



Pastured Poultry Packet #2

Marketing Grass-Fed Chicken & Eggs

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Who is this book for?

The Upstart Farmer: 100 - 1,000 Chickens

Maybe this is a new venture. Or you've made a decision to operate on a smaller, homestead scale. Either way, hang on to your enthusiasm and excitement, you're gonna need it. In these pages, you'll find the building blocks to get started, the tools to define and reach your target customer, and the language you'll need to thrive in the industry. I believe in you. You've come this far. Now get it!

The Growing Farm: 1,000 - 10,000 Chickens

You've done pretty well for yourself, but now you're staring up at a glass ceiling wondering if and how you should scale up. At this point, you've got production nailed, you know what you're doing when it comes to the field. Smart businesses let demand drive growth. Otherwise, you might be stuck with freezers full of chickens, trying to push product on the market instead of letting the market pull product from you. Learn how to refine your message, educate your customers, help you get found on online search engines, boost your social media, and help to drive the demand that will encourage you to grow.

The Big Fish: 10,000+ Chickens

Thank you. Thank you for growing this many chickens on grass. We need more of you in the world. At this large scale, you've realized you can't do it all yourself. Maybe you even want to farm out the marketing, and that's OK. If nothing else, this packet can help you empower your employees. After reading through this packet, you should have a better handle on the language to articulate what you want to accomplish, and to better manage your team.

Does this only apply to pastured poultry?

Yes... and no...

This packet was written for, and edited by, the amazing growers of the American Pastured Poultry Producers Association. I find comfort in the fact that I share a bond with farmers in all 50 states over our love for gallus gallus domesticus. I've also seen my Stress-free Chicken Tractor Plans and Pastured Poultry Packet #1 sell copies on five continents. There are chicken people everywhere.

The slow food movement is a big part of who I am. Making good food available to more people is a call to arms. It is inspiring to see that passion in other farmers. I hope that through this book, I will have helped grow the movement and helped inspire at least a few new adherents.

Still, while this packet focuses on pastured poultry, the marketing concepts and techniques are applicable to any small business, and certainly to most farmers. As a community, if we want to make a real splash, inspire real change, and make our industry more sustainable, than we have to use the tools of our culture to feed our movement.

No one said this is going to be easy, but it is sure as heck worth doing. Change doesn't happen overnight. We all have a role to play. With enough of us carrying a consistent and wholesome message, I know we can reach the critical mass necessary to carry the movement forward and change the world.