

Great Lakes Fruit, Vegetable & Farm Market EXPO

December 9-11, 2008

DeVo Place Convention Center, Grand Rapids, MI



Farm Marketing II

Tuesday afternoon 2:00 pm

Where: Ballroom C

CCA Credits: CM(0.5) PD(1.5)

Moderator: Paul Gross, Isabella Co. MSU Extension

2:00 p.m. The Sakuma Country Market Experience

- Tami Sakuma, Sakuma Market Stand, Burlington, WA
- Richard Sakuma, Sakuma Market Stand, Burlington, WA

2:40 p.m. Managing Your Employees at Farm Markets - How to Hire, Fire and Everything In Between

- Kay Hollabaugh, Hollabaugh Bros. Fruit Farms & Market, Biglerville, PA

3:10 p.m. Recruiting, Maintaining and Managing Teen Labor

- Tami Sakuma, Sakuma Market Stand, Burlington, WA

3:30 p.m. Keeping Your Farm Market Produce Fresh on the Shelf and in the Cooler

- Randy Beaudry, Horticulture Dept., MSU
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THE SAKUMA COUNTRY MARKET EXPERIENCE

Richard & Tami Sakuma
Sakuma Bros. Farms, SBF Processing & Market Stand
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CREATING A RETAIL OUTLET FOR YOUR FARM

We began farming berries in 1915; currently we are in our third (& fourth) generation of family farming. We are farming 1500 acres of fruit (strawberries, raspberries, blueberries, blackberries), a berry plant nursery (Norcal Nursery), a frozen fruit processing plant (SBF Processing) and an onsite retail Market (Sakuma Market Stand) in which we sell, fruit, vegetables, u-pick. We grow both organically and conventionally, harvesting for processing (frozen), Fresh Market for Driscoll, Sakuma Market Stand and selling direct to grocery stores & other retail markets. We have kept in the farming business by being diversified and thinking outside the box. We would like to introduce you to Sakuma Market Stand.

I. Family History

- a. 3rd Generational Family Farm
- b. Vertically integrated

II. What we do

- a. Retail Market
 1. How we began – Upick (pick your own)
 2. Our philosophies
 3. Core Business – what is your core business – bread & butter crop
 4. Ag-Tourism
 - A. Who are you?
 - B. Target Customer Base – who are they?
 - C. Business Plan - where do you want to be in 5 years?
 5. Marketing
 - A. Branding – Packaging & Labeling – does it represent you?
 - B. Tagline – What makes you different?
 6. Specializing –niche Market
 7. Value Added Products – keeping true to your philosophies
 - b. Wholesale – Direct Distribution
 1. Season Extensions- being the first and last in the market
 2. Setting the correct price for your products
 - A. Cost accounting – what is the true cost of harvesting & what do you need to charge?
 3. Direct delivery
 - A. Do it yourself or hire a distributor?
 4. Grocery Stores are trying to be us – so be better at being the Farmer!
 - A. Use your story
- Processing –
1. Value Added Products

Are you doing something that can help your farm – cost accounting and making hard choices.

MANAGING YOUR EMPLOYEES AT FARM MARKETS – HOW TO HIRE, FIRE AND EVERYTHING IN BETWEEN

Kay Hollabaugh
Hollabaugh Bros., Inc.
www.hollabaughbros.com

- I. Introduction of myself and our business
- II. How do I hire? What resources do I use?
- III. How do I fire? What moves me to the point of firing?
- IV. Employee Manual
 - a. What caused us to draw up a formal manual?
 - b. Is it successful? Is it worth the effort?
- V. Managing Seasonal Farm Market Employees
 - a. What about unemployment?
 - b. Do my folks return to work?
 - c. What if I don't want them back?
- VI. Retaining Good Employees/Employee Perks
- VII. The value of a good employee

RECRUITING, MAINTAINING AND MANAGING TEEN LABOR

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Building an Employee Base Using a Student Staff

Using a staff consisting of students is both a challenge and a reward. At our farm we found that the benefits far out way the difficulties. I enjoy customer stopping me to share “*you have such a nice friendly staff of kids*”. By using student workers I have expanded the customers “farm” experience by invoking memories of their youth, appreciation for offering experiences & job opportunities to community youth and creating a fun pleasant environment that can be enjoyed.

I. Why you want to hire high school & college students

- a. Believing in the program – do you really want student employees?
- b. What type of student should you look for?
 1. Involved students who participate in extra activities make the best workers
- c. Expectations – from both the employer and employee
 1. Flexible schedule
 2. Strict dress code
 3. Training & Staff Meetings – you are their boss not their parent or best friend
- d. Advantages:
 1. Dependable Returning Seasonal Staff
 2. Task/job movement becomes easy
 - a. Easy to replace staff members when having problems – cross training
 - b. Potential for permanent employees after college
 3. They know your business
 4. You know “how” they work – strengths & weakness
 5. They want to do a good job
 6. Customer base appreciation is very high
 7. Increase the number of employees
 - a. Cuts down on over-time
 - b. You can divert staff to other areas during peak hours
 - c. On a slow day easier to send a student home early

II. How do you find them?

- a. Identify who you are looking for
- b. Where to look – how do you advertise a job opening?

III. Hiring Process

- a. What do you say when talking the students?
 1. Create a standard message that is always used
- b. Pressure from family & friends
 1. Require all job applications to go through the same requirements – use your standard message!

IV. How to make the scheduling work

- a. Questions to ask
- b. Building a schedule
- c. Dealing with schedule changes

V. What do I gain by hiring students?

- a. Community support – all baby boomers worked as kids – tapping into positive emotions makes happy customers
- c. A built in staff with minimum new training year after year
 1. allows for easy job transition within your farm from one area of operations to another
 2. I have student workers with me for an average of 5 years- and my best workers for 10 years (age 12 through college graduation age 22)
- d. Your wage structure can be lower by using student staff members
- e. Loyal workers