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Posting Your Prices Online

By: Ginger S. Myers, UME

Price is the only one of the four P's of marketing (product, price, promotion, and position) that deals with money coming into the business, not out of it. In the simplest terms, your pricing structure involves determining your total product costs and setting the profit percentage you'd like to make above those costs. Pricing for services, such as custom work, can be more complicated due to different levels of service or different components of a job.

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Have You Visited Us Lately?

By: Ginger S. Myers, UME



Providing the support your business needs to grow plans, networks, & markets for sustainable enterprises.

In 2013 the Marketing 101 Section on our site received 36,610 pageviews. (<http://extension.umd.edu/agmarketing/>)

Marketing takes time. But, it can be one of the most cost-effective uses of time in your business. As marketing consultant Roy Young states in his article by the same name, "Marketing is the root of all income." To read more about how to market your products go to...

- ◆ What is Marketing
- ◆ Defining a Market
- ◆ Market Research
- ◆ Marketing Mix - The 4Ps and the 4Cs
- ◆ Writing a Marketing Plan
- ◆ Marketing Plan Outline
- ◆ Marketing Strategies
- ◆ Test and Track
- ◆ Implementation

Posting Your Prices Online continued from page 1 ...



Most farmers' markets require you to post your prices. You probably have a price list of your products or services that you willing share with perspective clients face-to-face. But, do you post all your prices on your website? If you do post them, won't your competitors discover your prices online and then underprice you and lure customers away? Or, if you provide a service with several facets to the work, how can you list a price that may need adjusting as the work progresses? Won't customers be annoyed when the final price for the job exceeds what you've posted on your website? The an-

swer to these questions is yes. But, consider these positive advantages for listing your prices on your website:

1. Consumers expect to be able to compare pricing for goods and services on-line. They may just want to know your prices for a cut of beef or be comparing prices between two CSA shares. If you don't list your prices, they move on to another site that does list them.
2. Listing your prices is good customer service. It saves potential customers time in their purchasing decisions and saves you time answering follow-up questions about your basic prices.
3. Letting potential customers know your prices allows you to "own the pricing conversation." It helps establish your credibility with prospects by presenting answers to their immediate cost questions and projects your professionalism. Upfront pricing may be more difficult for some services, but published baseline pricing can nudge prospects into contacting you for more detailed pricing per their specific project.

While not everyone buys because of prices, everyone wants to know your prices before they buy.

Energy Efficiency Grant Available to Maryland Agricultural Producers!

The Maryland Energy Administration is pleased to announce the continuation of its support targeting the agricultural sector. The 2014 Kathleen A.P. Mathias Agriculture Energy Efficiency Program (<http://energy.maryland.gov/Business/MathiasAg14.htm>) will award grants ranging from \$25,000 to \$200,000 to assist with the costs of installing energy efficient technolo-

gies in farms and agricultural businesses.

Applications are due March 14, 2014. This year's program will:

- ◆ Fund energy efficiency projects with at least 20% energy savings, and

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Diluting the Term—Are You Producing an Artisanal Food?

The word artisanal is used to describe more and more foods these days. You see it used everywhere, including in how we describe value-added foods at the farmers markets as well as many foods in our grocery aisles. Can potato chips truly be labeled artisanal? What exactly is artisanal food?

Webster’s definition of an artisan is “a manually skilled worker.” But most of us think of certain types of products rather than the producer. Traditionally, the path to becoming an artisan included the stages of apprentice and journeyman. To be admitted to a guild, a journeyman had to present a finished work that proved that he had mastered his craft.

Food terms like “organic” now carry a legal definition, but artisanal has no legal definition, and so like gourmet or natural it is used liberally. In truth, the story of artisan is actually one about culture (the process to make it) and nature (what it’s made of or the ingredients.) It is not a food

label but a whole approach to producing a product much like “whole farm systems” defines a farmer’s total approach to stewardship of his resources.

Message for Marketers

Artisan is a quality dimension. Ask yourself:

- ◆ Does a real person craft this product with care?
- ◆ Is it made by hand, in small batches or limited quantities using specialty ingredients?
- ◆ Does it reflect expertise, tradition, passion, a process?

If the answer is no to any of these questions, then you do not have an artisan product, nor should you call it or label it as such. Artisan is something consumers recognize you as; it is an authentic narrative about the ingredients used and the special process used to create the products.

PROCESS: How the food is transformed. It’s a culture-based quality distinction

GOURMET → **PREMIUM** → **ARTISANAL** → **HEIRLOOM** (around the bend)



INGREDIENTS: Where the food come from. Nature-based quality distinction

NATURAL → **ORGANIC** → **LOCAL** → **WILD** (around the bend)



Graphic Source: <http://hartbeat.hartman-group.com/article/410/When-the-Label-Says-Artisan>

Online Business Plan Resources

Haven't written a business plan before? Need some more information to help you reach these guidelines? We've compiled a short list of online resources that you might find helpful:

- ◆ **Small Business Administration guide to writing a business plan**
<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/how-write-business-plan>
- ◆ **A more recent approach to business planning in the Business Model Canvas**
<http://www.businessmodelgeneration.com/canvas>
- ◆ **A video series on the Business Model Canvas**
<http://www.entrepreneurship.org/bmc>
- ◆ **The Lean Startup is easily holding the most "get started" buzz around business formation**
<http://theleanstartup.com/>
- ◆ **Nate Lustig provides a great getting started guide to entrepreneurship**
<http://www.nathanlustig.com/entrepreneur-101/>
- ◆ **Startup Weekend may host events in your area**
<http://startupweekend.org/>
- ◆ **Entrepreneurship classes and other opportunities**
<http://www.nfte.com/>
- ◆ **NCIIA hosts training and events**
<http://nciia.org/>
- ◆ **Some great resources on how to build an effective poster display**
<http://mrlibrarydude.wordpress.com/2013/03/04/poster-presentations-101-creating-effective-presentations/>
- ◆ **TED is a great resource to see a lot of wonderful speakers, but sometimes the speakers speak on how to speak effectively**
http://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks.html

Energy Efficiency Grants Available To Maryland Agricultural Producers continued from page 2...

- ◆ Provide grants to cover up to 50% of the cost of energy efficiency upgrades after all other incentives have been applied.

Energy efficiency measures must be installed before October 31, 2014.

Technical assistance is available to help applicants estimate their project's energy savings, and to answer general application questions. Further program details are available on the program website. Information on the results of the 2012-2013 program you can go to: <http://energy.maryland.gov/Business/mathiasag/>

Questions about this program may be directed to MEA Program Managers:

Dean Fisher
Dean.Fisher@maryland.gov

Alec Fields
Alec.Fields@maryland.gov

Maryland Energy Administration
Attn: The Mathias Ag Program
60 West Street, Suite 300
Annapolis, MD 21401

Website:
<http://energy.maryland.gov/Business/MathiasAg14.htm>

2014 Maryland FMNP/FVC Training Dates



From: Maryland Department of Agriculture, Office of Marketing, Animal Industries & Consumer Services
The Wayne A Cawley Jr. Building, 50 Harry S. Truman Parkway, Annapolis, MD 21401 (410) 841-5700

Farmers' Market Nutrition Program (FMNP – WIC and Seniors) and the Fruit and Vegetable Check (FVC) Program

Please note: If you took this training in 2013, you are certified for three years. If you are new to the FMNP/FVC program, or took training prior to 2013, you are required to attend a session to participate in the program this market season. Once you have completed the training it is good for three years, as well.

New this Year: It is required that you **RSVP** for the session you will be attending. Please see the link below. All participants will RSVP through that link, except for those attending Garrett & Allegany country sessions, who will RSVP through Cheryl DeBerry, and those attending the training at the Farmers Market Conference, who will RSVP through that specific link. Any session having less than five people signed up for it will be **cancelled**. Cancellation will be determined 48 hours prior to the session. (The only exception will be Garrett & Allegany Counties.)

The sessions are **free** and take place before or after the lunch hour; **lunch is not provided**. (The only exception will be the training taking place during the Annual Farmers Market Conference on March 13th.)

***Indicates training for both Maryland & DC programs**

Please pick your date and then RSVP through this link:

<https://mdamarketing.wufoo.com/forms/2014-fmnpfvc-training/>

February

- ◆ **14th: St. MARY'S COUNTY:** Charlotte Hall Library
37600 New Market Road, Charlotte Hall. 9:30 AM–12:00 Noon.
- ◆ **20th: CAROLINE COUNTY:** USDA Denton Office
9194 Legion Rd, Denton. 9:00 AM–12:00 Noon.
- ◆ **24th: FREDERICK COUNTY:** Frederick Business Employment Center
5340A Spectrum Drive, Frederick. 1:00 PM–4:00 PM.
- ◆ **25th: WASHINGTON COUNTY:** Washington County Ag Center
7313 Sharpsburg Pike, Boonsboro. 9:00 AM – 12 Noon.

March

- ◆ **6th: WICOMICO COUNTY**—Lower Shore One-Stop Job Market
31901 Tri County Way, Room #025, Salisbury. 10:00 AM—12:00 Noon.
- ◆ **10th: PRINCE GEORGES COUNTY:** Soil Conservation Office, 5301 Marlboro Race Track Road, Suite 100, Upper Marlboro. 9:00 AM—12:00 Noon.
- ◆ **13th: ANNE ARUNDEL COUNTY:** Training will be incorporated into the Annual Farmers Market Conference at the Maryland Department of Agriculture. 50 Harry S. Truman Parkway, Annapolis. Conference is from 8:00 AM—4:00 PM. **Lunch will be included and there will be a \$30 cost per person.** Please follow this link to RSVP: <https://mdamarketing.wufoo.com/forms/2014-md-farmers-market-conference-registration/>
- ◆ **19th: MONTGOMERY COUNTY:** Department of Economic Development Agricultural Services Division, 18410 Muncaster Road, Derwood. 9:00 AM—12:00 Noon.

April

- ◆ **1st: ALLEGANY COUNTY**—ALLEGANY COUNTY FAIRGROUNDS—7:30 PM.
RSVP to: Cheryl DeBerry: 301-334-6968 or cdeberry@garrettcountry.org
- ◆ **3rd: WEBINAR**—2:00 PM—3:30 PM. Further information will be sent via email to those who sign up for this option.
- ◆ **7th: BALTIMORE COUNTY**—Baltimore County Agricultural Center, 1114 Shawan Road, Cockeysville. 9:00 AM—12:00 Noon.
- ◆ **8th: GARRETT COUNTY:** University of Maryland Extension—Garrett County Office, 1916 Maryland Hwy, Suite A, Mt Lake Park. 6:30 PM.
RSVP to: Cheryl DeBerry: cdeberry@garrettcountry.org or 301-334-6968

The Ag

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For more information on the Agricultural Marketing Program, you can visit:
<http://extension.umd.edu/agmarketing> <http://extension.umd.edu/mredc>