

From Seed To Sale: Considerations For Successful Marketing

Presented by: Nizam Hassan
General Manager
GMC

Marketing starts at the farm

- Marketing considerations occur
 - prior to planting,
 - during crop production,
 - at harvest,
 - in post-harvest handling,
 - package design, and finally,
 - in sales.



Before You Sow

- Before a crop is even planted, the intended market should be determined.
- Find out what your buyers expect in terms of crop size, packaging, and handling



While You Grow

- Maintain good communication with your buyer(s).
- Inform them if you foresee a delay in harvest or a change in volume



Protect Your Investment

- Crop quality cannot be improved after harvest, but the loss of quality can be slowed.
- Know what your crops need to maintain quality and what conditions cause injury.



Protect Your Investment

- Obtain basic post-harvest information on
 - temperature,
 - humidity,
 - chlorination,
 - waxing, and ethylene interactions.
- Be sure to select the most appropriate methods to remove field heat from your crops without causing damage.

Protect Your Investment

- How much is shelf-life reduced in your product if no pre-cooling is done?
- Check your post-harvest system: do you have sufficient air flow in your forced-air cooler?
- What impact will ethylene from a mixed-load shipment have on the quality of your crop?

Package For Profit

- Package to preserve quality and promote your product
- When you change your product, for instance from mature-green to ripe tomatoes, consider what changes in packaging may be needed.



Add Value

- New packaging may be needed to protect quality or to identify the new product.
- Your package design should always appeal to consumers
- Private brand names on produce is one way to promote your product.
- Branding can be especially effective if combined with strict internal quality control.

Add Value

- Logos to promote products have proven successful
- Busy lifestyles lead consumers to seek ready-to-eat convenience foods. Pre-washed, mixed, and meal-sized containers are all gaining in popularity.
- Value-added processing converts a commodity into a product, which may greatly expand market opportunities.

Honk your own horn!

- In packaging, *honk your own horn!* Why should a consumer buy your product? **Advertise aspects of your farm that would appeal to the general public.**
- Keep up with consumer trends so that you can design your packaging material to appeal to the public.



Selling Your Crops

- Before you market your product, it is wise to do some homework.
 - Do you know what your **break-even price is?**
Calculate **your unique costs of production** before you talk to any buyers.
 - Be **familiar with the market situation:**
current prices, alternative sources, and quality

Selling Your Crops

- Always remember that **quality** is the key to repeat sales, and repeat sales are the key to **success**.
- Many factors, **beginning with production, influence crop quality** at the market



Selling Your Crops

- **Be courteous and friendly.**
- **Work for customers loyalty**

