

Marketing & Distribution

14.

**Increasing marketing of
local products by
local businesses**

Step 1: Better define your action plan topic/goal/activity

Review and revise, if necessary, your group's topic. What is the group's goal and activity for this topic: holding a conference, create a brochure, starting a business, sharing information?

Simplify, strip down and define an action goal (an activity) that is **realistic** for coordinated action during the next year.

Please print in large print.

Activity: Use electronic social media
in order to contact more/retain more
customers.

When finished, post to top clothespin on your stake (over your original topic sign).

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Goal: Farm more, market less (time)

Focus: Increase Direct sales

Activity:

When finished, post to top clothespin on your stake (over your original topic sign).

Action Topic: _____

Step 2: Brainstorm

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
<p>whose facebook pages can help us and what on-line resources exist already.</p>	<p>Social media competency</p>	<p>web providers web page etc. Customers</p>	<p>Web access Facebook page</p>

Then, for each item listed above, identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
<p>pages</p>	<p><u>Steven Schwartz</u></p>	<p>Current Farmers' market web page / facebook</p>	<p>Mrs. Janelle I phone current web site of the vendors</p>

When finished, post to the second clothespin on your stake.

Action Topic: _____

Step 3: Brainstorm (pass the potato) all actions that could/should be taken by your working- action group. These actions might be to establish contacts, acquire *good* information, find resources, reach out to other individuals or organizations; ***anything*** that will advance you to your goal in the next week or in the next six months.

List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

<u>Number</u>	<u>Possible actions</u>
1	Update (or enter) farm information on BFBL
2	Newsletter and reasons for why the food is healthy etc
3.	Define your story/products (peer review).
4	Every member should know at least one medium outlet

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done
If you have time, **highlight** the three most important actions.

Action Topic: _____

Step 4: DRAFT Action Plan— What needs to happen, **Who** will do it and **When** will it be done?

Discuss exactly how your group will tackle your next two actions (at minimum; at maximum plan out 6 actions).

*Remember these are **coordinated** actions—organizing and communicating about each action is an action in itself!*

REQUIRED		Optional concurrent actions
First Action What: Meet at PEC in Cuperus to establish facebook pages When: 17/JAN/2013 Who: Those pertaining to this group JW	What: Who: When:	
Second Action What: Who: When:	What: Who: When:	
Optional Third Action What: Who: When:	What: Who: When:	

*Feel free to think and visualize further actions, but **FIRST** plan in detail the initial actions you have agreed to and outlined. Don't overwhelm or get ahead of yourselves or each other!*

Post your action plan to your third clothespin

Action Topic: _____

Step 5: How can Buy Fresh Buy Local -Piedmont Environmental Council help?

What can *Buy Fresh Buy Local* and the Piedmont Environmental Council do to help you move forward with your action plan?
 What can other organizations or individuals do to help you to move forward with your action plan?

1. What do you need NOW? (e.g., information, meeting place, phone conference line)

What	When	Who
Reserve a room for group 14 (social media group) at PEC in Culpeper	17/JAN/2013 10:00 AM	Recipient: Sue Ellen Johnson
Invite any other members in BFBL who may be interested	As soon	

2. What will you need LATER?

What	When	Who

Add this sheet to your Step 1 sheet at the top of your stake.

Action Topic: _____

Step 6: List committed Action-Group Members

Name	Organization	Phone	Email
Meg Campbell	CROFTBURN MARKET CROFTBURN FARM	825-9044	croftburnfarm@gmail.com
Ben Stowe	Meadow Green Pork products	987 3187	stowe.benjamin@gmail.com
STEVEN SWARTZ	LOCAL FLAVOR, LLC	540-923-4796	STEVEN@LOCALFLAVOR.TV
JIM FIELDS KASS MAHANIS	Whisperin Hollow Farm Afton VA	540 456 8222	kass.mahanis@hotmail.com
Pam & Jimmy Jarrell	P&J Greenhouse & Gardens	540 948 5309	PJJarrell2@juno.com
Reid Cook	Rocky Knoll	(540) 937-4205	info@rockyknollhomestead.com

Leave this list at your table.