

LANDMAN GARDENS AND BAKERY



WELCOME TO LANDMAN GARDENS

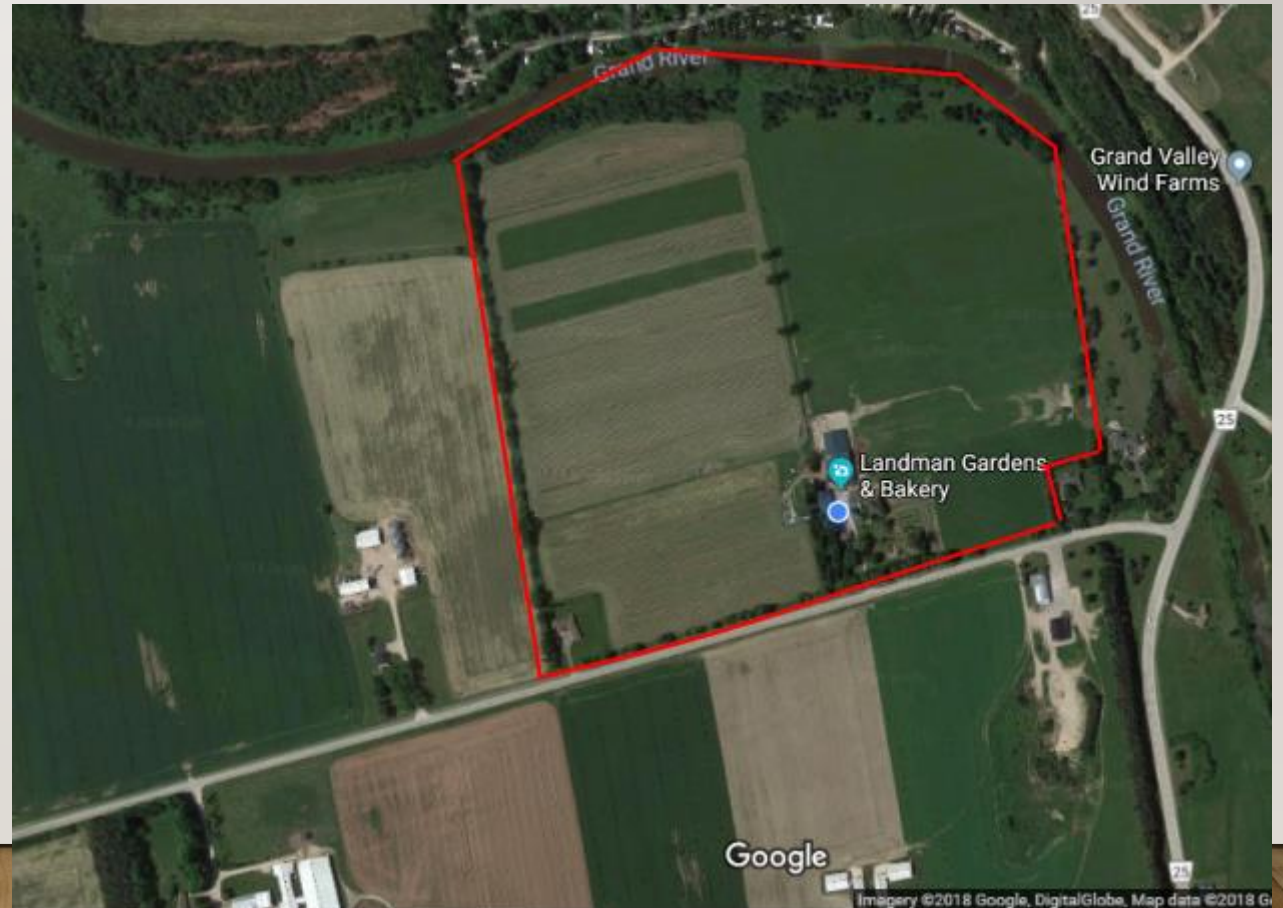
- Our farm is just north of Grand Valley, on the property owned by my grand parents since 1969
- My background: Culinary training, Sustainable Ag & Social Media Marketing
- We grow pasture raised chicken, pork, eggs and vegetables
- Commercial kitchen & Farm Store built in 2011
- Pre-Covid: Farmers markets, on-farm events (lunches, dinners, other events), on-farm Workshops, Farm Store
- Post- Covid: Farm Store, Online store and local Deliveries



WHAT WE ARE DOING..

We are in the business of connecting people with their food. We currently grow/raise:

- 2500 pasture raised chickens (Artisanal program)
- 100 pasture raised laying hens
- 35 pasture raised pigs
- 50 pasture raised turkeys
- Co-operate on farm with Landman Caprine Dairy



MARKETING PLAN

- Website
- Online Store
- Print Material “paid”
 - Local magazines
 - Memberships: OFFMA
- Print Material: “free”
 - Postcards
 - Business cards
 - Magnets
- E-newsletter
 - Different list depending on products
- Social Media
 - Instagram
 - Facebook
- Word of Mouth
 - Make it easy for people to share your experience/stuff

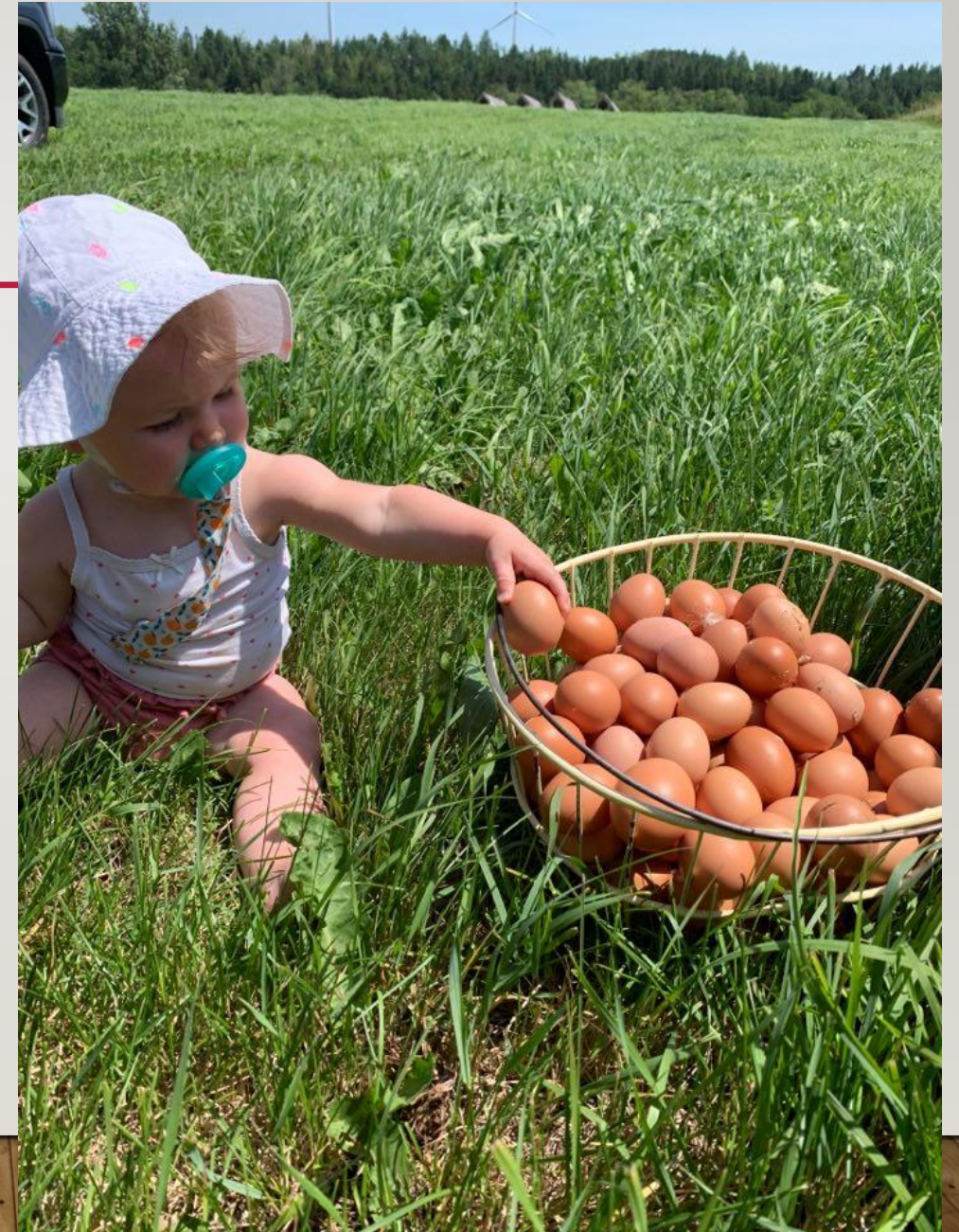


WHO WE ARE MARKETING TO... AND WHERE TO FIND THEM?

- Our “target market” varies for each product and where to find them
 - Young Families: Facebook
 - Older couples: E-newsletter
 - Millennials: Instagram!
 - Empty-nesters: Magazines & Traditional marketing
 - I find it easiest to put on their shoes.. ie. Mom’s are generally on social media after 8 pm! That is when you should post targeting moms!
- What we market to who, changes also
 - Young families: bulk packaging (ie 10 lb boxes of meat)
 - Millennials: new products, limited offers “Instagramable” experiences
 - Older couples/Empty nesters: a day trip to the farm

BREAKDOWN OF MY TIME

- Hard to “count” as it varies
- Facebook & Instagram: .5 - 1 hour/ day
- E-newsletter: 1 hour/week
- Website: updating bi-weekly 1-3 hours
- Print material: 1-3 hours/month
- Online Store: 1-2 hours/week
 - Inventory updating
 - Administration of orders



FARM STORE

MID FEBRUARY - CHRISTMAS

- Goal: Wasn't the plan to have a "farm store", was planning on just using the commercial kitchen
- Makes the most sense! We are there anyways, cooking/baking/canning
- Revenue: 25% of (pre-covid) 50% post covid
- Marketing: Requires significant marketing as the farm is out of the way
- How: Facebook, Instagram, Print Material, Local magazines, Website
- Required: Infrastructure: freezers, fridges, mixers, small-wares, equipment, packaging, storage, POS system, parking, snow removal, other farm activities (milk truck), having farm "Visitor ready", additional insurance for customers on-farm
- This year (2021) we opened Jan 20th! Earliest date yet and have been busy since!



FARMERS MARKET

WEEKLY MAY – OCTOBER;
BI-WEEKLY NOVEMBER - APRIL

- Goal: to build a customer base and get our business name out there!
- Revenue: 50% of (pre-covid) 0% post covid
- Marketing: \$0 Marketing dollars required, aside from market fees; we do “check in” or tag the market in our posts weekly
- How: Facebook and Instagram (specifically stories)
- Required: Tents, tables, marketing displays, coolers, signage, vehicle for transportation, POS system , off farm insurance



WORKSHOPS

COOKING, CANNING & BAKING

- Goal: to build a community, teach customers how to cook, can and enjoy seasonal food
- Revenue: 10% of (pre-covid) 0% post covid
- Marketing: marketing budget is about 5-10% of revenue from workshop
- How: Facebook events and website
- Required: space for preparing; enough equipment (cutting boards, knives, aprons); prep time and recipe prep, insurance



ON FARM EVENTS: BLACKHOUSE DINING

- A blackhouse was a small, traditional stone-built house, found most commonly in the Highlands and Islands of Scotland.
- The structure was generally a double dry stone wall, wooden rafters, packed earth floor and thatched roof made of turf with straw. There was no chimney. The blackhouse was home to both people and their livestock.
- The origin of the name is unsure. Some believe the 'black' is a simple contrast with the later 'white' houses, while others believe that the Gaelic term for 'black' sounds very like the Gaelic word for 'thatch', and the correct meaning was lost in translation



BLACK HOUSE DINNERS

MAY - OCTOBER

- Goal: to build a community, bring customers to the farm
- Revenue: 25% of (pre-covid) 0% post covid
- Marketing: Easy to market as limited number of dates; very unique dining experience, exclusive atmosphere
- How: Facebook events and website, word of mouth
- Required: serving dishes, trays, heating and cooling, seating, public washroom, Farm needs to be visitor friendly!



ONLINE STORE

WWW.SHOPLANDMANS.CA

- Goal: built out of a need after we closed the farm store, kept open out of a “need”
- Revenue: 0% of (pre-covid) 50% post covid
- Marketing: Easy to market in March, now requires a bit of “reminding” as everything is online
- How: Facebook, Instagram, E-newsletter
- Required: POS System, packaging, delivery vehicle



TELLING YOUR STORY

- Social media is such a great resource use it!
- It connects you with customers in a way that you couldn't connect before
- Tell your story! Interact with customers! Welcome questions or comments, the whole point is to get social
- Fine line with educating and “preaching”
- It's important for consumers to know that they can support whatever concepts they would like to flourish!



TIPS & TRICKS FOR CREATING CONTENT

SOCIAL MEDIA

- Develop a look, feel or voice of your marketing
- Use similar fonts, colours or filters
- Set aside time to put together a marketing plan either yearly, monthly, weekly
- Schedule posts!! You need to spend time working “on” your business not just “in” it
- I-phones take great pictures, or find a great photographer
- People love “behind the scenes”
- Develop some consistency behind your posts, daily, weekly or bi weekly and stick to it!
- Say yes to participating in things! We have gotten a lot of “free” advertisement or content from unusual resources! (County of Dufferin, Local tourism organizations)
- Tools: Canva- graphics; Mailchimp – e-newsletter; Weebly & square POS & online store



SOCIAL MEDIA

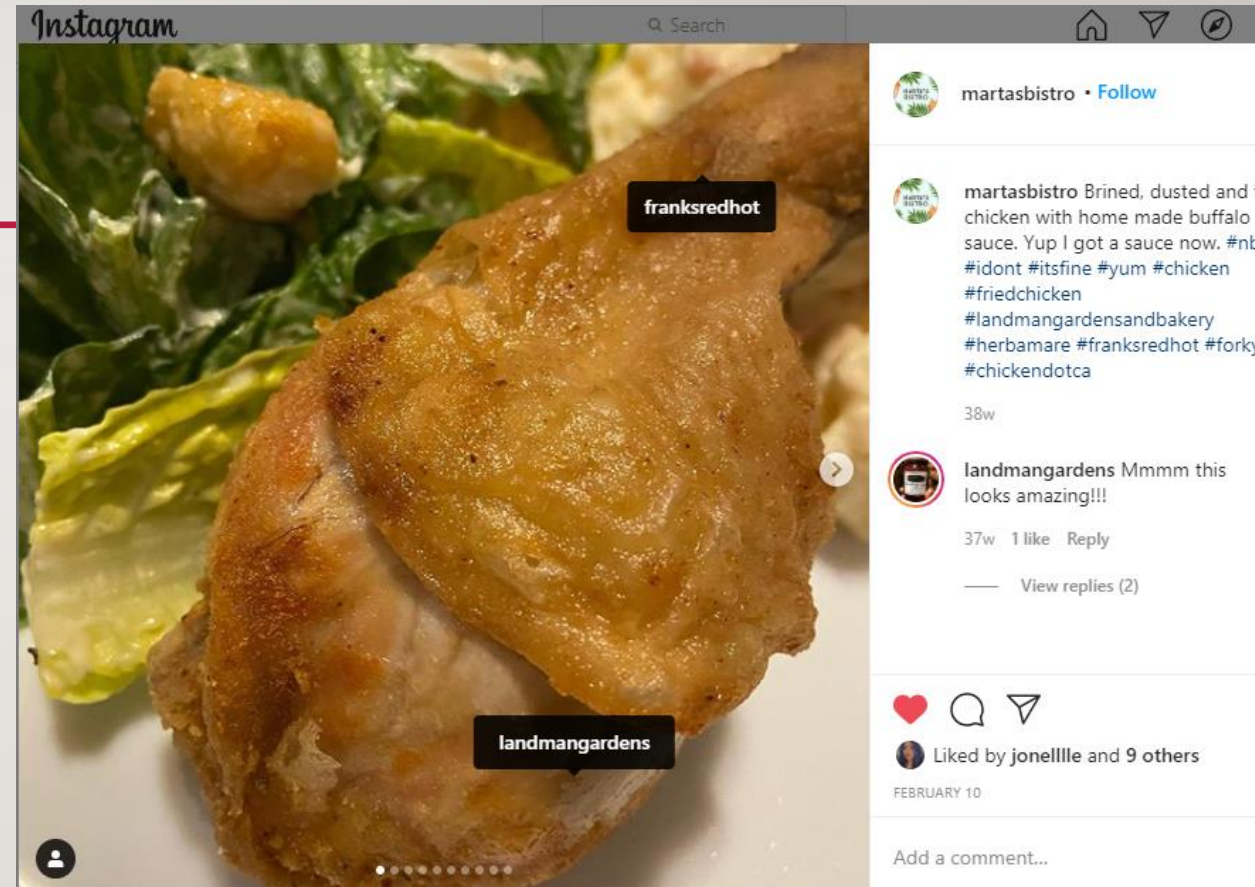
LET CUSTOMERS HELP YOU OUT

- Encouraging customers to share their experiences on Social Media
- Able to give customers “behind the scenes” look into everyday activities on the farm
- Without the same bio-security risks and safety risks
- Running social media campaigns that focus on people sharing and “liking” your content
- Customer create content that I couldn't !
- People love to share pictures of their food... help them share cool posts!



CUSTOMER RETENTION

- Give your customers an excellent product!
- Allow them to share their experience/meal/food easily
- “Instagram-able”, share peoples posts!
- Ask people to share their food, people love to take pictures of what they made or are eating
- Our POS system collects information about customers, such as how many visits/year, average spend
- Use coupon codes or VIP promotions
- Give samples of products (not always, make it special!)



NEW MARKETING IDEAS...

- I love marketing! It is constantly changing!
- No clear direction...
- This year has proven that we need to be fluid! And constantly able to pivot and change
- Starting Loyalty program
- Reminding customers that they are supporting a small business with several employees and other small businesses
- Planning a recipe box or “how to” videos



PREDICTIONS FOR 2021...

- Going into another unknown year these are the trends we are hoping to continue!
 - Customers buying in bulk (10 lb meat boxes, ½ pigs etc.)
 - Customers pre-ordering products
 - Increase in Social media interaction
 - More interest in “where their food is coming from”
 - Continued Delivery service ** Not as important as I was predicting!*



QUESTIONS??



THANK YOU FOR LISTENING!



- www.landmangardens.ca
- @landmangardens
- @landmangardens



- Farm Store:
 - Wednesday 10:00 am – 5:00 pm
 - Thursdays 10:00 am -5:00 pm
 - Fridays 10:00 am - 5:00 pm
 - Saturdays 10:00 am – 4:00 pm