

# **Farm Marketing III: Business Management Session**

**Wednesday morning 9:00 am**

**Where:** Ballroom A

**Moderator:** Ron Goldy, Senior Vegetable Educator, MSU Extension, Benton Harbor, MI

- 9:00 am      Developing Your Historical Narrative
- Matthew Schuld, Summit Tree Sales, Lawrence, MI
- 9:30 am      SOP'S, The What, Why and How's
- Sandee Krause, Langley, BC, Canada
- 10:15 am     Liability Insurance - Is Your Farm Market or Agritourism Covered?
- Ken Milliman, Michigan Farm Bureau, Lansing, MI
- 11:00 am     Session Ends



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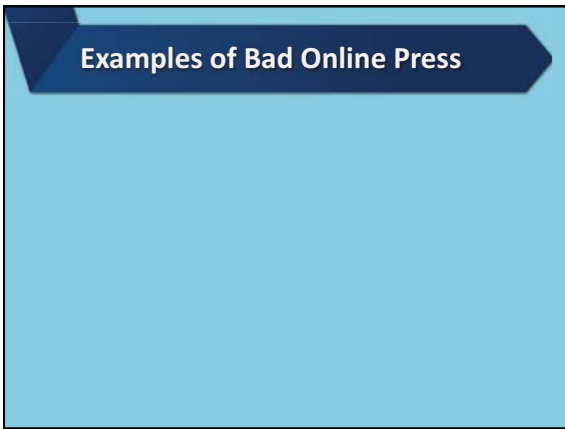
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**Tips for Social Media Resolutions**

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**Maintaining Good Face Online**

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**Tips for Resolving a Tense Situation**

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### Listening Tips

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### Post Resolution Tips

- Keep an incident log
  - What was the issue?
  - Summarize the discussion.
  - What was the resolution?
  - Who spoke with them?

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### Preventing Bad Coverage

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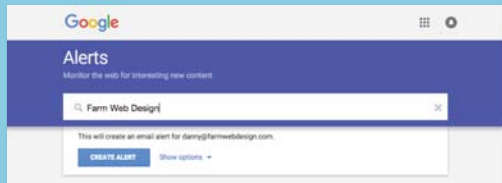
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## How do you know?

Google alerts for your business.  
Keep accounts open of popular review based social media.



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## Creating and Maintaining Attractive Websites

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**Great Lakes Expo – The Chef Connection  
“Capturing the Restaurant Market”**



**Presents**

**The Chef Connection**

**“Capturing the  
Restaurant Market”**

Culinary Cultivations  
1381 Safety Ct NE  
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# Great Lakes Expo – The Chef Connection

## “Capturing the Restaurant Market”

### **The Middleman (Highway) -5min**

- Partner with a company that can be a middleman in the process.
- Send the “middleman” a list of the products you have available with the price you are looking for.
- Charge a fee on top of this to the producer/grower and a fee to the purchaser
- Option to the end customer to pick up at a central location or have delivery
- Middleman takes the risk of financial burden
- A good example of this in West Michigan is an organization called Farmlink.

### **Chef Related Organizations - 5 min**

- Partner or join organizations that chefs belong to
- Regular meetings with the opportunity for you to become involved and meet new clients to explain about your product.
- A great organization to give an example is the American Culinary Federation.
- You can become an Associate member, which tells the organization that you are a provider of services, or products that support the chef community.
- There are many meetings, educations and events to attend to network with your local culinarians.
- Other organizations

### **Farm to Table Dinners – 5 min**

- Farm to Table dinners are a huge way to not only make relationships but to solidify the trust of your targeted customers.
- Many chefs are involved with farm to table dinners and are the biggest trends in dining.
- Take advantage of being a grower or local producer because that is a huge selling point. If you have a space to host an event DO IT!
- Connect with your chefs to see if they would like to host a special farm to table event at your location
  - Builds a relationship with your chef
  - Allows for you to have your product featured on their special menu for the event
  - Patrons who attend the event gain knowledge of your products.
- This also folds in with being able to market the event with the chef and double your marketing reach with advertisements of your event through the chef (who has a lot of connections!!!!)

# Great Lakes Expo – The Chef Connection

## “Capturing the Restaurant Market”

### Charity Events – 5 min

- Donate items for an
  - Auction (baskets, gift cards, ect)
  - Supplies for a Chef dinner
  - Supply items for the charity event itself
  - Host your own auction item dinner (at your location “Farm to Table”)
- Be sure to reach out to an organization that is going to have people you want to speak to.
- Reach out to your local chef organizations to see what they need help with.
- Find a comfortable donation you can present and make sure to ask about the exposure you will get from your donation.
  - Am I in the program?
  - Are marketing material going to be provided?
  - Will I be in the presentation?
- See where you are going to get exposure and make sure that exposure matches the donation you are offering.

### Be SEEN! – 5 min

- Go out and patronize the establishments you want to sell to.
- Non-peak times so you might be able to capture the chef or sous chef
- Before entering the establishment have a plan.
  - Know the chefs name and their Sous Chef’s name.
  - Try to find out things about the chef. Family and new trending food are a great way to break the ice.
- Make sure to give them a business card or at leave one in the check folder when you give it back to the server with a personal note to the chef. “Just wanted to let you know we stopped in tonight for dinner. The\_\_\_\_\_ was excellent. Hope to see you next time!”

### Local Food Trend– 5 min

- I would like to close with making sure to market with your best foot forward.....Local First!



# Great Lakes Expo – The Chef Connection

## “Capturing the Restaurant Market”

- The sustaining trend for the past decade had been growing even more popular by the year.
- This is such an advantage because chefs can promote your organization through their
  - Menus
  - Emails
  - Social media
  - Signs
  - Many other avenues that show their credibility as a local food provider

This gains you much exposure to not only other restaurants trying to find local products (restaurants “borrow” ideas constantly) and also the patron of the establishments see your name.

### Closing

Chefs work in a very tight knit community and are constantly collaborating with each other, sharing ideas and connections. Be that connection that they share. Be a good provider to them and show them value and they will open the doors for you. Chefs tend to be loyal to people who take care of them and make their already crazy and hectic life easier. Do something nice for your chef...set yourself apart from the rest

Culinary Cultivations and the good folks from the Great Lakes Expo appreciate your time investing in your marketing future. If you have any questions about the materials we covered today, organizations to connect with or other questions about marketing to chefs please see me after the conclusion our presentation.

Thank you!

