

Marketing Your Farm Business

Take Yourself Seriously

Brand Your Business
(name, logo, consistent messaging)

Social Media

Engage Customers at Markets and Events

Create Email List

Word of Mouth
(family, friends, neighbors, local food buyers)

Become Involved with Community groups

TV, Radio, Newspaper, Magazine Interviews

Teach Classes
(library, schools, garden clubs)

Host Dinners and Events on farm

Cross Marketing with Other Businesses

10% of New Sales from Social Media
10% of New Sales from Community Engagement
80% of New Sales from Market + Email Lists

