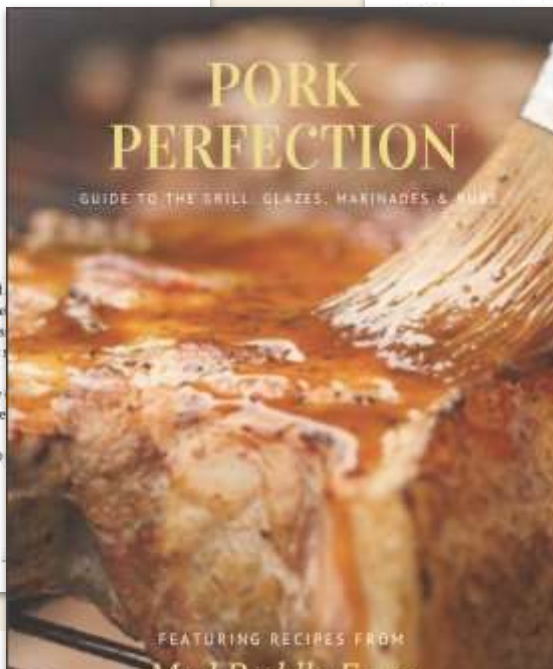
Brushed onto meats, roasts and chunky foods as they cook, common glazes include BBQ sauces, honey mustard and fruit-based sauces. To get your glaze the consistency of barbecue sauce, brush it on every now and again as it cooks. Glazes work best over thicker cuts of meat, such as pork ribs.

Marinades and veggies get tossed in for at least a few hours to infuse flavor. Usually vinaigrette-like in consistency, the marinade is based (with just a drizzle of oil), so that it can properly cling and infuse it with the marinade's flavors. Rubs completely in the marinade and cover until you have excess marinade before it hits the heat. Marinades are best when used in foods that can absorb the flavors of meat that are cheaper and tougher and can benefit from a stew meat or kebabs.

Rubs are a mix of spices and minced flavor ingredients that is literally rubbed into your grilling medium. A good rub imbues a flavor of your own into the meat without changing too much of the meat's natural flavor to the rub for smoother rubbing, and you have a

delicious over most cuts of meat, such as chops, steaks

MUDPUDDLEFARMS.CA



TAKE NOTES

What are the top 3 questions new customers ask you before buying?

Write them down.

A silhouette of a man wearing a hat and glasses, looking out over a sunset. In the background, there is a house with a chimney and some trees. The sky is a mix of blue and orange.

Your email marketing service
makes this *super* easy to set up

STEP 3

Build Relationship + Trust

The image features several slices of dried orange, showing their characteristic porous, golden-brown texture. They are arranged on a light blue, textured fabric surface. The background is softly blurred, showing more of the fabric and some green leaves in the upper corners. The overall lighting is soft and natural, creating a calm and fresh aesthetic. The text is centered and overlaid on the image.

CONSISTENT COMMUNICATION
IS KEY TO BUILDING A
RELATIONSHIP


STUDENT EXAMPLE:

When Jillian was unable to stay consistent emailing her subscribers, **sales dropped**



Jillian Byers



April 10 · Blue Ridge, AB, Canada ·  Add Topics

Follow Ups...!

So we began calving several weeks ago, and with my hubby working away from home, two kids, a farm to run, and an ill first trimester, my life has been a little heck-deck.

I let my email marketing slide over the last month and half, and I went from getting orders every day to no orders for nearly two weeks now 😬 I guess email marketing really does work well!!



When you build trust + relationship with subscribers...

- People will love getting your emails
- When it's time to sell something, you'll sell out quickly



What can you email your list?

- Recipes using your products
- How-to videos
- Inspirational stories
- Pics from the farm
- Educational articles
- Answers to their q's

STUDENT EXAMPLE:

Shawna sent one how-to video to her list that made **over \$1,000** in sales



Shawna Morris Barr

September 24 at 8:03pm

My first video. Yikes!! I don't love it...but don't hate it. And I had to just get it done, because I literally gave 6 different people this same information in person today at our farmstand, and I don't have time to do that! I don't love video making--don't love myself on video--but I'm open to getting better, and I'm open to technical feedback if anyone wants to offer. 😊

What to do with a Stewing Hen



What to do with a Stewing Hen

Today, I am going way out of my comfort zone. I'm making a video—and its all because I LOVE you! (Because given the choice, I'd stay behind the camera, rather than in front of it.) But, I want you...

KIDCREEKPASTURES.COM

👍 Like

💬 Comment

➦ Share

A woman with blonde hair, wearing a blue jacket and a patterned scarf, is crouching on a grassy area. She is holding a white bucket and reaching out to feed a group of chickens. In the background, there is a rustic wooden building with horizontal planks. The scene is set outdoors, likely on a farm or in a rural area.

“

This is what *devoted* subscribers
can do for your business



Where do you find dream customers?

- Community clubs
- Personal friends (& their friends!)
- Farmer's Markets
- Local colleges/conferences

TO WRAP UP:

Your Heart-Centered Marketing Plan

STEP 1

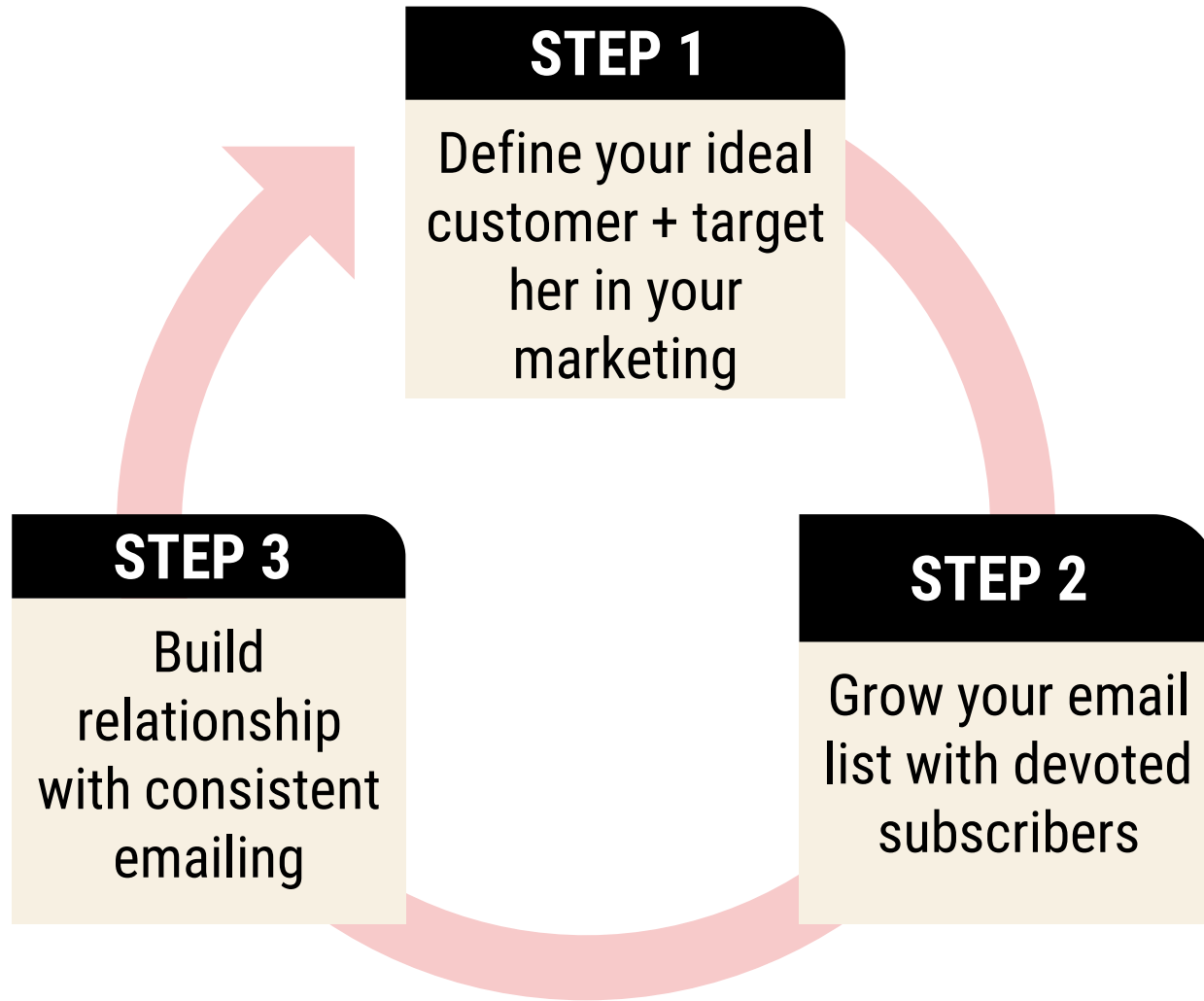
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Get the Free Instagram
Guide, Price for Profit course,
& more



Text 3cowmarketing to 44222



A close-up photograph of a person's hands holding a wire mesh basket filled with fresh eggs. The basket has a wooden handle. The eggs are in various colors, including brown, white, and light blue. The background is blurred, showing a wooden fence and a paved surface.

**BRING ON THE
QUESTIONS!**

Connect with FACT

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **September 25:** Create a Website That Sells
- 🐔 **October 2:** Find & Engage With Customers on Social Media
- 🐔 **October 16:** Tall Grass Grazing: Transition Off of N Fertilizer
- 🐔 **October 23:** Pasture Weed Management + ID

Grants, Scholarships, Mentorship & More!

- 🐔 **Scholarships accepted on an on-going basis**
- 🐔 **Grants applications available in early October!**

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

