

## Audiences

### Entrepreneurs

Small and medium scale enterprises benefit from direct marketing because they can begin operating and profiting with volumes that might otherwise be too small for conventional marketing outlets. Existing farms are diversifying, new landowners are exploring direct marketing opportunities, and other entrepreneurs are innovating new products and reaching new markets.

### Educators & Other Facilitators

Advancing direct marketing in Ohio involves a variety of facilitators - individuals representing organizations that support small farmers and farmer direct marketing. The term "facilitators" was used in USDA's publication, *Direct Marketing Today Challenges & Opportunities*, (2000), to refer to:

- State and county Extension specialists
- Representatives from state ag. departments
- Nongovernmental groups with a variety of relevant interests.

### Ohio Citizens

We reach consumers through the media, consumer groups and other local stakeholders.

## Resources

### Convenient Education

#### Special Events

Team members provide leadership & education for local, regional, state, national and international events.

### Web-based learning

### Applied Research

Research report improves decision making & raises the standing of direct marketing ventures.

### Innovative Outreach

#### MarketMaker

A multi-state online marketing resource to give Ohio farmers greater access to regional markets by linking them with processors, retailers, consumers and other food supply chain participants.

#### Connecting in a multicultural world

To bridge cultural gaps between consumers and producers, the OSU Direct Marketing Team is collaborating with OSU's Foreign Language Center and local stakeholders to develop cross-cultural communication materials and cultural competency educational resources.

## Impacts

### Direct Marketing - Good for producers & other agripreneurs

Producers view direct marketing as an alternative market outlet to increase their income while consumers see it as a means of gaining access to fresher, higher quality goods at lower costs (Nayga et al., 1994).

### Good for consumers

Consumers also derive cultural and social benefits from direct contacts with farmers, visits to farms and nature (Linstrom, 1978).

### Good for communities

Communities develop improved social and economic conditions by strengthening local neighborhoods and creating opportunities at the rural/urban interface.



## Enhance the Direct Marketing Connections in Your Community

The Ohio State University research and Extension Direct Marketing team of the OSU Extension of the College of Food, Agricultural & Environmental Sciences, provides a statewide network of specialists who deliver expertise on new products, new markets and new marketing strategies. These specialists collaborate with state, regional and national organizations to advance direct marketing research, best practices and impacts.

### Marketing defined

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (American Marketing Association as reported by Keefe, 2004: 17).

### What makes direct marketing unique?

Direct marketing is often referred to as interactive marketing because it goes beyond mass marketing's broad audience appeal and involves two-way communication between sellers and buyers (Spiller & Baier, 2005).

"Marketing is not only much broader than selling, it is the whole enterprise seen from the customer's point of view." *Peter Drucker*

### Ag. & natural resources marketing

According to the North American Farmers' Direct Marketing Association, direct marketing is "selling direct to consumers - individuals, families, restaurants, tour groups, big companies and others."



**DIRECT MARKETING**  
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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# Direct Marketing In Ohio

## Ohio ranks in the top five states for direct farm sales

According to the Census of Agriculture, Ohio farmers reported over \$37 million in direct farm sales for 2002, up 19 percent from 1997. The number of farms engaged in direct marketing is also on the rise with more than 6,200 farms reporting direct sales in 2002.

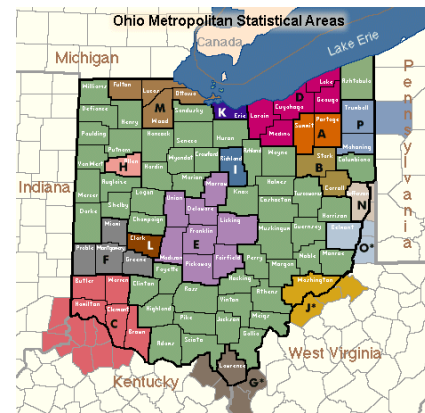


Unique characteristics make Ohio an attractive place to “Go Direct”. Research indicates that direct marketing activity in Ohio is on the rise, with a growing number of farm markets, farmers markets, wineries linked to tourism, community supported agriculture programs, value-added enterprises, auctions, chef-grower networks, and farm-based garden centers.

## People

Ohio is rich in diversity with rural Appalachian communities to the southeast, a lakefront region to the north, growing immigrant populations in numerous metropolitan areas. Ohio buyers include:

- Consumers
- Chefs/Restaurants
- Schools/Institutions/Municipalities
- Corporate Buyers
- Specialty retailers and unique wholesale markets



## Products

Items frequently sold through direct marketing outlets are fruits, vegetables, flowers, nursery products, eggs, and dairy products (Nayga, Fabian, Thatch and Wanzala, 1994). An increasing variety of alternatives includes:

- Crops & Livestock
- Value-added foods & nature based products
- Tourism enterprises



## Local Foods



## Landscaping



## Tourism

## Places

The most familiar types of direct marketing outlets are pick-your-own (PYO) farms, roadside stands, farmers' markets and direct farm markets (Govindasamy & Nayga, 1996).

- Farm Markets (including PYO) & Roadside stands
- Farmers markets & public markets
- Mail order, Internet, Community Supported Agriculture (CSA)
- Auctions
- Festivals & Other Events
- On-location sales calls/delivery



## Promotion

Why, how and when you lead the customer to purchase (Taylor, 1965).

- Image, positioning & branding
- Promotional advertising & Public relations
- Sales & Cooperative marketing
- Merchandising – store design, signage, displays
- The customer experience & hospitality
- Ongoing customer relationship management



## Planning

Developing marketing plans and capabilities enhances performance (Phillips, Davies, & Moutinho, 2001; McDonald, 1996).

- Marketing Plan
  - Situation analysis
  - Objectives and plan of work
  - Sales projections & budgets
- Marketing Management
  - Managing risk, safety, quality, regulations
  - Financial analysis and management
  - Integrating with business planning & management
- Marketing competencies
  - Vision, creativity & innovation
  - Organizational ability & analytical thinking
  - Problem solving & adaptability

