

Appendix 10: Marketing Plan

From experience, our members interests and profile are:

- They want traditional, basic, and familiar veg with small amounts of novel or different produce.
- They do not favour huge quantities each week – members sometimes drop out of because they feel overwhelmed by the amount of vegetables.
- They prefer a wider variety rather than a large quantity (we aim for 5-10 different types of produce each week).
- They want high-quality, tasty produce with a story attached (see below).
- They want to feel engaged with a land based activity with interesting and seasonal activities and exercise, although they don't necessarily attend every event due to other commitments.
- They want to feel relaxed at events and to be able to bring children and guests and so educational information and activity needs to be presented accordingly.

Our key marketing tool is word of mouth, which we achieve by having happy engaged members working together for a continual profile raising presence in the local community. This is supported by suitable:

- Leaflets.
- Share trials for people who want to sample the produce share.
- Open days for the general public.
- Attending and taking stalls at local events.
- Engaging with and talking to like minded local groups.
- Occasional press releases to mark landmark events.
- Engagement with local co-ops, ethical businesses and/or buying groups.

Recruitment of new members is essential to replace those leaving (currently turnover is 25-30% per year) but retention of members is also of crucial importance. We achieve this by actively engaging with the members and making sure they feel they have an interested point of contact with the farm. This is achieved by:

Community-Building Events

- Offer a variety of events (seasonal but not too many!) for members (and non-members).
- Have seasonal food as the central theme of all events (and a meal and a fire!).
- Farm field days and work days (hands-on and participatory activities).
- Educational workshops (preserving, pickling etc.).
- School visits, youth education activities and other work.
- Pub nights and similar.
- Yearly AGM open meeting.

Newsletters, Social Media

- We have simple weekly updates (Mail Chimp) including:
 - A list of what's in the week's harvest.
 - Information and recipes for unusual produce or preservation.
 - Farm updates – crops, weather, pests, yields, what produce will be coming in

- We have a Facebook page as a self-run member group for sharing recipes and other information about the farm and its activities. It also encourages posts from like minded local people.
- We will add a Facebook page linked to our group page in order to be able to share information during our Community Share Offer.

Member Feedback/Education

- We conduct end-of-the-season surveys to check in with members and feedback this opinion to them.
- We provide a whiteboard and other feedback opportunities at the pick-up site.
- We provide education on how to eat seasonally and locally mainly through recipes in the weekly news and on Facebook.