

- March 8, 2016 -

Tips of the Trade: Creative Marketing for Humane Farms

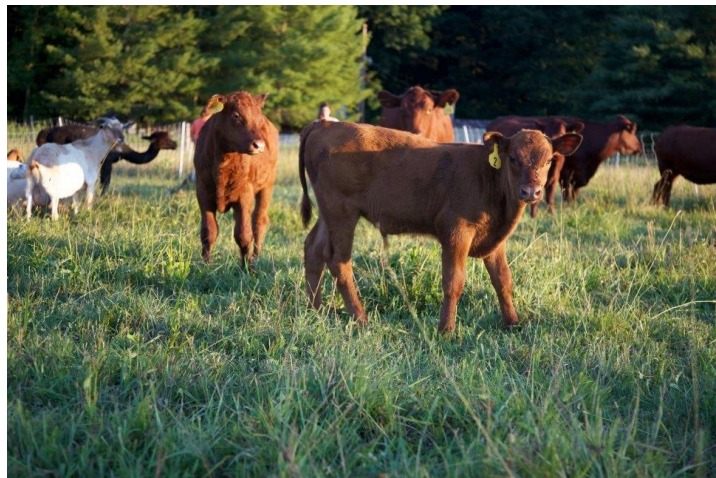


Photo courtesy of Good Life Ranch

**Presented by Holly Browder
(Browder's Birds Pastured Poultry)
&
Geoff McPherson
(Good Life Ranch)**

**Hosted by:
Food Animal Concerns Trust (FACT)**

Introductions

Food Animal Concerns Trust (FACT) is a national nonprofit organization that promotes humane farming and advocates for the safe production of meat, milk, and eggs. FACT helps consumers make humane and healthy choices.

FACT's **Fund-a-Farmer Project** awards grants and facilitates peer-to-peer farmer education to increase the number of animals that are raised humanely in this country.



Our Presenters

Holly Browder – Browder's Birds Pastured Poultry

- Mattituck, NY
- 2012 & 2014 Fund-a-Farmer grant recipient



Geoff McPherson – Good Life Ranch

- Liberty, KY
- 2014 Fund-a-Farmer grant recipient

**BROWDER'S BIRDS PASTURED POULTRY FARM
MATTITUCK, NY**



RETAIL



FARM STAND

FARMERS' MARKETS

CSA

WHOLESALE

RESTAURANTS & CATERERS

RETAIL STORES

DELIVERY SERVICES



Main Course

PAN-SEARED N.Y. STATE STRIPED BASS
With Peconic Clams, Calamari, Green & Yellow String Beans and Bouillabaisse Bisque

HERB BASTED EAST COAST FLUKE
with Honey Glazed Eggplant, Chanterelle Mushrooms, Leek Soubise, and Mint

SPOON CAUGHT ATLANTIC SWORDFISH A LA PLANCHA
with Cherry Tomatoes, Fennel, Celery, Picholine Olives and Capers

SUMMER VEGETABLE CRANBERRY BEAN & FARRO STEW
with Basil Pistou, Summer Squash, Potatoes, Pole Beans, Tomatoes and Fennel

BROWDER'S POULET ROUGE TWO WAYS
Roasted & Braised
with Ratatouille, Heirloom Potatoes and Romesco

***ROASTED LEG OF LAMB**
(cooked to your liking)
with a Stew of Chickpeas, Local Sweet Corn, Braised Lamb and Espellete Pepper

***DUO OF MEYER'S FARMS BEEF**
SIRLOIN & RED WINE TOMATO RAGOUT
(cooked to your liking)
with Roasted Potatoes, Mashed Potatoes, and Leek Potato

THE STORY OF THE “LITTLE GERRY’S”



Farm to Table to Farm

VALUE-ADDED



CREATE LOYALTY & BUILD YOUR BRAND

TELL YOUR STORY

FRIDAY NEWSLETTER

**FACEBOOK, TWITTER &
INSTAGRAM**

FARM EVENTS



EDUCATE YOUR CUSTOMERS

THE EGG QUIZ

SHELF-TALKERS

PANELS, PRESENTATIONS
& BOARDS



CONTACT

HOLLY BROWDER
holly@browdersbirds.com





Good Life Ranch

Good Life Ranch

Marketing Strategies

A Little About Good Life Ranch



Located in Casey County, Kentucky

Founded in 2010

Specialize in pastured meats

chicken

turkey

lamb

pork

beef

Focus on heritage breeds

Permaculture principles applied on-farm

Property



157 acres

~75% wooded

bottomland pasture bordering
large creek

wooded uplands used for pork
production, forest products

© 2016 Google

Google earth

Location

A satellite map of a rural area in Kentucky, showing county boundaries and several towns. A white star marks a specific location in the center of the map. The towns labeled include Louisville, Jefferson, Radcliff, Elizabethtown, Frankfort, Lexington, Winchester, Nicholasville, Richmond, Danville, Somerset, and London. The word 'Kentucky' is also visible in the upper right.

Extremely rural location

2 hours from Lexington

2 hours from Louisville

2 hours from Bowling Green

Entire county has a population of 14,000

Poverty - median *household* income in our county in less than \$21,000

Limitations

- We are a long way from urban clientele and restaurants.
- The closest successful farmers' market is over an hour away from us.
- 3 farmers' markets closest to us have failed due to lack of customer base and support
- Extremely high poverty in our local area.
- Local customers want cheap food, quality is much less important.

Strategies that didn't work . . .



1. We have tried a roadside stand selling our products along with products from our neighbors who also grow as we do.
2. We have tried starting a local farmers' market in the 2 closest towns.
3. We have tried to generate enough interest to start a CSA (Community Supported Agriculture) program, but logistics are extremely difficult due to our location. We are still working on this one.

How we sell our products

1. Direct marketing to individual consumers
 - a. customer buys a whole or half animal
 - b. processed to their specifications
2. Local grocery store in Somerset, KY (~1 hour away)
 - a. began with a consignment arrangement to help out the owner, now we are paid our price when we deliver and owner sets store price
3. Evening farmers' market in Somerset
 - a. product exposure & outlet for miscellaneous products
4. Sales of breeding stock
 - a. maintain registered herds/flocks/sounders of heritage breed livestock
 - b. exceptional animals can bring exceptional prices



Direct Marketing

Most customers encounter our website first, so having an informative website that shows up high in search engine placement (SEO optimization) is a key

Kentucky Proud program helps market products, especially to new customers and in stores and restaurants.

Blogging is another way to generate interest in your products. Many of our customers read the majority of our blog before ever contacting us directly.

The screenshot shows a Google search for "good life ranch". The search results include:

- Good Life Ranch**: www.goodliferanch.com/. Welcome to Good Life Ranch! Good Life Ranch is a family-owned sustainable farm located in beautiful Casey County, Kentucky. We are a pasture-based farm ...
- Internships**: At Good Life Ranch, there are many ways to participate. We ...
- People**: As much as he dislikes coyotes, Bubba LOVES people. Anyone ...
- Good Life Ranch - Facebook**: <https://www.facebook.com/GoodLifeRanch/>. Good Life Ranch, Liberty, KY. 663 likes · 42 talking about this. A diversified, grass-based sustainable farm producing beef, chicken, pork, turkey,...
- Good Life Ranch | Heritage food for a sustainable future.**: <https://goodlifeprogess.wordpress.com/>. Heritage food for a sustainable future. (by Geoff McPherson)
- Young Farmers: Good Life Ranch | Sustainable Kentucky**: <https://sustainablekentucky.com/2012/08/19/young-farmers-good-life-ranch/>. Aug 19, 2012 - On the rolling hills of their farm, Good Life Ranch, they plan to change the world one ... Geoff and Lindsey (Photo courtesy Good Life Ranch).
- Good Life Ranch - Fund a Farmer**: www.fundafarmer.org/meet-the-farmers/good-life-ranch/. Background. Good Life Ranch is a family-owned farm located in central Kentucky. The owners, Geoff and Lindsey McPherson, purchased the ranch in 2010 and ...
- Good Life Ranch (@GoodLifeRanch) | Twitter**: <https://twitter.com/goodliferanch>. The latest Tweets from Good Life Ranch (@GoodLifeRanch). A pasture-based sustainable family farm combining traditional farming heritage with modern ...
- Good Life Ranch - LocalHarvest**: www.localharvest.org/good-life-ranch-M42084. Jan 24, 2011 - Good Life Ranch is a local CSA farm in Liberty, Kentucky. LocalHarvest helps you find local, organic, farm-fresh food near you.
- Good Life Ranch Judah - YouTube**: <https://www.youtube.com/watch?v=RTT7gCduALA>. May 12, 2014 - Uploaded by Judah Oechle. Good Life Ranch Judah. Judah Oechle ... Martini Ranch / How Can The Labouring Man Find Time For Self ...

On the right side of the search results, there is a map showing the location of Good Life Ranch in Liberty, KY. Below the map, there is a section for "Good Life Ranch" with a star rating, a "Website" button, and a "Directions" button. The address is listed as "Address: KY-70, Liberty, KY 42539" and the phone number as "Phone: (606) 787-4217". There is also a "Reviews" section with a "Write a review" button and an "Add a photo" button. At the bottom, there is a "People also search for" section with links to "Stoner Creek Farm", "Farmer's Gate Inc.", "Heavenly Haven Farm", "Meadowbrook Orchards & Farm", and "Rainbow Harvest Farm LLC".

Direct Marketing to Customers

“Foodie” sites like Eat Wild and Locally Grown allow site users to find their ideal producers through maps, farm descriptions, and keyword searches.

Farm visits allow potential and existing customers to connect with the farm, see how products are grown, and buy products on-site.

Social media drives customers to our website and keeps them involved in the day-to-day happenings of the farm.



Direct Marketing to Customers

Focus on creating a relationship, not making a sale.

Always be kind. Word of mouth is a powerful thing.

Don't get burned by not being truthful.

Emphasize the quality of your products, the ethical manner in which the products are grown, and the mission of your farm. This is what separates your farm from the industrial food system. They can buy whatever you're selling somewhere else, and probably cheaper. *Give them a reason to support your farm.*

Your best customers are going to be people who want to know where their food comes from and who want to know their farmer, so *let* them.

Direct Marketing

Farm visits can really be a positive experience for everyone

Cover yourself legally and be safe


Allow people to connect with you and your farm

Allow people to connect with each other



Website


- Informative
- Inviting
- Tell your story
- Photographs!
- Online storefront
- Include easy ways to contact you:
 - email
 - phone
 - social media



Purpose People Permacultu Products ▾ Purchase ▾ Participate▾

Welcome to Good Life Ranch!

Good Life Ranch is a family-owned sustainable farm located in beautiful Casey County, Kentucky. We are a pasture-based farm producing clean healthy food for our local community as well as heritage breeding stock for like-minded farmers nationwide.




Nestled in the hills and valleys and surrounded by Amish farms, we strive to produce food the natural way. All of our animals have access to fresh pasture every day and we use no unnatural chemicals - no steroids, no hormones, no antibiotics, no dewormers, and no chemical fertilizers. We strive to allow our animals to express their physiological uniqueness and to utilize the individual aspects of each type of animal to improve our farm naturally. We embed principles of natural animal husbandry, successional ecology, and permaculture in everything that we do in an effort to give the best lives to our animals and plants while they build our soils, maintain our clean water, and ultimately feed us healthy meals.

Good Life Ranch began on June 18, 2010, so we are still in the process of building up the full complement of meats and produce that we will eventually have, so please stop back often to check out our Products tab to see what we've added lately and what is available now. You can also check availability or ask questions by emailing us any time.


We want to be your home for clean, healthy, sustainably-produced, locally-produced, ethically-raised, family-oriented food. In short, we want to be your farmers!

Contact us:

Phone: (606) 787.4217
Email: geoff@goodliferanch.com



Purpose People Permacultu Products ▾ Purchase ▾ Participate▾



Geoff and Lindsey McPherson

Lindsey and Geoff met in San Antonio in 2000 and married in 2008. Prior to purchasing Good Life ranch in 2010 they were both accomplished educators at The International School of the Americas, Lindsey in English and Geoff in Biology. They both have Master's degrees and loved their careers in the field.


Lindsey and Geoff have travelled extensively - to Mexico, Canada, Peru, Japan, England, Greece, Spain, Ireland, Puerto Rico, Fiji, India, South Africa, Namibia, Kenya, and Tanzania. They are using their knowledge and experience from these travels to create an authentic poverty simulation here at Good Life Ranch for students from all over the country.

Both Lindsey and Geoff are excited to begin this new life together! Lindsey is directing the marketing and curricular phases of Good Life Ranch, while Geoff is in charge of the daily operations at the Ranch. Currently both Lindsey and Geoff also double as teachers at Taylor County High School.

Email Geoff

Email Lindsey

Photo by James Byrd Photography. Used under license.



Bailey and Scooter

Bailey acquired Geoff in 2002 as a silvery, blue-eyed puppy. She has since made the transition to a brown, brown-eyed old lady. She excels at ball-chasing. While work is happening

Good Life Ranch

name

Good Life Ranch

description

Liberty, KY. Turkey, chickens, beef, goat, lamb.

Good Life Ranch is a family owned and operated sustainable farm in south central Kentucky. We are Kentucky Proud certified, and we use "beyond organic" techniques. We raise all of our animals as naturally and humanely as we can. That means no painful castrations or branding, no feedlot fattening, no grain for cattle, goats, and sheep, and no early weaning. We raise our ruminants on grass alone. Our pigs forage in the woods for acorns, roots, and tubers as well as receiving seconds from the garden. Our poultry (chicken and turkeys) spend their lives roaming freely in the pastures and gardens eating insects and green material.

We process our animals at a local, family-owned and operated facility very close by the ranch. Our animals travel a very short distance and are kept together in groups so they are not anxious and stressed by being separated from the herd. We stay with them through the very end and supervise the process very closely. The well-being of our animals is our top priority throughout their lives. On our ranch, the animals truly have a Good Life.

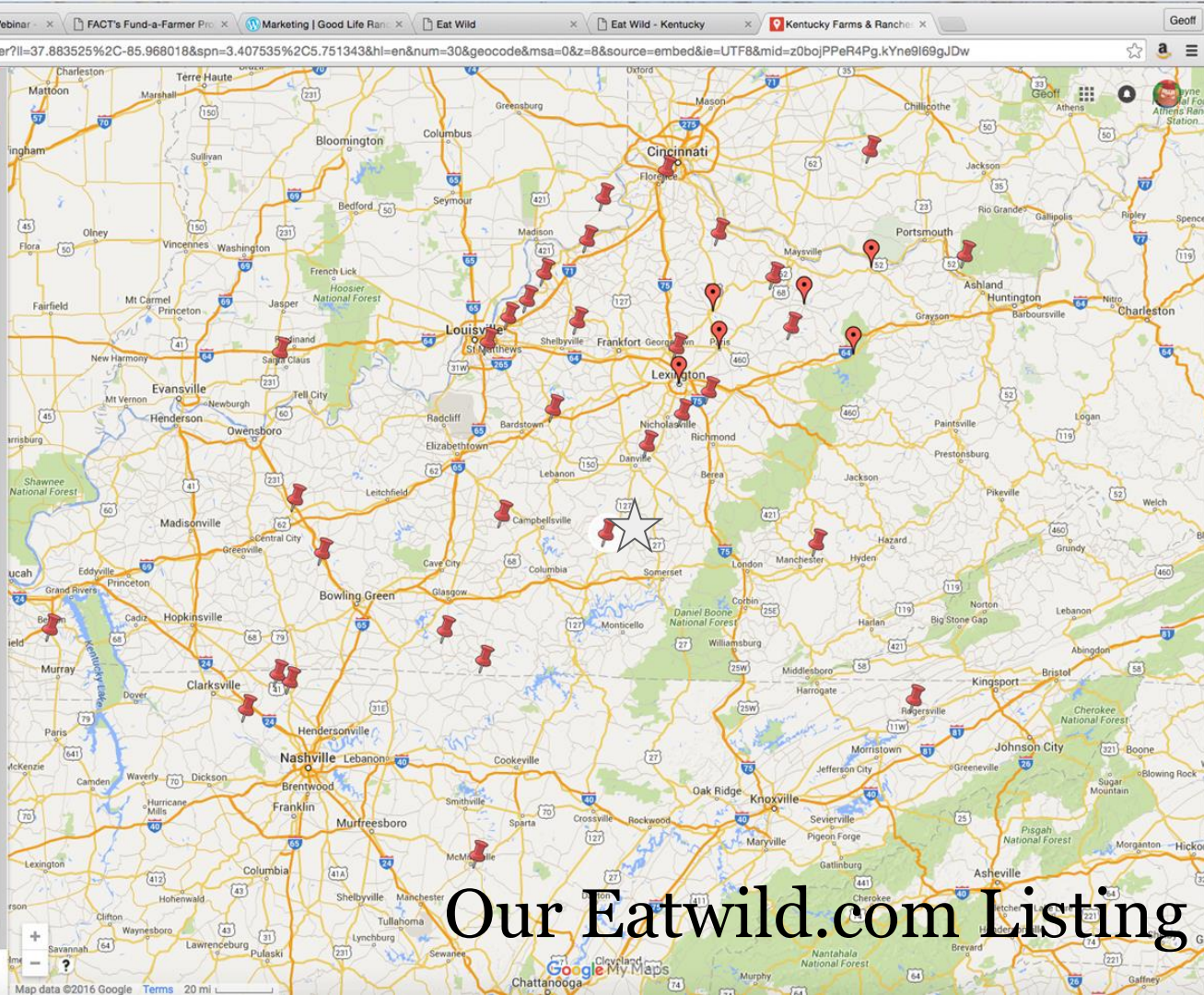
Currently our products are available through direct farm sales and at the Market on Main in Somerset, KY. If you are interested in placing a meat order with us, contact us right away. The demand for our meats consistently outweighs our supply, especially for Thanksgiving Turkeys.

Good Life Ranch, Geoff McPherson, 563 Via San Miguel, Liberty KY 42539. (606) 787-4217.

E-mail: geoff@goodliferanch.com. Website: <http://www.goodliferanch.com>.

Details from Google Maps

Liberty, KY 42539



Our Eatwild.com Listing

Kentucky Proud Program

Marketing assistance

Promo materials

Locator app

Featured members



The screenshot displays the Kentucky Proud website with the URL www.kyproud.com/why-be-ky-proud.html. The page features a large background image of a smiling couple in green aprons standing behind a table with fresh produce. On the left side, there is a vertical navigation bar with icons for Google, Facebook, Twitter, Email, and a plus sign. The main content area is titled 'MEMBER SERVICES' and lists various benefits for members, each accompanied by a small icon: GRANTS (a plant), RESTAURANT REWARDS (a stack of food), MEAT GRADING SERVICE (a piece of meat), HOMEGROWN BY HEROES (a military seal), TRADE SHOW COST SHARE (a trade show booth), INTERNATIONAL MARKETING PROGRAM (a globe with flags), WINERY COST-SHARE & WHOLESALER REIMBURSEMENT PROGRAM (a wine glass), and KENTUCKY PROUD LIVESTOCK TAG PROGRAM (a livestock tag). At the bottom left, there is a 'SIGN UP' button with the text 'become a member' and a 'SIGN IN' button with the text 'already a member?'. A small inset image shows a woman holding a sign that says 'Kentucky Proud'.

MEMBER SERVICES

When you join Kentucky Proud, you can take advantage of these services.

GRANTS
Kentucky Proud members may apply for horticulture marketing grants, promotional grants, funding from the Specialty Crop Block Grant Program, and other opportunities.

RESTAURANT REWARDS
Restaurants and other food services that buy Kentucky Proud foods may be reimbursed up to 20 percent of the cost of eligible products up to \$12,000 in a 12-month period.

MEAT GRADING SERVICE
The Kentucky Department of Agriculture will grade meat from your farm at no cost to you.

HOMEGROWN BY HEROES
This Kentucky Proud brand designates farm products produced by military veterans.

TRADE SHOW COST SHARE
Small to mid-size members may be eligible for funding assistance to exhibit your products at approved trade shows.

INTERNATIONAL MARKETING PROGRAM
Ask our international marketing specialist to help you export your agricultural commodities, products, and services.

WINERY COST-SHARE & WHOLESALER REIMBURSEMENT PROGRAM
Kentucky small-farm wineries may apply for reimbursement for eligible marketing and distribution expenditures.

KENTUCKY PROUD LIVESTOCK TAG PROGRAM
Livestock exhibitors who enroll in the program may be eligible for premiums at Kentucky Department of Agriculture-sponsored livestock shows.

SIGN UP
become a member

SIGN IN
already a member?

Direct Marketing Tips

Get your products in front of (in our case, inside) as many potential customers as you can. Quality sells itself and people who appreciate it will return for more.

Seek out the customers you want. Finding good, loyal customers who want to support you and your farm is key.

Emphasize the quality of the products you are selling, not the price. Customers seeking the lowest price are fickle and easily lost.

You will get all manner of special requests. Do what you can, but know when to say “no.”

If you are backed up on demand, create and honor a waiting or reservation list. Keep in contact with those who are on it.



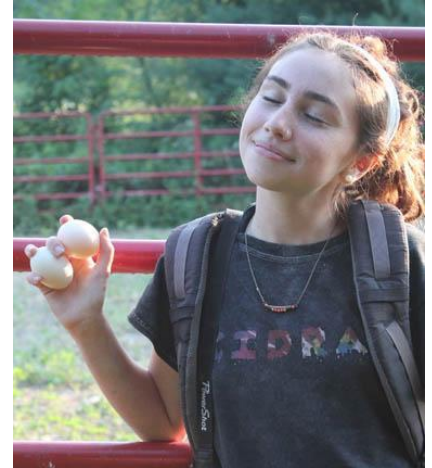
*Good Life Ranch
Chicken Hatching Eggs
Incubating and Brooding Instructions*

Thank you for purchasing Good Life Ranch Chicken Hatching Eggs. Chickens provide wonderful organic pest control, lots of beauty, meat, and good eggs to eat. We hope they bring you many years of enjoyment!

Please follow these instructions to successfully hatch and raise your chickens.

Incubating

1. Keep the eggs large end up and rotate them at least once per day until you are ready to place them into the incubator. The eggs store for 7-10 days at 65° F.
2. Thoroughly clean and disinfect your incubator. Place it in a stable location without drafts or direct sunlight.
3. Fill the water troughs or a pan in the incubator with water to provide humidity throughout the incubating process and preheat your incubator to 99.5° F. Make sure the temperature does not fluctuate.
4. Place the eggs into the incubator. It really helps to have an automatic egg turner to turn the eggs for you. You can manually turn them 3 times per day, but the heat and humidity will escape every time you do this. An automatic egg turner will really increase your hatch rate.
5. The Chicken eggs will hatch in about 21 days. This can vary from 19-23 days if the temperature or humidity vary too much.
6. Stop turning the eggs or remove the automatic egg turner on day 18 of incubation. This must be done to help the chick orient itself prior to hatching.
7. From day 18 until hatching, lower the temperature to 98.5° F and raise the humidity to 85% by adding a clean moist sponge to the incubator. Make sure the water troughs are full of clean water.
8. Once the eggs start to pip, allow 24-36 hours for the hatch to complete. Do NOT open the incubator until that window of time has closed. The chicks are very sensitive to temperature and humidity fluctuations during this time.
9. Move the chicks to the brooder only after they are completely dry.
10. Discard any unhatched eggs within 4 days of the main hatch. Expect a 75-85% hatch rate.



Local Grocery Store

makes getting small amounts of product
convenient for customers

saves us time and fuel on taking product to
farmers' market

generates exposure

can serve as a taste test for customers who may
potentially buy larger amounts directly

helps support a venue that supports you and
other local small farms



Farmers' Market

market excess product

taste tests to drive more sales

meet many potential new customers

answer questions

put a face to your farm



Farmers' Market Tips

Have an attractive, inviting set-up.

Items that customers can eat out-of-hand draw people to your stand.

Make nice with the other vendors, even those who are selling the same products. Send them customers when you are out of something, and they may do the same for you. They are also good sources of information, seed, stock, and help when you need it.



Sales of Breeding Stock

get a higher price for breeding quality livestock

gain access to breed association marketing efforts

get referrals from fellow breeders



Origin of the Breed

By the last quarter of the 18th Century English farmers in Norfolk and Suffolk Counties had developed two distinct and mutually pure strains of cattle that did well in both harsh conditions.

John Baines, a local baronet of Thetford - 1900. Cattle, Earl of Leicester, bred a Suffolk Red to his red and gained Norfolk cows. The practice led to a high degree of selection for hard and milk characteristics. Development of the breed's EXISTENCE 1888. Secure known as the Red Poll. Cattle descended from the Norfolk and Suffolk Red Polls. In 1941, the merger of the two strains of cattle was recognized as the Red Poll breed.

The first regular importation of registered Red Poll Cattle was a draft of four head of the original foundation cattle to Norfolk and Suffolk. These were imported by J.P. Taylor of New York in 1873 and were recorded in Volume I of the Original Series. From 1873-1941, Red Polls were considered a dual purpose breed that could be used for both milk and meat. The Red Poll breed was officially declared a breed class in 1973. The transition to the red meat type of cattle was made through herd management and was accomplished completely at Red Poll.

Red Poll Genetics In Your Commercial Operation

"I feel the Red Poll breed is one of the most underutilized breeds in the country. Our research has shown the contributions this breed can make to crossbreeding programs. Red Polls excel in early puberty with our studies showing they had the highest percentage of ovsulations at a younger age of puberty. This breed also has optimum milk production and makes for an ideal cross with Hereford cattle."

Dr. Keith Gregory, Research Geneticist
U.S. Meat Animal Research Center

AMERICAN RED POLL ASSOCIATION
Serving the Beef Industry Since 1883
American Red Poll Association
P.O. Box 547
Franklin, IN 46044
754-425-4515
arpa@americanredpolls.com
www.americanredpolls.com

RED POLL
A Family Tradition

Selecting
a Breed
Goes Beyond
Color

Marketing & Pricing Your Products

Be a price maker, not a price taker.

Create customer value. Value is different than cheap.

Choose customers or purchase situations where value is recognized.

Don't forget to account for labor, fuel, delivery, electricity, water, etc

Don't sell items at unprofitable prices. This is a trap. The more you sell, the more money you lose. You won't last as a business and you will make it harder for other farmers to succeed. If you have extra products, it's better to give free samples or buy-this, get-that deals than to sell at an unprofitable price.

Scaling Your Business

If your marketing is successful, then you may have more demand for your product than you can satisfy quite quickly. That's OK.

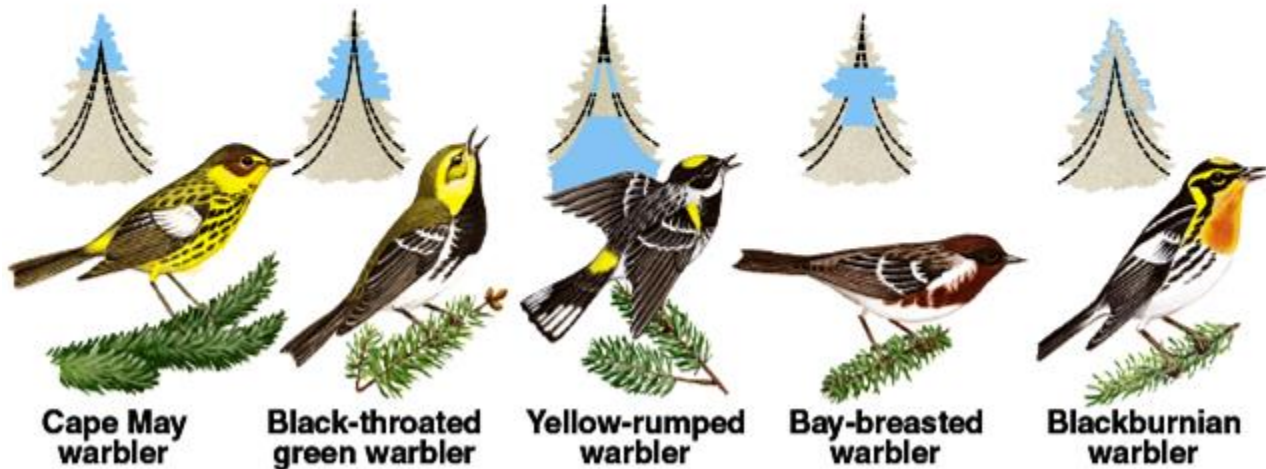
It's better to have a waiting list than to have product you can't sell.

Scale up carefully and really gauge your market, finances, and land base before you do. It can be easy to outproduce the demand for your product if you don't do your homework first.

Remember the competitive exclusion principle - be careful who you're competing with.

Find Your Niche . . . or else.

Niche partitioning among five species of coexisting warblers



Take Advantage of Opportunities & Foster Good Will

articles

radio interviews

chef's dinners

food/lifestyle bloggers

fairs/festivals

school visits

how-to talks

At Good Life Ranch, we've been very fortunate to have received some very favorable reviews from both our customers and some web and print publications.

We love hearing feedback from both our customers and from our farm visitors, so if you've written something about us that you'd like for us to share with others please let us know and we'll be thrilled to post a link to your content on this page.

Please follow some of the links below to read what others have to say about us.

[Central Kentucky News Journal: Taylor County Teachers Building Reality Farm](#)

[The Casey County News: Casey County Couple Building Reality Farm](#)

[Sustainable Kentucky's Young Farmer Series: Good Life Ranch](#)

[Bird and Belle - A Chickening](#)

[Story Magazine: Living the Life](#)

[Food Animal Concerns Trust: Fund-a-Farmer](#)

We also try to stay active on social media (more on Facebook than Twitter):

[Good Life Ranch on Facebook](#)

[@GoodLifeRanch on Twitter](#)



Please type your questions!



Photo courtesy of Browder's Birds Pastured Poultry

Contact Information

Holly Browder

Browder's Birds Pastured Poultry

631-599-3394

holly@browdersbirds.com

www.browdersbirds.com

Geoff McPherson

Good Life Ranch

606-787-4217

geoff@goodliferanch.com

www.goodliferanch.com

FACT & the Fund-a-Farmer Project

Larissa McKenna, Associate Director

773.525.4952

lmckenna@foodanimalconcerns.org

www.fundafarmer.org