

MARKET READY

FARM TO E-COMMERCE WEBINAR

APRIL 01, 2020

This webinar is brought to you by Virginia Cooperative Extension and Virginia Department of Agriculture and Consumer Services. Supported by a USDA AMS Local Food Promotion Program grant

ZOOM HOUSEKEEPING



Audio

Attendees will remain muted. throughout the webinar.
We will not be using the Raise Hand feature.

Q&A

Please enter your questions using the Q&A feature.
Participants can up vote and answer questions. We will
be moderating questions periodically throughout the
webinar and also reserve time at the end

Chat

The chat box will be used to post links and resources
from the panelists. Please do not conduct
conversations in the chat box.

INTRODUCTIONS

MODERATOR:

Caitlin Miller, Market Development Specialist, VDACS

PRESENTERS:

Dr. Kim Morgan, Extension Economist, Virginia Tech

French Price, Value Chain Coordinator, VA Cooperative Extension

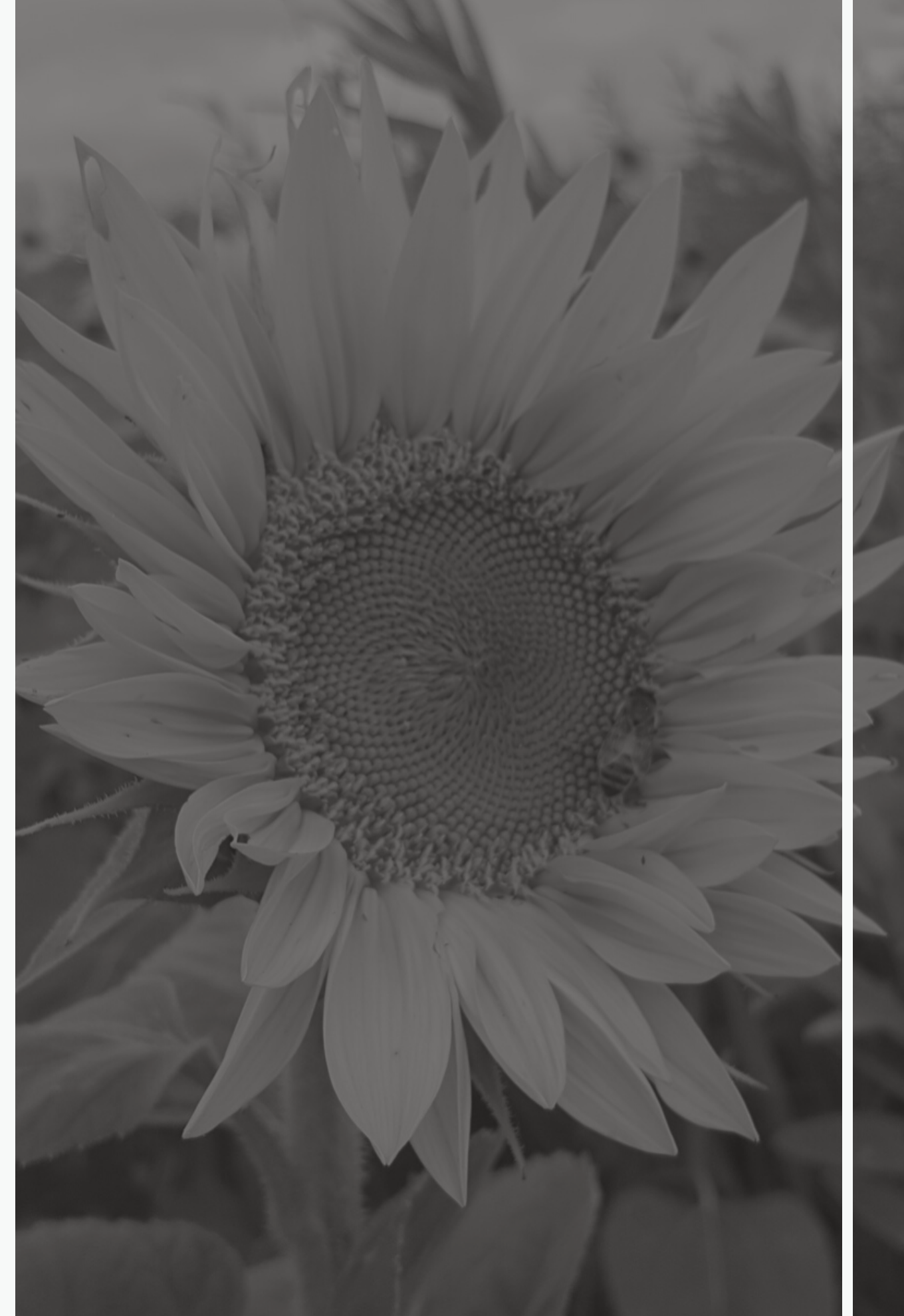
Margaret Hutcheson, Madison County Farmers Market

Dr. Katie Hoffman, Fall Line Farms & Local Roots

Matt Coyle, Piedmont Environmental Council

Sam Lev, Local Environmental Agriculture Project (LEAP)

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POLL: WHO ARE YOU?

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AGENDA



E-commerce Solutions for Virginia Agribusinesses



Introduction to Virginia MarketMaker



Best Practices & Models



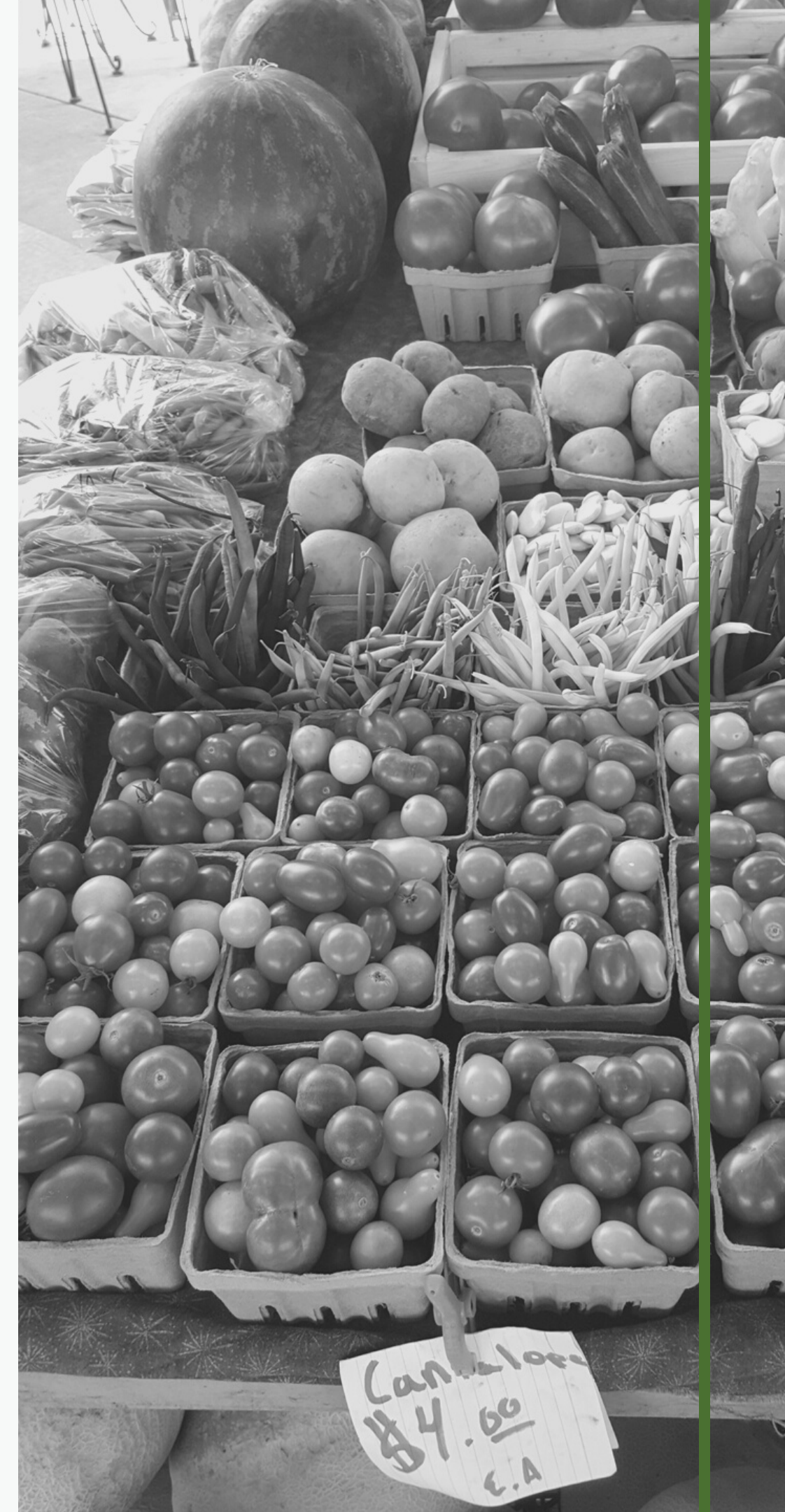
Moderated Q & A



E-COMMERCE SOLUTIONS FOR VIRGINIA AGRIBUSINESSES

Dr. Kimberly L. Morgan
Extension Economist, Virginia Tech

E-COMMERCE
=
ELECTRONIC
COMMERCE



Still all about the 4P's of the Marketing Mix

Place

Websites, email and
online databases, social
media

Price

Include e-commerce
costs (labor and capital)
in pricing strategy

Product

Include e-commerce
costs (labor and capital)
in pricing strategy

Promotion

Personal vs. Non-personal

STILL OPERATING IN IMPERFECTLY COMPETITIVE MARKETS

Defensibly different

Price Setting

Set margins to maximize profits

Minimize Costs

Financial and Human

Minimize Risk Exposure



E-COMMERCE PLATFORMS

E-commerce is an alternative supply channel with its own economic geography, and may include:

- Websites
- Email Databases
- Online Databases
- Social Media Presence



E-COMMERCE PRICING STRUCTURES

Select pricing structure based on YOUR costs

Adjust your margins to include any additional e-commerce costs:

Time

e-commerce channel marketing takes TIME

Training

In-house or outsourcing?

Identify and access resources available to you

Build and/or leverage existing networks



E-COMMERCE PRODUCTS

Select e-commerce supply channel based on your product offerings

- Product Form
- Product Lines
- Substitutes & Complements
- Number of Units

Consider storage capacity

Consider delivery options



E-COMMERCE PROMOTION



Build On Your Brand

It is the face of your farm when you are not in the room, always important, even more so with e-commerce

Share your farm story

via social media networks, public relation connections, local news outlets, etc.

Encourage trials and volume purchases

Offer BOGO or other sales promotions

Encourage Referrals

Offer loyalty rewards

MANAGE YOUR RISKS!

MITIGATE YOUR BRAND,
AND HUMAN, RISK
EXPOSURE

- Check with your insurance carrier for coverage details
- Document non-contact/clean delivery procedures
- Document storage arrangements
- Document and follow all food safety procedures

MANAGE YOUR RISKS!

MITIGATE YOUR BRAND,
AND HUMAN, RISK
EXPOSURE **ALONG**
ENTIRE SUPPLY CHANNEL

- A picture is, indeed, worth a 1,000 words
- So is a written date/time stamped transaction logbook
- And, written employee training manuals and training dates
- And, written liability share/release from your buyers

A vintage tractor is parked in a field, with a wooden fence and trees in the background. The image is in black and white and has a dark overlay.

FOOD FOR THOUGHT

**“Problems are just
opportunities in work
clothes.”**

Henry Kaiser, American Industrialist

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INTRODUCTION TO VIRGINIA MARKETMAKER

French Price, Virginia Cooperative Extension

MarketMaker

NON-PROFIT ORGANIZATION

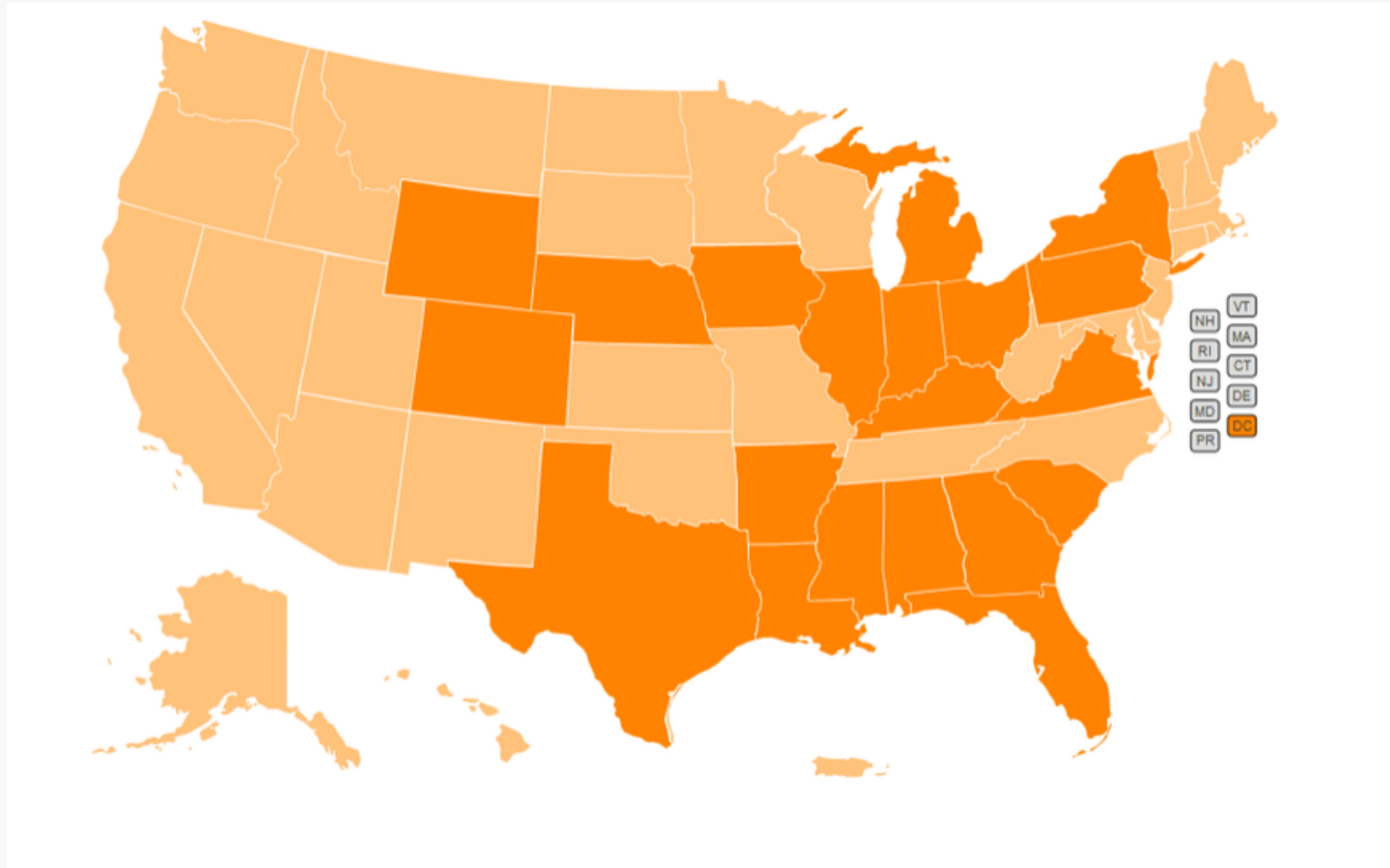
Founded by Extension Specialists, Managed by a board of Extension Economists from across the country

NATIONAL NETWORK

Over 20 states and growing!

OPEN TO ALL

Any food or agricultural business can create a profile



VIRGINIA MARKETMAKER

va.foodmarketmaker.com



SEARCHABLE MAP

Searchable database of
local foods

BUY/SELL FORUM

"Classified section" for
wholesale producers and
buyers to post product
needs and availability

MARKET RESEARCH

Learn more about the
demographics and
competitors in your target
market

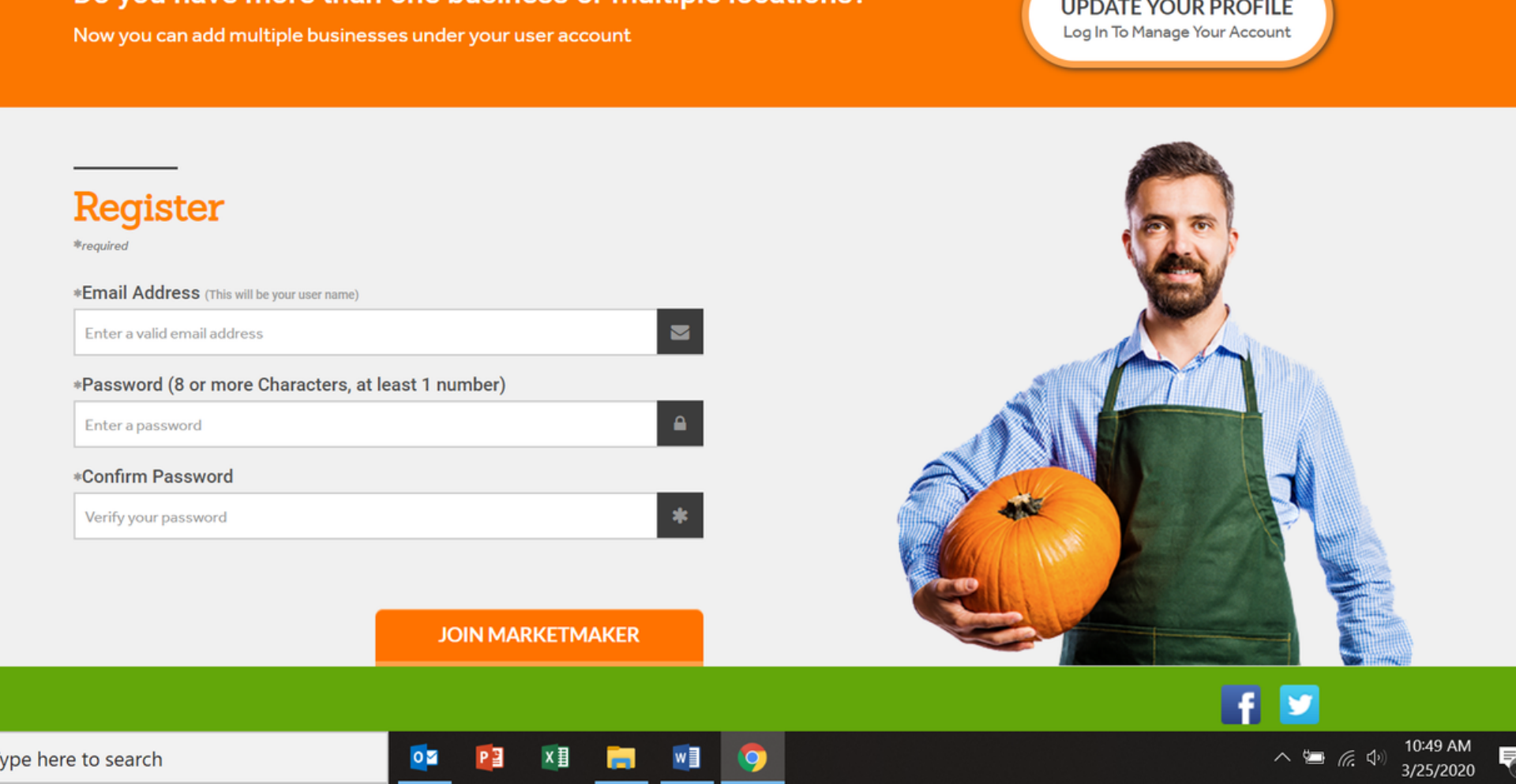
New! ONLINE STORE

Set up inventory for an
online store integrated
into your profile

5% transaction fee

PROVIDED BY:





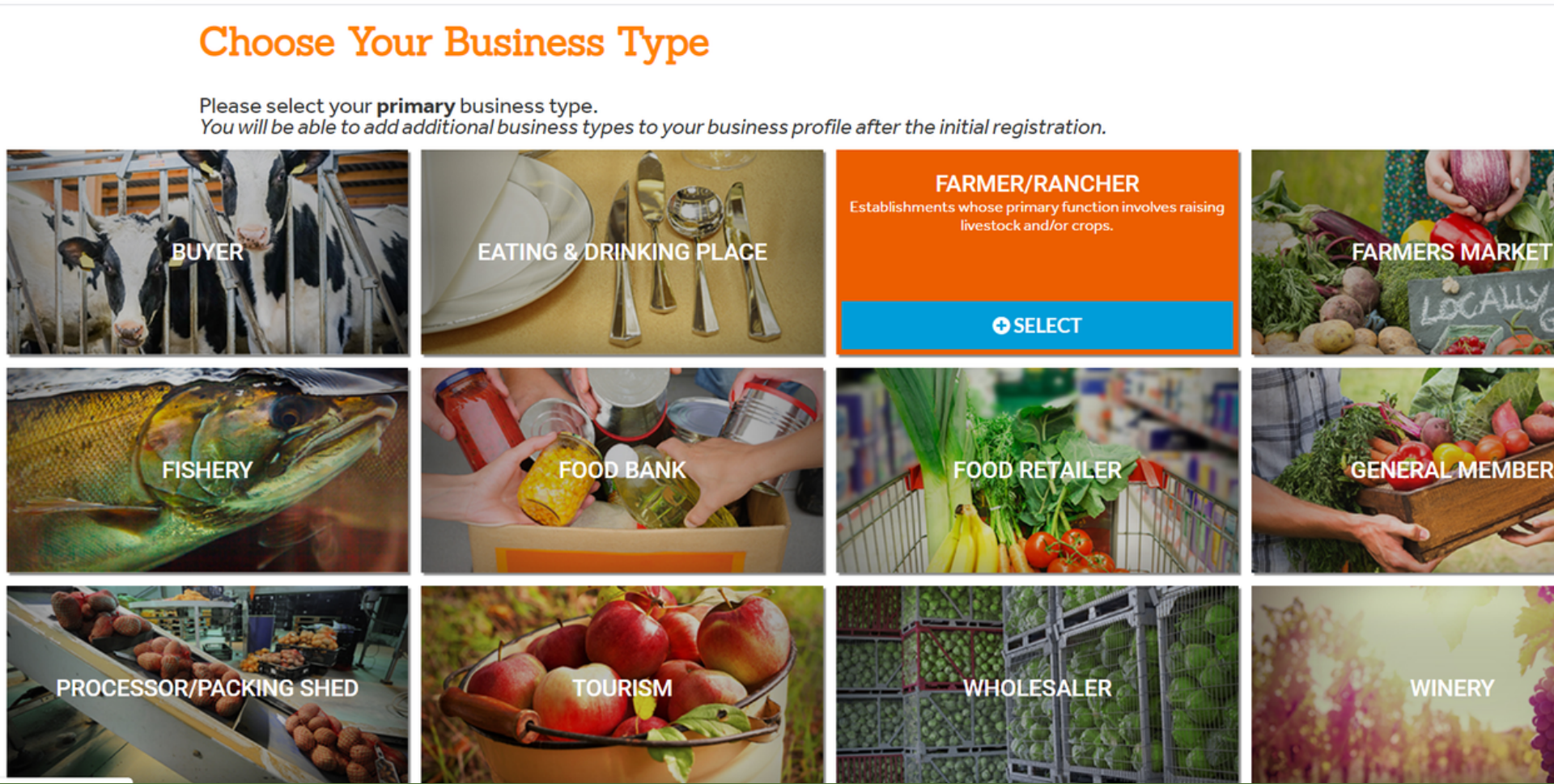
1) REGISTER

Using your email and secure password

va.foodmarketmaker.com/register

2) SELECT YOUR BUSINESS TYPE

Choose your main enterprise. You can add others after the intial registration



Choose profile categories for selected business type

Grains

Herbs

Livestock Production (Beef Cattle)

Meat & Poultry

Specialty Products

Vegetables

Markets Served

Local

Mid-Atlantic (USA)

Mid-West (USA)

Mountain Plains (USA)

Northeast (USA)

Southeast (USA)

Southwest (USA)

Western (USA)

National

International

Business Details

Days/Hours of Operation

SAVE

3) ADD BUSINESS FEATURES

This is how your business will appear in various search results. Make sure to add "Internet" to methods of sale

4) ADD CONTACT INFORMATION

You can choose what to share with the public and also set multiple administrators

Enter Your Business Information

Please enter your business' details. *required

*Business Name

Enter business, farmers market, organization or personal name

Business Description

Enter a brief summary of your business

*Address

Enter the street address of your business

Address 2

Enter any additional address information

*State

Virginia

*City

Select city

*County

Select county

*Zip/Postal Code

Enter a valid zip code

*Phone Number

Enter the phone number for your business

Website (http:// or https://)

Enter the website address for your business

Online Shop (http:// or https://)

Enter the website address for your online shop

Don't have an online shop? MarketMaker offers a free online store! Please complete registration in order to open your online store.

Account Preferences

Please select your additional account settings.

☒ Buy & Sell Forum Alerts

Relevant, real-time notifications for publicly posted buy/sell forum advertisements.

☒ Trade Alerts

Member-only product availability and on-demand notifications, food industry alerts, and related services.

☒ Newsletter

Email newsletter containing information regarding MarketMaker progress, website enhancements and new features.

CONTINUE

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ADD YOUR AFFILIATIONS AND CONNECTIONS!



PLUS ANY BUSINESSES YOU SELL TO OR WITH!

MarketMaker Online Store



Integrated Into Your Profile

You do not need an existing website to begin selling online.

****This service is only available for individual farmers**

Uses Third Party Company

Manage your inventory and accept credit card payments, using service called Local Line

Costs

Local Line's monthly subscription fees are waived, but they do charge a 5% transaction fee on all sales



LEARN FROM YOUR PEERS

BEST PRACTICES AND MODELS



MADISON FARMERS' MARKET

Margaret Hutcheson

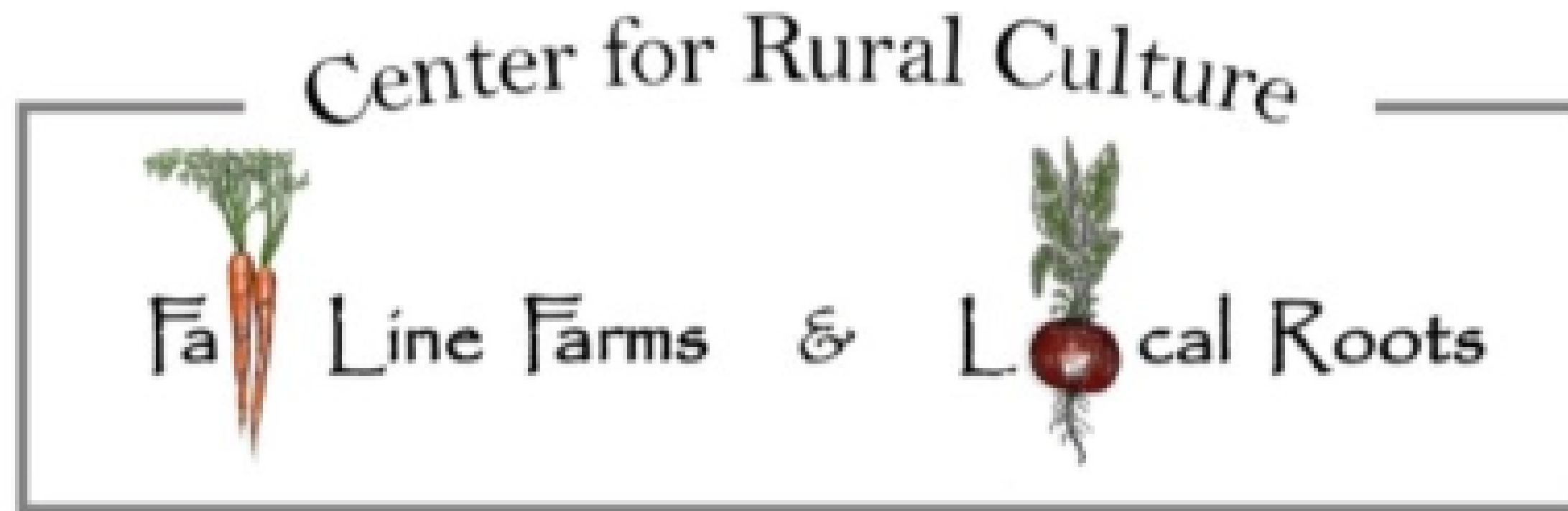
<http://www.madisonfarmersmarket.info/>



FALL LINE FARMS & LOCAL ROOTS

Dr. Katie Hoffman

<https://flflr.luluslocalfood.com/>



Center for Rural Culture

Mission Statement:

To support local economies and agriculture, to
protect rural landscapes and traditions,
and conserve natural and historic resources.

How Our Market Works

- Members order Friday through Monday online.
- They choose the items they want, then pay.
- Producers bring the items to our Thursday morning “farmer flash mob.”
- Each item is labeled with the customer’s name and the pickup location.
- Sorters at the pickup location put individual orders together for customers, who arrive to pick them up during the appointed hours.

Tips for Success in Selling Online

- Instagram pictures and buying page pictures are different animals (or vegetables)
- An Instagram post might be a large, overflowing basket of succulent strawberries. Meant to draw people to your site.
- On the buying page, you need to post a boring green paper pint of strawberries. They'll expect to receive what they see when they order.
- Many clients read descriptions to see what kinds of ingredients are in a product or what growing methods were used. Be accurate.



FALL LINE FARMS & LOCAL ROOTS

Dr. Katie Hoffman

<https://flflr.luluslocalfood.com/>



PIEDMONT ENVIRONMENTAL COUNCIL

Matt Coyle

<https://www.buylocalvirginia.org/>

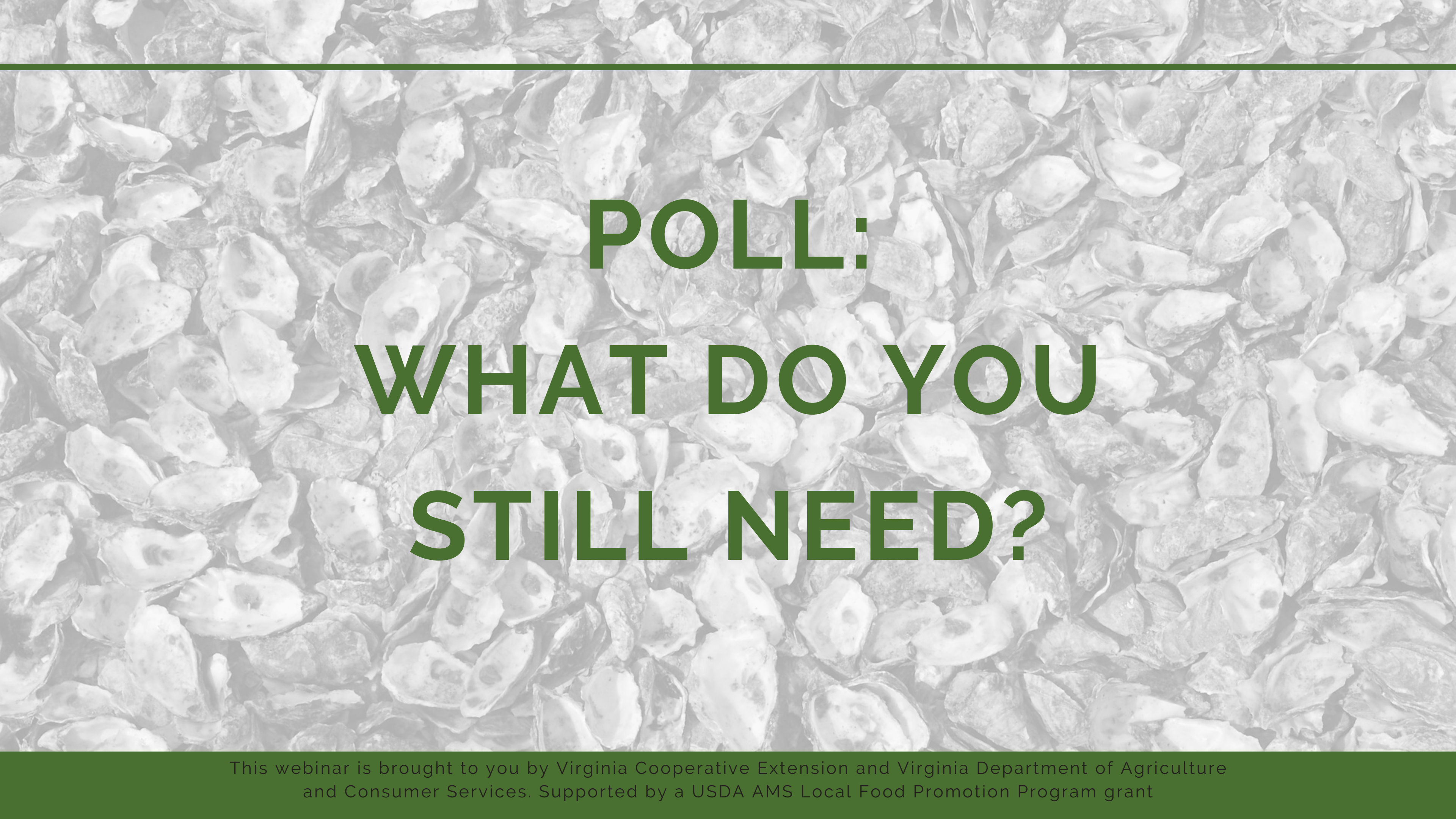


LEAP FOR LOCAL FOOD

Sam Lev

[https://leapforlocalfood.org/markets/
onlinemarket/](https://leapforlocalfood.org/markets/onlinemarket/)

- SNAP internet purchasing restrictions
- Solution using Lulu's Local Food to incorporate SNAP and matching incentives
- Lessons learned from week one
- Future solutions and development

The background of the entire slide is a dense, close-up photograph of numerous oyster shells. The shells are light-colored, ranging from off-white to light grey, and have a rough, textured appearance. They are piled together, creating a complex pattern of overlapping edges and curves. The lighting is even, highlighting the natural texture of the shells.

POLL: WHAT DO YOU STILL NEED?

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Q & A



POLL: OTHER WEBINARS?

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The background of the slide is a dark, textured image of numerous oyster shells. The shells are piled together, creating a complex, organic pattern. The lighting is somewhat uneven, with some areas appearing slightly brighter than others, but overall it's a dark, monochromatic greenish-grey.

THANK YOU

Additional Questions?

Contact French Price at frenchprice@vt.edu

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FOOD FOR THOUGHT

“Should you find yourself in a chronically leaking boat, energy devoted to changing vessels is likely to be a more productive than energy devoted to patching leaks.”

Warren Buffett

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