

# **Farm Marketing I: Keynote Session**

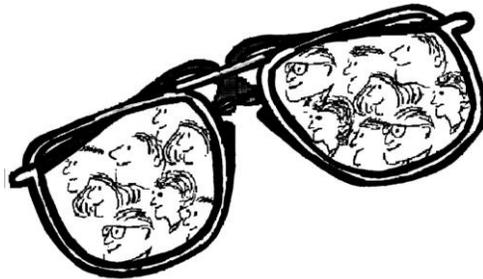
**Tuesday morning 9:00 am**

**Where:** Ballroom A

**Moderator:** Bob Tritten, District Fruit Educator, MSU Extension, Flint, MI

- 9:00 am        Through the Eyes of a Customer - KEYNOTE SPEAKER
- Jolene Brown, West Branch, Iowa
- 10:00 am        Farm Marketing West Coast Style - A Story of Growth
- Jay Wood, Country Mercantile, Pasco, WA
- 10:45 am        How MATA Is Growing to Serve Its Members
- Beth Hubbard, Michigan Agritourism Association President and Corey Lake Orchards, Three Rivers, MI
- 11:00 am        Session Ends

**Great Lakes Expo  
Farm Marketing Keynote Presentation  
December 8, 2015**



**“Through the Eyes of a Customer”**

Have you truly looked at your setting, your service and your products through the eyes of a customer? What an insightful experience! During this upbeat, interactive keynote, we'll discover the five factors that influence the attitudes and purchasing decisions of today's customer. We'll emphasize the importance of custom-made service in a high-tech, high-touch competitive environment. We'll laugh while we learn the truth in the statement, "You don't choose your customer. Your customers choose you!"

**Presented by:**

**Jolene Brown, CSP**

Professional Speaker

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# Absolutes of Customer Service



1. Competitive products & services
    - based on value
- 

2. Quality results
  - products, programs, and services delivered positively, as promised

3. Attention and appreciation
  - caring about the customer and creating the experience



## What do customers want?

### They want.....

- you to get smart.
- to feel welcome and respected.
- you to listen and understand.
- to understand you.
- you to take responsibility.
- you to pay attention to the details.
- you to remember generational differences influence their behaviors and choices.
- you to meet their needs and solve their problems.

# CRITICAL QUESTIONS



1. **As an individual leader/manager/employee, how do YOU add value?**
2. **What opportunities could you create to discover information about your customers?**
3. **List three ways you could demonstrate appreciation for your customers.**
4. **Who else do you depend on to provide services to your customers, and what is your relationship with them?**
5. **What's the plan of action for complaints?**
6. **What is good and positive about your business/industry that we can celebrate?**
7. **What are the “extras” that differentiate you from your competition?**
8. **What one idea would improve your customer service?**



## **You may have lost a customer if...**

- 1. you promised a lot, but under delivered.**
- 2. you or your employees were rude, uncaring or indifferent.**
- 3. you stopped listening, because you knew all the answers.**
- 4. you remembered the importance of customer acquisition, but you forgot about the significance of satisfaction and retention.**
- 5. you forgot that individuals make decisions and you began to take for granted or ignored the value in your relationships.**
- 6. your product or service has declining value or quality.**
- 7. you stopped communicating in a timely and effective manner.**
- 8. your customer's needs and expectations changed, but your strategies and solutions didn't.**
- 9. you committed an ethical breach.**
- 10. you began to think you were selling a "commodity" with no differential competitive advantage, except a lower price or a better deal.**
- 11. you missed deadlines.**
- 12. your customer found somebody else who wasn't doing 1-11.**

**If you have been brutally honest when reviewing this list,  
you know better than anyone else where you goofed.  
The time to take corrective action is NOW!**

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# Direct Marketing West Coast Style

Jay Wood, Country Mercantile  
Pasco Wa. 99301  
509-545-2192

## History and experience

- Raised on a dairy farm in Idaho
- Experience in growing wheat, sugar beets, potatoes, alfalfa
- Education in agricultural economics and business management

## Farming in Washington

- Experience in growing potatoes, corn, sugar beets, mint, carrots , and alfalfa
- Began my own operation growing potatoes
- Rotations include beans, wheat, corn, alfalfa, timothy
- Purchased land and planted asparagus, cherries, apples, raspberries

## The only ship that won't float is a partnership

Basin Agro Services	fertilizer and chemical company
Exxon-TacoBell	convenience store, gas station
Desert Auto	used car dealership
Northwest Country Mercantile	antique store

## Agriculture and economic cycles

- Selling produce at a roadside tent
- Scale of size of production
- Producing 90,000 lbs of cherries, 900,000 lbs of asparagus,  
320,000 lbs of raspberries, 2,000,000 lbs of apples,  
105,000,000 lbs of potatoes
- Sales of 50-100 lbs a day of each of these products

## Taking produce on the road

- Farmers markets
- Fruit Stands across the Northwest
- Southern route to Oregon and southwest Idaho
- Northern route to North Washington and North Idaho

### Expanding the store

- Addition to bring produce inside with coolers
- Increasing items for sale
- Response to customer request

### Produce stand or retail store?

- Open year around--labor--operating cost
- Expansion from 3,000 to 12,000 sq ft.
- Homemade products for sale

### Marketing

- School field trips to harvest festival
- Advertising
- Creating return customers

### Downsizing the farm

- 15 acres cherries, 15 acres pumpkins, 25 acres sweet corn, 5 acre fuji
- Discontinue potatoes and asparagus

### Country Mercantile / Richland

- Expanding into a second store
- Location, location, location
- Experience and entertainment of food production



**Michigan Agritourism**

*Experience Our Local Farm Fun*

## Growing and serving our Members

**Come visit us at Booth 59!**

**Come to Michigan Agritourism “Best Practices” workshops on Thursday AM**

- **Education: Classroom, School Tours and Informal Education**
- **Cash Management at your Cash Register Location**
- **Choosing the Right Structure for your Agritourism Business**

**Visit our website at [www.michiganfarmfun.com](http://www.michiganfarmfun.com) or call 616-952-1151**

**Beth Hubbard, President**  
**Janice Benson, Executive Director**

### • **2015 Accomplishments**

- Member out-reach
- Working on the “tourism” half of our name
- Promotion of agritourism
- Our gem: The printed directory
- Education for members
- Securing a grant with MIFMA
- Networking, Partnerships and Collaborations
- Representing Michigan agritourism at the National level