

Marketing Small and Specialty Fruits



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Marketing Small Fruits

- *Specialty or novel fruits are available either part of the year or not at all,
- *Tend to have limited shelf life as a fresh product,
- *Will not ship long distances,
- * Are grown in limited acreage or volume, *Require greater marketing efforts.

Because producing specialty fruits requires more intensive management and marketing:

1. Researching the production of the crop
2. Researching the market potential and places
3. Diversifying their crop production to spread out the economic risk



Grower-marketer must answer about

Customers:

- o Who are the likely consumers of your produce and where do these consumers live?
- o How many people live within your marketing area?
- o Are consumers currently buying a particular fruit or vegetable?
- o How much of the product(s) do your potential customers currently use? Is this use seasonal?
- o What prices are consumers paying for high-quality products?
- o Are consumers adequately served at present?

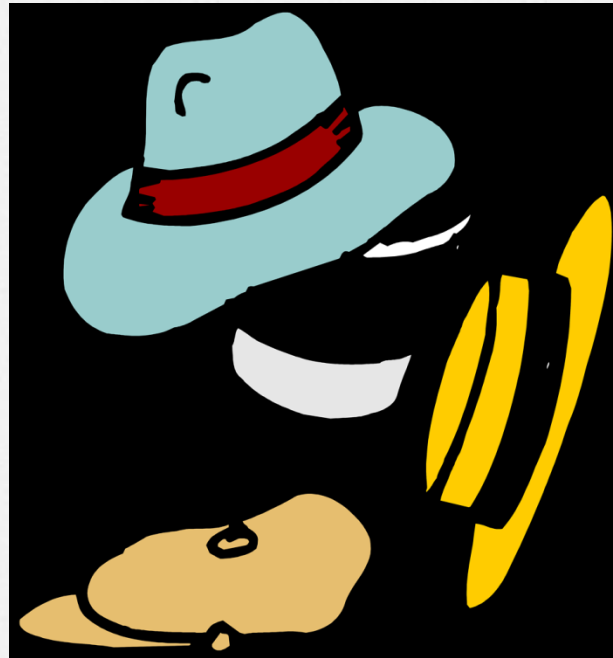
Not Your Marketing Plan



As a small, seasonal, specialty crop producer:

You must develop your own marketing system.

**In effect, you must become the grower, packer,
and wholesaler.**



Need to Know Markets

- o Market signals guide crop selection ?
- o Industry logistics ?
- o Labor, transport, cooling, sales?
- o Match agronomy / agroecology?
- o Historical prices vs. projected costs



Fresh Markets

- Consider selling directly to retailers.
- Although some chain stores and independent retailers have buy-local programs for fresh produce, such stores and programs are not common.
- You must develop your own marketing system.
In effect, you must become the grower, packer, and wholesaler.

<http://articles.extension.org/pages/10986/the-art-and-science-of-farmers-market-display>



Processing Markets

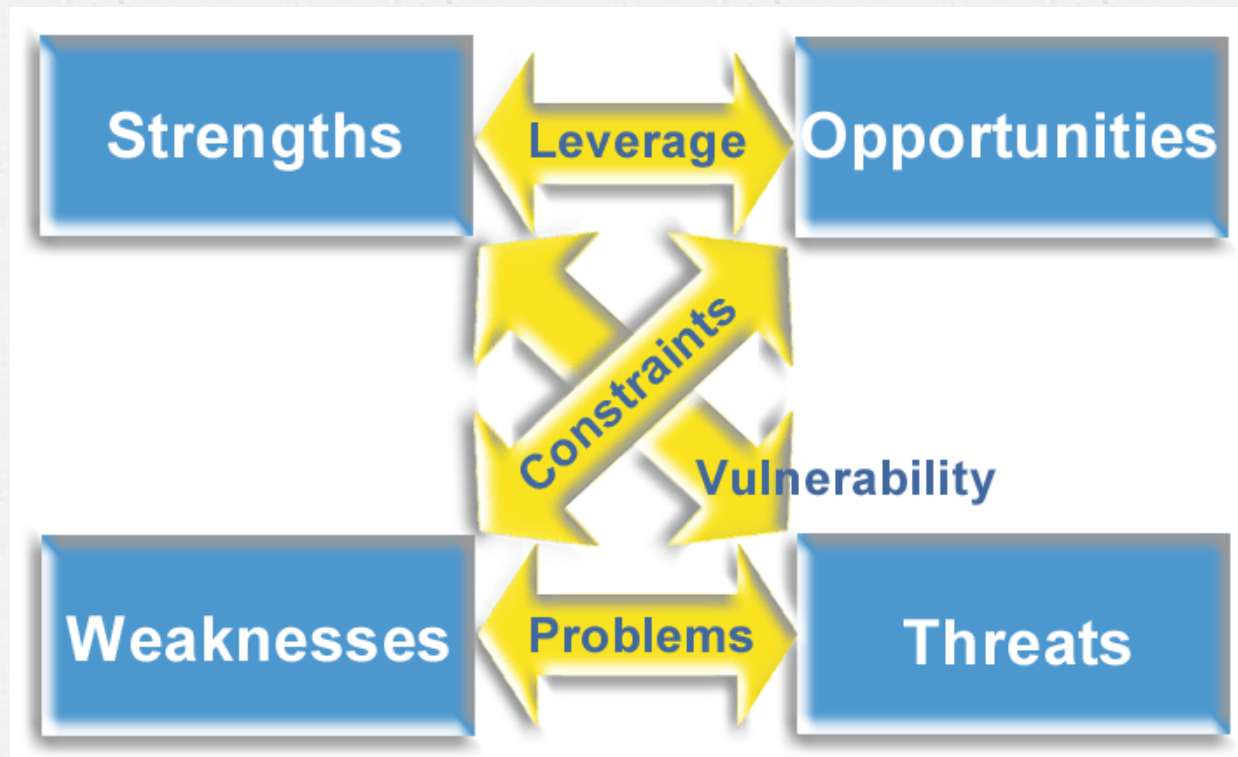
- o Only a few processing firms are left in the Northeast.
- o It may be difficult to locate processors interested in buying from small-scale growers.
- o If a processor does indicate a willingness to buy, insist on a purchase contract with the processor before planting the crop.
- o Coastal Sunbelt, Lancaster Foods, McCutcheon's

Production and marketing variables: fresh market vs. processing fruit

	Fresh Market	Processing
o Fruit quality requirements	Very high standards	Less stringent standards
o Harvest	Hand harvested	Machine harvested
o Profit margins	Usually higher	Usually lower
o Middlemen and commissions	None	Often must be paid
o Customer liability	Yes*	No*
o Location	Near population	Anywhere with transport

o * refers to liability in terms of on farm-related injuries and accidents; does not include potential food safety problems; in those instances, both grower and/or processor may be held liable.

SWOT Interactions

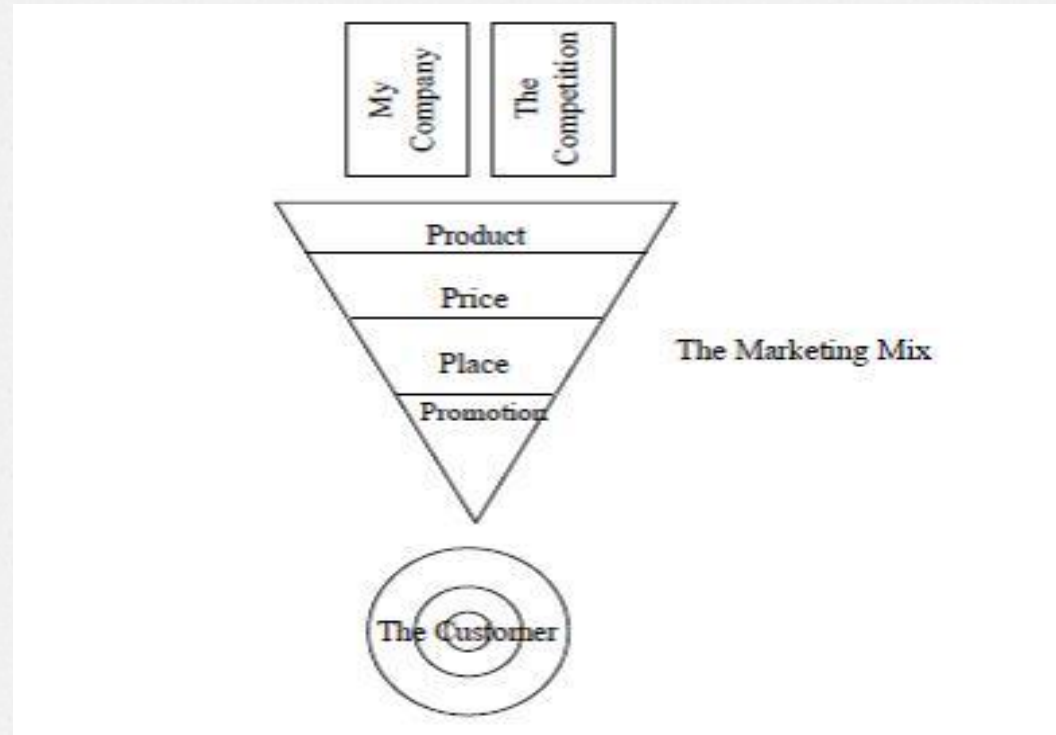


Can You Compete?



- o Can you do the job better and draw part of the market away from competitors?
- o Can the quantity that consumers purchase be increased by providing better quality than is now available?
- o Will your anticipated production come at a time when little else is offered for sale?
- o What level of quality must you produce to meet the need unfulfilled demands of consumers?
- o How must you prepare and package the produce? What size containers are most popular? What marketing costs will be incurred?

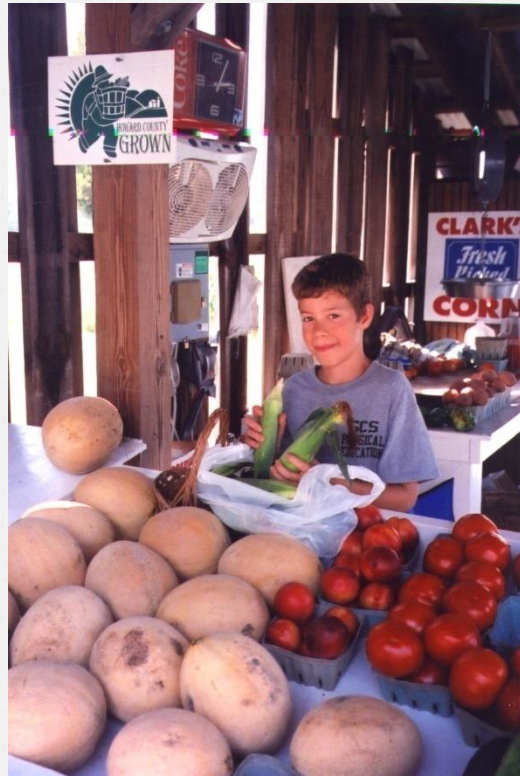




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What's the Message?

What's the Product?



Selecting a Direct Marketing Channel

- o PYO- Location, Location, Location
 - o In general one acre of PYO berries requires population of 1,000 within a 30 mile radius.
 - o Requires longer hours, particularly on weekends.
 - o A PYO operation needs to have consistent crops needed to build a customer base.



Roadside Stand- Trip to the Farm



- o National average, **customers will travel 40-60 miles**
- o Concerns for traffic flow
- o **Offer products in small, medium , and large quantities**
- o Keep displays fresh, include related products where possible
- o Avoid department sales checkout lines, offer several points sales points
- o **Have prices visible and legible**

Farmers Market- A Social Affair

- o Farmers markets are only as successful as its vendors.
- o Displays that are well organized, net and eye catching.
- o Quality fruit at fair market prices.
- o Offering samples, recipes, or preparation information
- o Friendly, respectful service

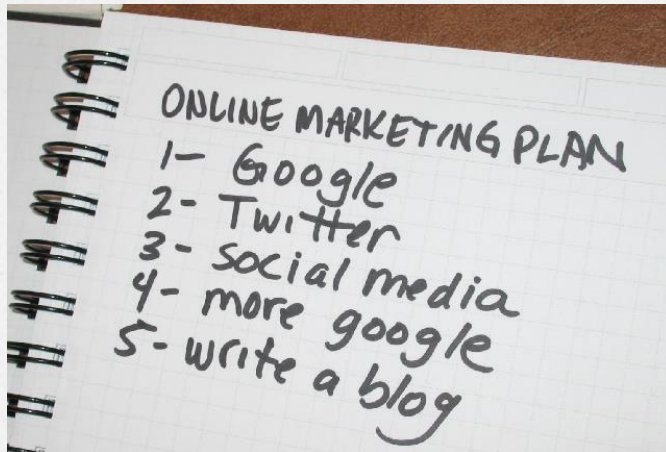


Value Added Ventures

- **Changing Physical State**- strawberries into jam.
- Producing **enhanced value products**- growing organic or free-range.
- **Differentiated** products- selling beef under an independent label.
- **Bundling** Products- Beef and BBQ sauces.



Advertising- Promotion



CATOCTIN MOUNTAIN ORCHARD

15036 N. Franklinville Road, Thurmont
301.271.2737

www.catoctinmountainorchard.com

Catoctin Mountain Orchard is a third generation fruit, vegetable, and berry farm celebrating more than 48 years in business. One hundred-plus acres produce products sold at the retail market on the farm. Pick-your-own crops and flowers are available. Call or visit the website for hours and farmers' market locations.

HOMEOWN HIGHLIGHT

Products also include plums, peaches, nectarines, apricots, apples, pears, grapes, tomatoes, squash, cucumbers, peppers, cabbage, kale, fruit pies, cookies, crumb cakes, apple butter, cider, apple sauce and honey.



CELEBRATION FARM

9961 Green Valley Road, Union Bridge
443.745.0207 • www.celebration-farm.com

Celebration Farm is a boarding and training center featuring lessons in dressage and eventing. Lessons and some sale horses are available. The farm also has an award-winning small Oldenburg and Trakehner breeding operation.

Visitors are welcome by appointment.

HOMEOWN HIGHLIGHT

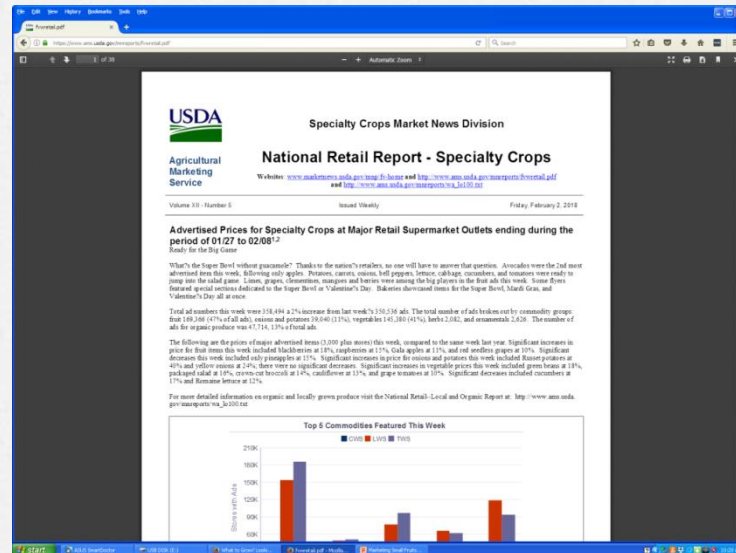
Dressage Show Series, PYDA Schooling Show, monthly clinics with Eugene Abello, photos with Santa in December. Equine boarding and training, Daily Dose Equine Natural Horse Feed.

Historical Prices

Wholesale price market for: fruits, vegetables, ornamentals and much more

<http://marketnews.usda.gov>

<https://www.ams.usda.gov/mnreports/fvwretail.pdf>



Quality Is the (a) Key to Marketing Success

- o **More than Grade A-** Buyers and consumers, however, often have additional criteria by which they judge produce quality, including flavor, ripeness, odor, cleanliness, and the presence of insects and foreign material.
- o **Proper** disease management, harvest practices (including picker instruction and supervision), and postharvest handling are critical to marketing success
- o Good Agricultural Practices (**GAPs**) and Good Handling Practices (**GHPs**) are programs that you may wish to pursue for your operation.

The Best Marketing Tool You Can Have is a Marketing Plan

- o A marketing plan is designed to direct your business towards delivering:
 1. satisfying of **customer needs**;
 2. developing a product/service to meet those needs,
 - o 3. getting the product/service to the **end user** ,
 - o 4. and **communicating with the customer**—at a profit!



Summary



1. Know the market and know potential competitive advantages of your product
2. Know the production needs
3. Evaluate the horticultural fit for the area
 - use on-farm trials to verify production
4. Use historical prices to predict profit potential

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