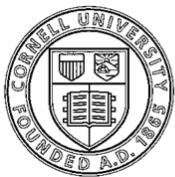




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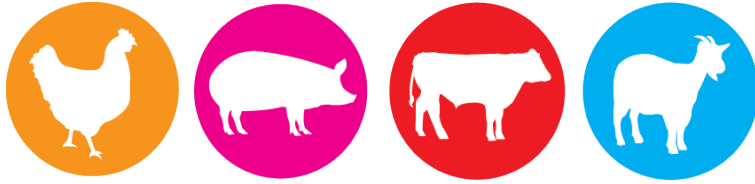
# Profitable Meat Marketing

## Part I



**Cooperative  
Extension**  
Tompkins County

Matt LeRoux  
Cornell Cooperative Extension



## Profitable Meat Marketing

Matt LeRoux



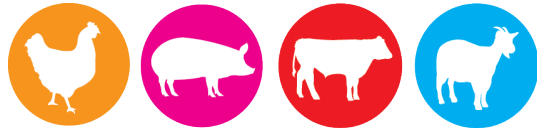
**Cooperative  
Extension**  
Tompkins County

- Marketing Specialist at CCE-Tompkins County.
- Master's in Ag/Food Marketing.
- Worked for 5 years for the New England Livestock Alliance & Heritage Breeds Conservancy.
- Started 2 brands of Natural & Grass-fed beef.
- Certified Ultrasound Technician



# FINGER LAKES MEAT PROJECT

## To increase the Freezer Trade.



**MEATSUITE**.com

Directory of farms selling in bulk.

**Fill Your Freezer:**  
How to Buy Local Meat

Consumer Education



**Cornell Meat  
Price & Yield  
Calculator**

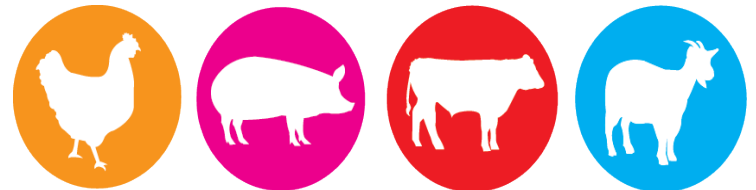
Farmer Pricing Tool



**THE MEAT  
LOCKER**

FINGERLAKESMEATPROJECT.COM

Consumer storage for bulk purchases.



**Profitable Meat Marketing**  
Producer Education

# Marketing Plan:

Marketing Strategy

Market Research

Objectives

Communication

Audience ID  
Direction



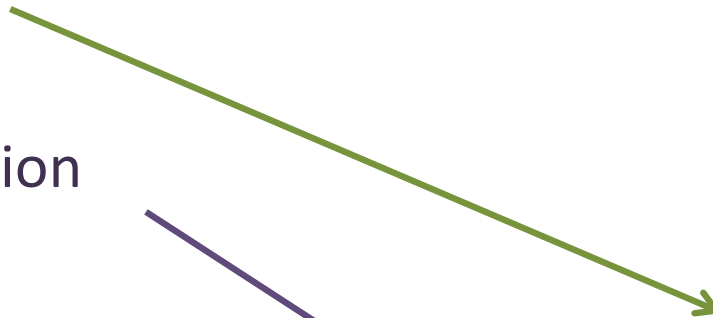
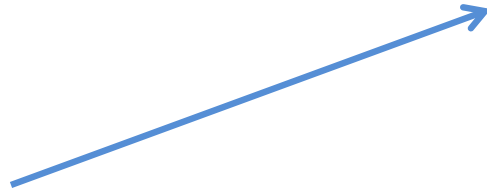
Feasibility  
Sales projections  
Demand  
Trends  
Competition



Objective  
Audience  
Budget

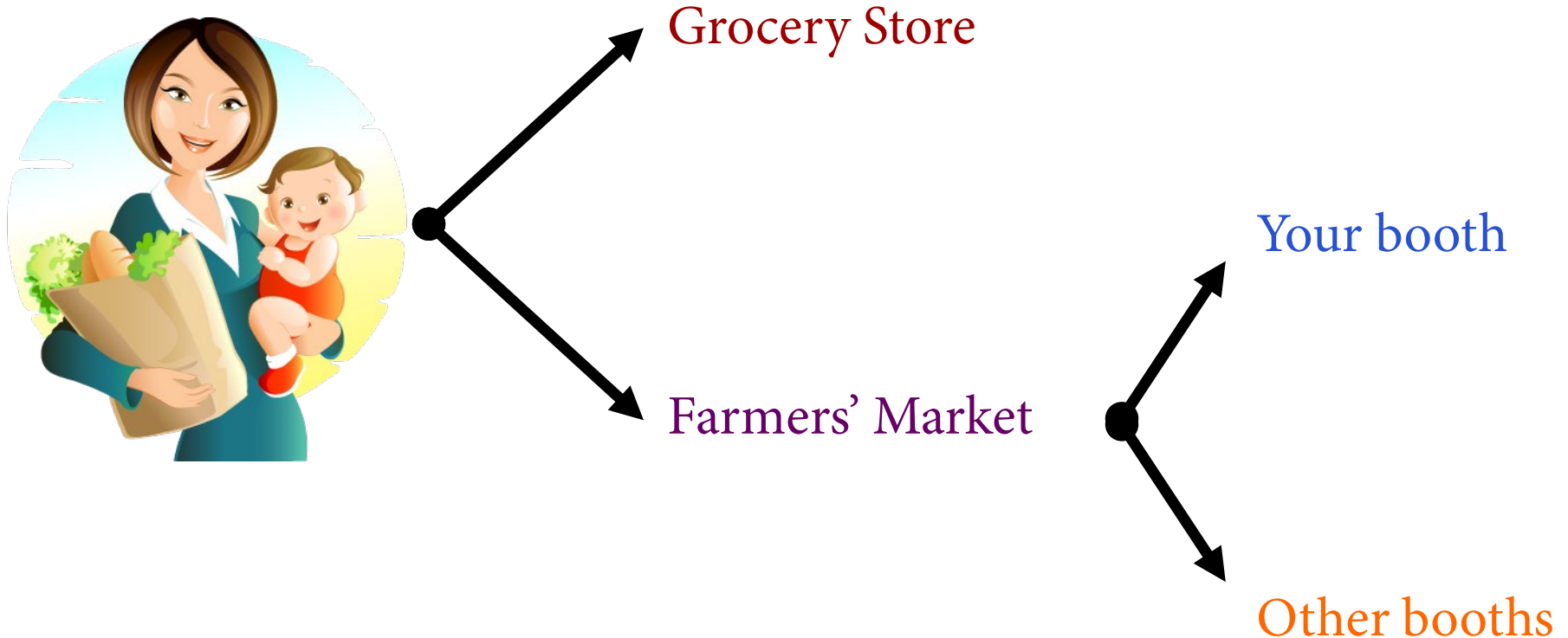


**Action!**



# Strategy Development

At each choice, ask “why?”



# What do your customers want?

## Decode their questions

**Customer:** “Is your farm organic?” “grass-fed?” “free-range?”

What are they really asking?

What do they care about?

**Each customer has different:**

<b>Needs</b>	“I need carrots.”
<b>Motivations</b>	“I want to support local farms & avoid pesticides.”
<b>Desires</b>	“I want red-cored chantenays for my dinner party.”
<b>Buying habits</b>	“I don’t have time to stop at the farmers’ market for just one thing.”

# What do your customers want?

## Local food buyers: Who are they?

Try to understand your target customers to best serve them.

### Four Main Groups of Local Meat Buyers

- **Foodie/ Locavore Enthusiasts**- *experience driven.*
- **Social Cause /Personal Health**- *cause driven.*
- **Traditional buyers**- *price driven.*
- **Ethnic/Religious**- *culturally driven.*



# Strategy Development

- Let's develop your farm's message and your basic marketing strategy.
- **WHY?**
- Focuses your message & identity.
- Make your marketing labor most effective.
- Differentiates and positions your farm.
- Attracts your target customers.
- Allows you to serve customers better.
- What will the future bring?









# Strategy Development

Our farm raises *claims/product(s)* for *target customers* who *activity/demographic/behavior*.

Impacts production and marketing decisions.



# Example: The humble carrot

Families, with young children, worried about pesticides.	Topped, bagged, small carrots.		Adelaide
Large Chain Grocery store	Orange, large, bagged, 2 lb. bags.		Bolero
Local Natural Foods Store	Rainbow bunches, tops on, 1 lb. bunches		Rainbow mix
Seniors paying with nutrition checks	Small bunches, thin, orange.		Romance
Juicers & Health Fanatics	Super clean, 5 lb. bags, topped. Seconds!		Purple
Chefs at small restaurants with farm names on the menu.	Fancy varieties, by the lb., order minimum		Atlas

# Strategy Development

## Brainstorm!

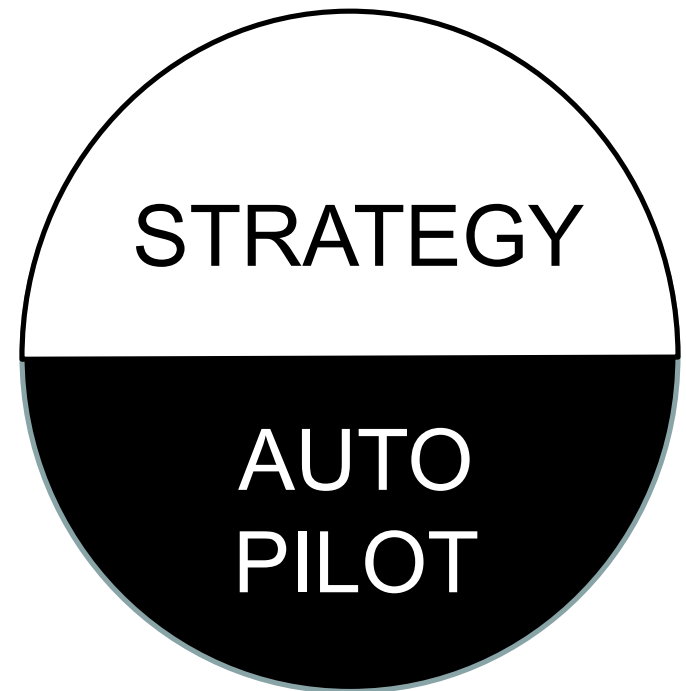
- How would busy working moms on a budget like to buy sausage?
- What kind of sausage?
- Fresh or frozen?
- Spicy?
- Bulk with home delivery?

# Strategy Development

- Concentrate on exact, specific goals.
- Develop the BEST way to reach goals.

Provide free hors d'ouvers at tasting night at the wine shop.

Invite BMW sales team to stop by for a taste.



# Market Research

# HOTEL



# **Very hard mattresses are scientifically proven to be better for you!**

- Hard mattresses align your spine for better health.
- People who sleep on very hard mattresses:
  - Live an average of 5 years longer.
  - Earn more money at their jobs.
  - Lower cholesterol.
  - More energy.
  - Fewer children.



# Now, what do you choose?

\$120/night



\$140/night





# Market Research

## Concept 1

As marketers,

Understanding the consumer

is BETTER than

Educating the consumer.

# Market Research

***Marketing is the process of:***

Understanding what the consumer wants, developing the product, and getting it to them.

# Market Research

## Two Approaches to Marketing

**Production-driven Marketing (Push)**

**Market-driven Production (Pull)**

# Market Research

## Production Driven

### “Push” Marketing

- We make this stuff.
- It is good stuff.
- You should buy it.
- **Marketing Objective:** To persuade. To educate. To convince the consumer to try and buy.

# Market Research

## Market Driven “Pull” Marketing

- People want this stuff.
- “I wish there was...”
- They will buy it.
- **Marketing Objective:** Let them know we exist.  
We have that stuff.

# Market Research

## PULL

Market-driven

**Examples:** posters, signage, paid ads, sponsorships.

## PUSH

Production-driven

**Examples:** Free samples, tastings, discounts, free offers.



# Market Research

## EXAMPLES of “Pull” Marketing:

Winter CSA's

Winter Farmers' Markets

The newest iPhone



## EXAMPLES of “Push” Marketing:

Crest 3D White Advanced Vivid

Tide with Acti-Lift

Kalette



# Market Research

So what about what I produce now?

- Identify the consumers who currently want what you produce.
- Where are they?
- How many of them are there?
- How can you best reach them?
- What message resonates with them?



# Market Research

## Concept 2

Market research helps us market our products to those who already value them.

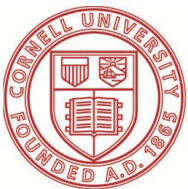
This is more efficient than push marketing.

# Market Research: Summary

- Adapt production to meet consumer demand.
  - When reasonable
  - When profitable
- Develop a target consumer to focus on.
- Needs, motivations, desires, & buying habits.
- Use market research to keep your product(s) in the market-driven space.

# What about consumer education?

- Some consumer education makes sense:
  - Example: Recipes and cooking tips
- There are organizations to educate consumers:

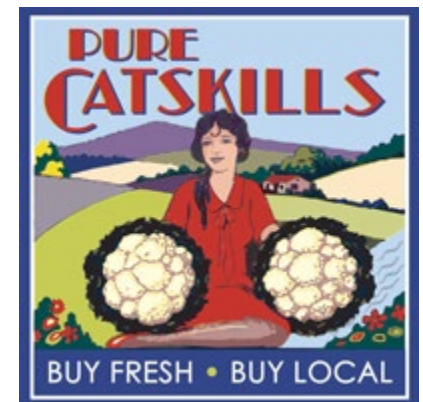


Cornell University  
Cooperative Extension



Funded by the Beef Checkoff.

got milk?



# Marketing objectives:

What are you trying to accomplish?

- To build a positive & distinct image, carve out your spot in the market.
- To increase name (brand) recognition.
- To gain new customers.
- To increase sales.



# Marketing objectives:

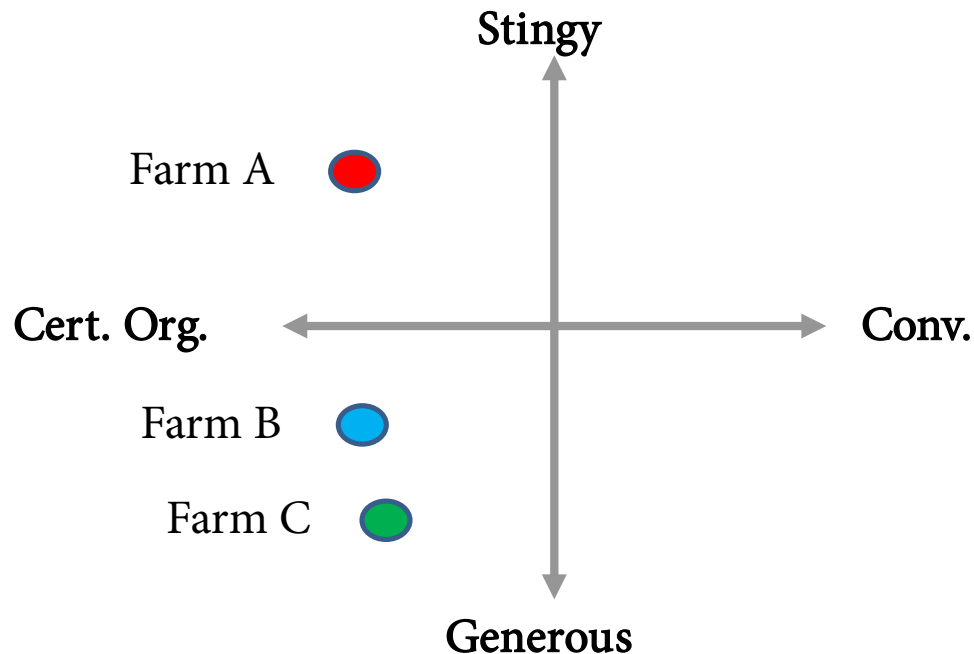
What are you trying to accomplish?

- To accomplish *differentiation*, *branding*, and *positioning*.
- Differentiation- how you stand apart
- Branding- increasing visibility w/ an image.
- Positioning- “they are the ones that \_\_\_\_”

# Marketing objectives:

## Perceptual Mapping

- Perception vs. Reality



# Marketing objectives:

An objective pays off when specific & measureable

- “I should put some money in savings”
- “I will put money in savings every month”
- “I’ll put \$50 from my first pay check in savings every month beginning in Sept.”

# Marketing objectives:

An objective pays off when specific & measureable

I grossed an average of \$525 per farmers' market last summer.

**Objective**      I want to gross an average of \$750 per farmers' market...

**Audience**      ...to my target audience...

**Budget**      \$75/week

**Timeline**      ...from June 21 through October 31.

**Action**      I will offer 10% off of orders \$20 or more. I'll put it on a big sign at my stall.  
(That would take 38 customers).

Actually, that's just \$2 off, what could I do that is more interesting?



# Marketing objectives:

An objective pays off when specific & measureable

We want to profitably market 12 head of beef this year.

**Objective**      I want to get 48 beef quarters sold this fall.

**Audience**      ...rural families with young children who don't know about us...

**Budget**              \$50/week x 15 weeks =\$750

**Timeline**            ...from Sept 1st through Dec. 20.

**Action**

## Marketing Plan:

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Feasibility

Sales projections

Demand

Trends

Competition



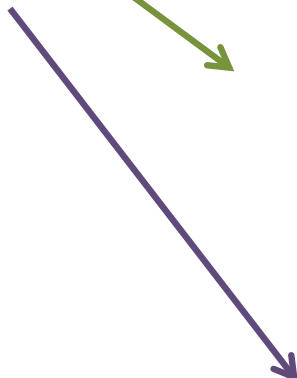
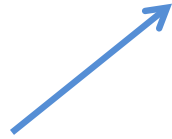
Objective

Audience

Budget



Action!



## TO DO LIST:

Talk with team,  
write strategy  
sentence.



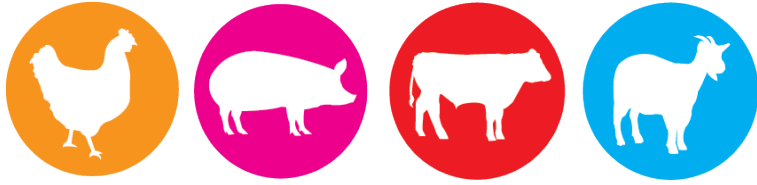
Conduct research to  
inform projections.



Formulate  
objectives



Develop innovative &  
efficient solutions!



## Profitable Meat Marketing

What are the farm's financial goals?

Per Year

Per Species

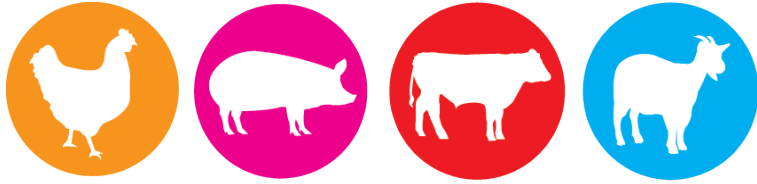
Per Head

How much do we wish to make in Gross Sales?

How many head do we need to market to reach that?

How much do we expect to retain as Profit?

Now we can create sales projections and write specific objectives!



Profitable Meat Marketing

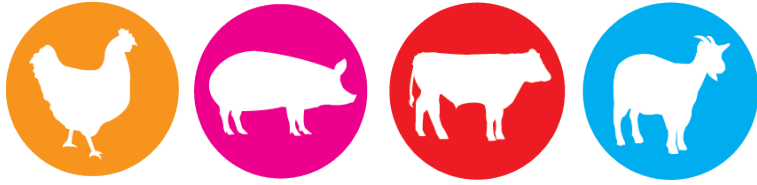
# Resources



Cornell Smart Marketing Series

Oct-Dec. 2017 & Jan. 2018

<https://dyson.cornell.edu/outreach/smart-marketing-newsletter.html>



Profitable Meat Marketing

## CONTACT INFORMATION

Matthew LeRoux

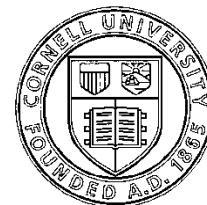
Agricultural Marketing Specialist

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607-272-2292

[mnl28@cornell.edu](mailto:mnl28@cornell.edu)



**Cooperative  
Extension**  
Tompkins County

# How much is a quarter of beef?

“Well, I get \$4.15/lb. hanging weight and then there’s the butcher cost and they get \$0.85/lb. plus \$85 for kill fee, but I pay that directly, or you can pay them but then I’ll have to let you know how much it is.”

“A quarter will cost between \$600-650 and weigh about 90-110 lbs.”