



Spring 2020

Marketing Mix

Ginger Myers, University of Maryland Extension

You've done your market research. You've learned about the history and life-cycle of products like yours and the trends and key drivers that determine where your products or services "fit in the industry" Now it's time to distill your research findings into a concentrated effort to generate a product that reflects your business goals and objectives while providing solutions (price, packaging, convenience) for the customer.

Under the old marketing model, we sold what we made or produced. Under the new model, we must sell what the customer wants. The old Marketing Mix looked at the 4Ps of marketing - product, price, place and promotion. Whether you are thinking of setting up, starting or expanding your business or selling any product or service, these four elements should be top-of mind all the time:

THE PRODUCT: Exactly what product or service are you going to sell to this market? Define it in terms of what it does for your customer. How does it help your customer to achieve, avoid or preserve something? You must be clear about the benefit you offer and how the customer's life or work will be improved if he or she buys what you sell.

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Marketing Mix...continued

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THE PRICE: Exactly how much are you going to charge for your product or service, and on what basis? How are you going to price it to sell at retail? How are you going to price it at wholesale? How are you going to charge for volume discounts? Is your price correct based on your costs and the prices of your competitors?

THE PLACE: Where are you going to sell this product at this price? Are you going to sell directly from your own company or through wholesalers, retailers, direct mail, catalogs or the Internet?

THE PROMOTION: Promotion includes every aspect of advertising, brochures, packaging, salespeople and sales methodology. How are you going to promote, advertise and sell this product at this price at this location? What will be the process from the first contact with a prospect through to the completed sale?

Everyone who has studied marketing in the last 50 years has been introduced to the 4Ps. It was E. Jerome McCarthy who originally developed the

mnemonic, the 4Ps of marketing, which serves as a neat and memorable classification system of the various elements of marketing. Originally, McCarthy defined the marketing mix as a combination of controllable factors at a marketer's command to satisfy a target market.

Creative marketing with the 4Ps dictates constantly questioning existing situations and looking for ways to enhance your marketing mix - deleting existing products or services, selling them at a different price, offering them in different places or promoting them differently. However, it does not require abandoning your core marketing concepts.

In recent years, there have been attempts to develop a package (mix) that will not only satisfy the needs of the customer, but simultaneously maximize the performance of the organization. This model suggests the expansion of the marketing mix to 5Ps to include People or Personnel. However, this mix does nothing to address the "uncontrollable" factors affecting your marketing.

Upcoming Events

March

3/18—Small Fruit Workshop

3/18—Spotted Laternfly Workshop

3/25— MidAtlantic Women In Agriculture Webinar: Smart Phone Movies

April

4/3— Online Private Pesticide Applicator Recertification Training

4/8— MidAtlantic Women In Agriculture Webinar: Learning From Other's Mistakes: Estate Planning Mistakes and Solutions

4/17—Online Nutrient Voucher Training

4/22— MidAtlantic Women In Agriculture Webinar: Health Care in Your Senior Years

May

5/13— MidAtlantic Women In Agriculture Webinar: Got Milk? Are dairy Goats a Good Fit For Your Farm?

5/14— Ask A Master Gardener Plant Clinic

5/27— MidAtlantic Women In Agriculture Webinar: Are Your Products Retail Ready? Looks Count!

June

6/10— MidAtlantic Women In Agriculture: Invasive Insects: Impacts In Agriculture

Click event for details, or visit:

extension.umd.edu/events

for a full list of events.

Mental Health and Stress Management

Neith Little, University of Maryland Extension

"I need to fix the problem, I don't have time to de-stress." That's how I felt about stress management until very recently.

However, no matter how hard you work, life is going to continue being stressful. And farming can be a particularly stressful profession: long hours of both physical and social labor, with unpredictable weather and financial challenges.

The chronic stress of dealing with these challenges can, over time, negatively affect your physical and mental health. When you remain constantly in a "fight-or-flight" stress response state for a long period of time, the elevated levels of stress hormones in your body can cause long-term changes in your body that increase your risk of heart attack or stroke.

And if you spend all your time on the farm feeling worried, angry, frightened, and discouraged, over time you will no longer want to farm. The pressure and risk of burnout is greater the higher-stakes your farm goals are, whether your goals are to make a full

living from farming or to address big systemic problems in your community through your urban agriculture work.

This means that problems on the farm require a two-pronged approach: both working towards solving the root cause of the problem and working to take care of yourself regardless of the outcome. Regularly working to get your mind and body out of stress mode is a productive use of your time.

University of Maryland Extension has gathered farm stress and mental health resources online: <https://extension.umd.edu/FarmStressManagement>

For help finding a health-care provider relevant to your needs, check out the Maryland Network of Care website: <http://www.maryland.networkofcare.org/splash.aspx?state=maryland>

They have a surprisingly intuitive web-tool for finding mental and behavioral health care providers and not-for-profits.

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Maryland Beef Producers Series III – Pasture Development and Management

Cost: \$35 (Includes all refreshments, lunch and educational materials)

This course has been approved for 4 Nutrient Management and 4 Pesticide Applicator Recertification Credits

For more information about this one-day workshop, please visit our website:

<https://ansc.umd.edu/extension/beef-extension/series-iii>

	Date	Time	Location
Western Maryland	Friday, April 3, 2020	8:45am-3:30pm	Washington County Ext Office 7303 Sharpsburg Pike Boonsboro, MD 21713
Southern Maryland	Friday, April 17, 2020	8:45am-3:30pm	St. Mary's County Ext Office 26737 Radio Station Way Leonardtown, MD 20650
Eastern Shore	Friday, May 1, 2020	8:45am-3:30pm	Wye Angus 2016 Carmichael Rd Queenstown, MD 21658
Northern Maryland	Friday, May 15, 2020	8:45am-3:30pm	Harford County Ext Office 3525 Conowingo Rd Street, MD 21154

To Register Online: <https://umdbef-series3.Eventbrite.com>

Events of Interest



Wednesday Webinars— Spring Schedule

3/25– Smart Phone Movies

4/8– Learning From Other's Mistakes: Estate Planning Mistakes and Solutions

4/22– Health Care in Your Senior Years

5/13– Got Milk? Are dairy Goats a Good Fit For Your Farm?

5/27– Are Your Products Retail Ready? Looks Count!

6/10– Invasive Insects: Impacts In Agriculture

[Click here to register for a webinar and see other upcoming topics!](#)

The Foodshed Field School offers farmer education on the latest innovations in sustainable growing. It also provides programming for farmers' customers – chefs, wholesalers, grocery stores, individual consumers – on how and where to source sustainably and locally grown food. Our programs range from introductory to advanced, and come in a variety of formats: panel discussions, field days, intensives, workshops, and even a year-long, intensive Beginner Farmer Training Program.

For more information about the Foodshed Field School go to:

<https://www.futureharvestcasa.org/foodshed-field-school>

Please check with local extension educators for the status of upcoming events due to COVID-19.

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